



PRESS RELEASE

PROTECTHEALTH, TERAJU FORM STRATEGIC COLLABORATION FOR PEKA B40 PROGRAMME

23 MARCH 2022 – ProtectHealth Corporation Sdn. Bhd. (ProtectHealth), a not-for-profit company under the Ministry of Health (MOH) and Bumiputera Agenda Steering Unit (TERAJU) have signed a Memorandum of Understanding (MoU) on promoting greater awareness of the *Skim Peduli Kesihatan untuk Kumpulan B40 (PeKa B40)* programme. In this strategic arrangement, TERAJU will identify the clinics that will participate in this programme, to increase the reach to the underserved Bumiputera B40 communities throughout the nation.

ProtectHealth is the healthcare scheme administrator for PeKa B40, an initiative to address the growing trend of Non-Communicable Diseases (NCDs), specifically among the lower-income population. The primary aim is for early detection of NCDs and early intervention. With the soaring costs of healthcare due to many factors, one of the groups that is heavily impacted is the B40. Therefore, through the PeKa B40 programme, those qualified beneficiaries can take up the benefits ranging from **free health screening, free medical equipment support, incentives for cancer treatment** as well as **transportation incentives**. ProtectHealth is the first in the country that is successful in purchasing services from both public and private healthcare providers and has generated massive cost savings to the government.

“We are focused on bringing the PeKa B40 closer to the public and through our collaboration with TERAJU, we are able to increase the accessibility of the programme throughout the nation. TERAJU as our strategic partner will enhance our network, in reaching out to more beneficiaries who can enjoy the benefits of PeKa B40. Insyaallah this will also pave the way in partnering with TERAJU in other strategic business areas,” said Dato’ Dr. Anas Alam Faizli, Chief Executive Officer of ProtectHealth.

“The success of the PeKa B40 programme is evident when Malaysia’s “whole-of-government” and “whole-of-society” approach comes into fruition. We will continue to engage with other key stakeholders to ensure no one gets left behind,” added Dato’ Dr. Anas.

Meanwhile, Encik Md Silmi Abd Rahman, Chief Executive Officer of TERAJU said “The partnership we formed with ProtectHealth today, is the perfect example on how the Government’s strategic delivery can be extended further to the targeted beneficiaries through TERAJU’s ecosystem to the underserved B40 Bumiputera communities. In Sabah alone, the PeKa B40 is estimated to reach more than 400,000 Bumiputera in various parts of the territory. Meanwhile, in Sarawak 480,000 Bumiputera will also benefit from this. TERAJU will continue to push these social protection initiatives into other states as part of our engagement as a leading Bumiputera affirmative action agency and helping to increase Bumiputera community’s wealth.”

Over 567,956 people from the B40 group have been screened under the PeKa B40 programme but there are still 5.9 million Malaysians who are qualified and yet to participate in the PeKa B40 programme.

“During this pandemic, many infected with COVID-19 didn’t know that they have NCD. Thus, it is important to always know our health condition by undergoing a regular health screening, especially during this pandemic.

“Let’s not forget even though we are transitioning into the endemic phase of Covid-19, yet one of the main and ongoing issues amongst the public is in inculcating a health seeking behaviour and maintaining a healthy lifestyle. This strategic collaboration between ProtectHealth and TERAJU also acts as a catalyst in driving the nation towards healthier living. NCD has always been one of the biggest fears in our society, and the PeKa B40 programme would encourage early detection and intervention”, Dato’ Dr. Anas Alam Faizli added.

For more information on Peka B40 and eligibility, visit www.PekaB40.com.my.

Lindung Diri, Lindung Semua.

PROTECTHEALTH CORPORATION SDN. BHD.

About ProtectHealth Corporation Sdn. Bhd.

Incorporated on 19 December 2016, ProtectHealth Corporation Sdn Bhd (ProtectHealth) is a wholly-owned subsidiary of ProtectHealth Malaysia, established under the Ministry of Health, Malaysia (MOH). As a not-for-profit company, ProtectHealth coordinates, administers and manages initiatives related to financing healthcare services as mandated by MOH.

ProtectHealth is the healthcare scheme administrator for Skim Peduli Kesihatan untuk Kumpulan B40 (PeKa B40), electronic service provider (ESP) for Skim Perlindungan Insurans Kesihatan Pekerja Asing (SPIKPA) and latest, the implementer of private medical practitioner and healthcare NGO participation in the National COVID-19 Immunisation Programme.

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About TERAJU

Unit Peneraju Agenda Bumiputera (TERAJU) was established in 2011 under the Prime Minister's Department as a strategic unit to lead, drive and coordinate Bumiputera participation in the national economy.

TERAJU's function has been expanded as the main coordinator of the high trajectory Bumiputera socio-economic agenda, through strategic interventions, initiatives and programs based on priority areas in the Tindakan Pembangunan Bumiputera 2030 (TPB2030) in line with the Wawasan Kemakmuran Bersama 2030 (WKB 2030) and the Rancangan Malaysia ke-12. (RMK12). TERAJU's role is to encourage and increase Bumiputera participation in high -impact strategic industries towards producing a sustainable Bumiputera development ecosystem, with a fair, equitable and inclusive economic distribution.

TERAJU is also responsible for driving aspects of well -being such as education, health, social security and sustainability to produce a comfortable and dynamic environment, as well as elevate the dignity of Bumiputera.

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