

**MEDIA RELEASE**

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**MOUNT ELIZABETH NOVENA HOSPITAL BECOMES FIRST  
BABY FRIENDLY PRIVATE HOSPITAL IN SINGAPORE**

- Mount Elizabeth Novena Hospital receives Baby Friendly Hospital Initiative (BFHI) accreditation within six months
- Hospital accreditation sets new benchmarks for private hospitals offering maternity services and provides more options for expectant mothers seeking to deliver at baby friendly hospitals

**Singapore, 21 December 2018** – Mount Elizabeth Novena Hospital has been successfully accredited under the World Health Organisation’s (WHO) Baby Friendly Hospital Initiative (BFHI), becoming Singapore’s first baby friendly private hospital.

The stringent and well-regarded WHO audit and accreditation process usually takes hospitals years to prepare for and attain. Mount Elizabeth Novena Hospital, which has always been a strong advocate of breastfeeding, was able to accomplish the feat in six months as most of the prerequisite steps were already practiced and in place before accreditation.

“Being a baby friendly hospital brings tremendous benefits to both mothers and babies. For example, a conducive rooming-in environment encourages mothers to bond and respond better with their babies while reducing the chances of cross infection. Nurses and lactation consultants are also always on hand to care, guide and support mothers on their breastfeeding journey,” said Mr Phua Tien Beng, Chief Executive Officer, Singapore Operations Division, Parkway Pantai. “As the leading private healthcare player in Singapore, Parkway Pantai is fully committed in supporting the Government’s efforts to get all hospitals providing maternity services to be BFHI-accredited. We are proud to be able to achieve accreditation within such a short time.”

Madam Jana Ang, who recently delivered a baby girl at the hospital, was one of many mothers who welcomed the changes. The 38-year-old Finance Controller and first time mother shared: “I had a very positive rooming-in experience and enjoyed the immediate connection and bonding with my baby. The nurses and lactation consultants gave me great comfort and ease. They were very friendly, knowledgeable and most importantly, always available to support. The tips and guidance on better breastfeeding and baby care will help me a lot when I am home.”

Parkway Pantai’s BFHI journey began in June 2018, when it announced plans for its first hospital to attain accreditation by end 2018, ahead of other private hospitals in Singapore. Its remaining 3 hospitals – Gleneagles, Mount Elizabeth and Parkway East Hospitals – will progressively be BFHI-accredited thereafter.

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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 16,000 licensed beds across 84 hospitals in 11 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.

For more information, please visit [www.parkwaypantai.com](http://www.parkwaypantai.com).