

PARKWAY PANTAI ANNOUNCES COMMITMENT TO BFHI AT MOUNT ELIZABETH FERTILITY CENTRE'S 30TH ANNIVERSARY

- Gleneagles, Mount Elizabeth, Mount Elizabeth Novena and Parkway East Hospitals, target to progressively achieve Baby-Friendly Hospital Initiative (BFHI) certification by end 2018
- Mount Elizabeth Fertility Centre (MEFC) has helped conceive and deliver close to 3,000 babies since 1988

Singapore, 30 June 2018 – Gleneagles, Mount Elizabeth, Mount Elizabeth Novena and Parkway East Hospitals are targeting to progressively achieve Baby-Friendly Hospital Initiative (BFHI) certification under World Health Organisation by end 2018.

In addition to reconfiguring patient rooms and workflow, the endeavour will see the cessation of all sponsorships from milk companies and the introduction of more affordable ready-to-feed (RTF) formula milk alternatives.

“From 1 July 2018, Parkway Pantai will also cease all sponsorships from formula milk companies and introduce more affordable ready-to-feed (RTF) formula milk as part of the milk rotation schedule at their hospitals. For parents who need to purchase infant formula for their babies, this means that they will not be locked in to more expensive brands of formula milk even before they leave the hospital, since the majority of parents tend not to switch brands after leaving the hospital.” said Dr Amy Khor, Senior Minister of State for Health and the Environment and Water Resources. “I applaud Parkway Pantai for stepping up to support the Government’s efforts in promoting breastfeeding.”

Aside from the six existing brands available on rotation, the four hospitals will be the first hospitals in Singapore to introduce a new RTF formula from Nature One Dairy as a third affordable option for mothers, in addition to Danone’s Dulac and Nestle’s Lactogen, which will be available upon request from 2019 onwards.

The announcement was made at MEFC’s 30th anniversary celebrations, where more than 500 participants, including many “babies” who were conceived at the centre gathered with their families for an afternoon of fun and family bonding.

“Parkway Pantai has always been fully committed to advocating breastfeeding and will continue to do so, in support of the government’s efforts to make maternal care more accessible,” said Dr Noel Yeo, Chief Executive Officer of Mount Elizabeth Hospital. “In preparation for BFHI accreditation, the hospitals have ramped up engagement of its specialist doctors, training for all staff who come into contact with expectant mothers, and education for mothers-to-be, especially on the benefits of full-time baby rooming-in.”



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About Parkway Pantai

Parkway Pantai is one of Asia's largest integrated private healthcare groups operating in Singapore, Malaysia, India, China, Brunei and United Arab Emirates. For over 40 years, its Mount Elizabeth, Gleneagles, Pantai and Parkway brands have established themselves as the region's best known brands in private healthcare, synonymous with best-in-class patient experience and outcomes.

Leveraging its global track record for medical excellence and managing world-class hospitals, Parkway Pantai is committed to making a difference in people's lives through excellent patient care, steadily expanding its reach in markets where demand for quality care is strong and growing.

Parkway Pantai is a leading healthcare player in its home markets of Singapore, Malaysia and India and key growth markets of China and Hong Kong.

It is part of IHH Healthcare, one of the world's largest healthcare groups by market capitalisation. IHH operates more than 10,000 licensed beds across 49 hospitals in 9 countries worldwide, offering the full spectrum of integrated healthcare services from clinics to hospitals to quaternary care and a wide range of ancillary services including medical education.

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