

**MEDIA RELEASE
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**DYMM Tuanku Zara Salim, Raja Permaisuri Perak Launches
“Purple Truck” National Mobile Health Screening Clinic**

Ipoh, 21 August 2022 – Her Royal Highness, DYMM Tuanku Zara Salim, Raja Permaisuri Perak Darul Ridzuan, today graced the launch of the “Purple Truck” by MCIS Life and National Cancer Society Malaysia (NCSM), a mobile health clinic offering free cancer screening services for rural Malaysians nationwide at Padang Ipoh.

The 17-foot customised mobile health clinic is a collaborative effort between MCIS Life and NCSM that will also be used as a platform for organising cancer and non-communicable diseases awareness workshops in rural areas.

Mr Rangunath Murthy, MCIS Life’s Chief Distribution & Marketing Officer in his speech stated that: “The growing trend of cancer presenting at a later stage is alarming. Early detection is key, and everyone should have equal access to healthcare examinations regardless of location or income status. MCIS Life is proud to partner with NCSM on this life-saving initiative.”

DYMM Tuanku Zara Salim officiated the Purple Truck by signing on a commemorative plaque witnessed by YBhg. Datin Seri Aezer Binti Zubin, YDP of Badan Amal dan Usaha Isteri Negeri Perak (BAIDURI).

“Cancer is a disease that many Malaysians fear, but the general public’s awareness and knowledge about the signs and symptoms of common cancers are still poor. Cancer treatment facilities are primarily only found in large cities; therefore, it is hoped that with this iconic truck, we can reach more Malaysians to spread cancer awareness and screening for early detection,” added Dato’ Dr Saunthari Somasundaram, President of NCSM.

The “Purple Truck” community outreach programmes will be carried out by NCSM’s ‘mobile team’ comprising of trained medical personnel, experienced health educators, and committed healthcare volunteers.

Among the programmes lined up in its inaugural roadshow are talks and interactive workshops on health improvement and cancer and non-communicable disease awareness, general health assessments and three types of cancer screening.



The "Purple Truck" initiative will focus on the top three cancers in Malaysia: breast, cervical, and colorectal. The tests for colorectal cancer and early examination for breast cancer can be carried out on the spot while cervical cancer samples will be taken, and the results given to patients personally via phone or email.

Through early detection, patients' chances of survival improve significantly, securing a better quality of life, and drastically reduce their treatment costs. All suspicious cases are referred to nearby hospitals or NCSM for further diagnoses.

The Purple Truck will kickstart its journey with a team of trained healthcare professionals and volunteers from NCSM to locations all across Peninsular Malaysia. One of the highlights of the Purple Truck's journey will be its visit to Sireh Park in Johor in conjunction with MCIS Life's brand anniversary celebrations.

A full map and calendar of the Purple Truck's journey will be made available on NCSM's website (www.cancer.org.my) as well as Facebook (@nationalcancersocietymalaysia) and Instagram (@nationalcancersocietymalaysia) in due course.

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About MCIS Life

MCIS Insurance Berhad (MCIS Life) is a pioneer life insurer in Malaysia since 1954, regulated by Bank Negara Malaysia, and a proud member of the Sanlam Group, one of the world's biggest internationally active insurance groups, since 2014.

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