

MHTC works with four wellness residences for active retirement living programme

KUALA LUMPUR: Malaysia Healthcare Travel Council (MHTC) yesterday announced a pilot programme named "Rejuvenate with Malaysia Healthcare," which aims to cultivate Malaysia as an active retirement living destination worldwide.

The one-year pilot programme sees MHTC collaborating with four leading integrated wellness residences namely Domitys Bangsar, Komune Living & Wellness, ReU Living, and Sunway Sanctuary, located in Kuala Lumpur.

Driven by a commitment to advancing preventive wellness, MHTC is co-creating alongside industry partners to address a niche segment within the healthcare industry.

Building on the success of its Premium Wellness Programme launched earlier this year, which seamlessly merges tailored healthcare packages with diverse hotel experiences, MHTC is exploring personalised active senior care and wellness solutions, to position Malaysia as a leading destination for active retirement living.

The pilot programme was commemorated by a memorandum of understanding (MOU) exchange ceremony between the integrated wellness residences involved and MHTC. The event is aimed to introduce the participating facilities and highlight the varied range of packages offered, which starts

from US\$1,250 (RM5,800) for flexible stay options from three to six months.

The programme serves as a new segment that MHTC is developing for the healthcare travel industry, advancing the industry's contribution as a key export service to the country.

Presently, each facility has already established working partnerships with some of MHTC's member hospitals. Hence, this impetus will also set in motion MHTC's partners to engage with international networks, allowing global outreach to raise awareness and attract more healthcare travellers to Malaysia.

This collaborative effort will spur value-creation for industry players and scale up Malaysia Healthcare's seamless end-to-end ecosystem.

"Rejuvenate with Malaysia healthcare is a testament to our commitment to providing world-class healthcare services and promoting Malaysia as a preferred choice for active retirement living and holistic wellness.

"The end goal is to build a sustainable future for the healthcare system and by partnering with such exceptional integrated wellness residences, we are confident that we will help enable and create awareness on the programme, designed to allow seniors to age actively surrounded by



Farizal (fifth left) alongside esteemed partners and project leaders during the inaugural 'Wellness for Elderly' pilot programme launch ceremony.

various experiential facilities and personal care." said Farizal Jaafar, acting chief executive officer at MHTC.

"With the help of technology and science, today's seniors are living longer and more active than ever before. Based on

studies from WHO, the global population for people aged 60 years and older is expected to total up to two billion by 2050.

"Malaysia's healthcare industry is adapting and aims to deliver more value-added and unique offerings to fill the gaps

in the healthcare services." added Farizal.

As Malaysia takes a valiant step towards becoming an active retirement living destination, the pilot programme "Rejuvenate with Malaysia Healthcare" sets the stage to spur industry

development.

With its holistic approach to healthcare travel encompassing wellness and active senior healthcare, Malaysia is poised to become a global leader in providing exceptional active retirement experiences.