

FOR IMMEDIATE RELEASE

Malaysia as the Hepatitis C Treatment Hub of Asia

insigHT2021, a three-day international conference exemplifies post pandemic recovery strategies to forge resilience for the global healthcare travel industry

KUALA LUMPUR, 16 November 2021 – insigHT2021, the region's leading medical travel market intelligence conference, featured the launch of **Malaysia as the Hepatitis C Treatment Hub of Asia** by Minister of Health Malaysia, Yang Berhormat Khairy Jamaluddin. Being the first country in the world to be given conditional approval for Ravidasvir in combination with Sofosbuvir to treat Hepatitis C, Malaysia is poised to offer access to an affordable and efficacious treatment solution for those infected with the virus.

"In response to the World Hepatitis Day 2021 theme, "Hepatitis Can't Wait", Malaysia is ready and raring to move forward with a treatment solution for those infected with the disease. This is in line with WHO's mission to reduce new viral hepatitis infections by 90% and reduce deaths by viral hepatitis by 65% by 2030. Malaysia is offering Hepatitis C patients a treatment with a cure rate of 97% and cost reduction of 95%," said YB Khairy Jamaluddin, Minister of Health Malaysia at the insigHT2021 opening ceremony.

Commenting on this new treatment offering, Pharmaniaga Berhad Group Managing Director Datuk Zulkarnain Md Eusope added, "Through our expertise in supply, logistics and distribution of Hepatitis-C Drug to MHTC's Member Hospitals, we are proud to contribute to the shared goal of both Malaysia and World Health Organisation to eliminate Hepatitis-C by 2030. In creating access to treatment for local and international patients in need, we partner in the vision of Forging Resilience, further propelling the medical travel industry forward."

insigHT2021 is hosted virtually from 16 to 18 November and is anchored by Malaysia Healthcare Travel Council (MHTC), an agency under the Ministry of Health tasked to facilitate and promote the healthcare travel industry in Malaysia. Carrying the theme 'Forging Resilience', the conference features insights on post-pandemic recovery strategies and opportunities for industry resilience with topics such as reimaging the health system, the future of healthcare and well-being, and rebuilding hospitality delivered by renowned local and international industry experts.

"insigHT has played a significant role as a platform for creating tangible and valuable outcomes, which benefit industry players and healthcare travellers. Having endured the brunt of the pandemic, it is even more important now to optimise platforms such as these in revitalising our industry", said Chief Executive Officer of MHTC, Mohd Daud Mohd Arif.

In its sixth installation, insigHT2021 also serves as a **catalyst for cross collaboration**, attracting industry players across various sectors of the value chain to enhance Malaysia's healthcare travel industry. TMOne, the digital partner for insigHT2021 has played an instrumental role in driving digitalisation of key touchpoints along the healthcare travel journey.

“Telekom Malaysia Berhad (TM) through TM ONE, is excited to be the Digital Partner for insigHT by MHTC for the third consecutive year. This is in line with our commitment to empower Malaysia's healthcare industry players with end-to-end digital solutions that will enable them to move forward amidst global challenges. Digital services such as the accelerated adoption of telemedicine, smart health and digital infrastructure are essential to sustain and grow the medical travel industry,” said Imri Mokhtar, Group Chief Executive Officer, TM.

“We are ready to support and facilitate this, as it is in line with our move of becoming a human-centred technology company, making people’s lives better through innovative digital solutions, and befitting of our unique role as the enabler of Digital Malaysia,” he added.

insigHT2021 attracts a global crowd of participants from Asia and Europe and features a line-up of speakers, comprising of global thought leaders and experts in the field of medical travel. Among those includes: **YBhg. Tan Sri Dato' Seri Dr. Noor Hisham Abdullah** (Director General, Ministry of Health Malaysia), **Ir. Rizki Handayani, MBTM** (Deputy Minister for Tourism Product and Events, Ministry of Tourism and Creative Economy of Republic of Indonesia), **Datuk Musa Hj. Yusof** (Deputy Director General (Promotion), Tourism Malaysia), **Aireen Omar** (President – AirAsia Digital, AirAsia Group), Nongyao Jirundorn (Tourism Authority of Thailand), **Michel Julian** (UNWTO Spain), **Arnaud Bauer** (L.E.K. Consulting) and many more renowned speakers

insigHT2021 is supported by TM One (Digital Partner), Tourism Malaysia, Tourism Selangor, IMM Carehub, and Magicopper.

For more information and to register for insigHT2021, visit www.mhtc.org.my/insigHT2021.

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ABOUT THE MALAYSIA HEALTHCARE TRAVEL COUNCIL

The Malaysia Healthcare Travel Council (MHTC) is a government agency that has been entrusted with the responsibility of curating the country’s healthcare travel scene. Founded in 2009, MHTC works to streamline industry players and service providers in facilitating and growing Malaysia’s healthcare travel industry under the brand “Malaysia Healthcare” with the intended goal of making Malaysia the leading global healthcare destination.

Start Planning Your Healthcare Journey with Malaysia Healthcare

To find out more information, visit: www.malaysiahealthcare.org or contact the MHTC Call Centre at 1-800-188-688 (within Malaysia) or +603 272 68 688 (outside Malaysia), which operates from Mondays to Fridays from 9.00am to 6.00pm (GMT +8).

Experience a seamless end-to-end patient journey beginning at our Malaysia Healthcare Concierge and Lounge(s) located at:

- Kuala Lumpur International Airport (KLIA): Arrival Hall, Gate 8 (+ 603 8776 6168)
- Kuala Lumpur International Airport 2 (klia2): Departure Area, Level 3 (+603 8778 5566)
- Penang International Airport (PIA): Level 1, Arrival Concourse (+ 604 643 1626)

Malaysia Healthcare Social Media

- Facebook – facebook.com/malaysiahealthcare.org
- Instagram – instagram.com/malaysiahealthcare

Malaysia Healthcare's Recent Awards & Recognition:

International Medical Travel Journal – Medical Travel Awards (2015-2020)

- Health and Medical Tourism: Destination of the Year – Malaysia (2015 – 2017, 2020)
- Highly Commended - Health and Medical Tourism: Destination of the Year – Malaysia (2018 and 2019)
- Health and Medical Tourism: Cluster of the Year – Malaysia Healthcare Travel Council (2016-2020)

International Living (Global Retirement Index 2015 - 2019)

- Malaysia - "Best Country in the World for Healthcare"

Asia Pacific Healthcare & Medical Tourism Awards (2017 – 2021)

MasterCard-Crescent Rating Global Muslim Travel Index (2011 – 2021)

- Top Country for Muslim Travel

World's Best Hospitals for Medical Tourists by the Medical Travel Quality Alliance (2013, 2014, 2017-2019)

For more information and details on awards listing, visit: www.malaysiahealthcare.org