



NEWS RELEASE

ROSE FOUNDATION MAKES HISTORY AS THE FIRST ASIAN WINNER IN TOP 3 OF GLOBAL HEALTHCARE EXCELLENCE AWARD

Kuala Lumpur, 18 August 2023 — **ROSE Foundation**, the Malaysian NGO dedicated to the elimination of cervical cancer, has been chosen as the first Asian winner of a global award under the prestigious UNIVANTS of Healthcare Excellence Award program for 2022.

The UNIVANTS of Healthcare Excellence Award program is an international awards program established in 2018. Its founding and current partners include the IFCC (International Federation of Clinical Chemistry and Laboratory Medicine); Association for Diagnostics & Laboratory Medicine (formerly AACC or American Association for Clinical Chemistry); EHMA (European Health Management Association); Modern Healthcare; HIMSS (Healthcare Information and Management Systems Society); NAHQ (National Association for Healthcare Quality); IHE (Institute of Health Economics) and Abbott Laboratories.

The awards recognize teams that collaborate across disciplines and transform healthcare delivery and, ultimately, the lives of patients. ROSE Foundation was chosen as one of the three top global winners for its Program ROSE (**R**emoving **O**bstacles to Cervical **S**cr**E**ening). The other two winners are Ipswich Hospital in the United Kingdom and the National Basketball Association (NBA) of the United States.

Program ROSE is a primary HPV (Human Papillomavirus) cervical screening program that incorporates self-sampling and digital technology to ensure that women who are screened and tested for the HPV virus detected are linked to care in public hospitals. Follow-up is done through the women's mobile phones.

Cervical cancer is the second most common cancer among Malaysian women under the age of 45. However, with early and appropriate screening and treatment, it is preventable. Cervical cancer is also the only cancer that can be eliminated.



The cornerstone of Program ROSE's success story is not just due to its seamless integration of self-sampling, primary HPV testing, a digital health platform that leverages mobile technology and strong linkage to care, but also to the interlinkage of education, community engagement, and advocacy.

Professor Dato' Dr Adeeba Kamarulzaman, ROSE Foundation Chairman, said, "We are deeply honored to be recognized as the first Asian to win this prestigious award, which underscores the success of Program ROSE."

She said that with over 24,000 women screened to date and more than 92.5% linkage to care for HPV-detected cases, the award would inspire ROSE Foundation to expand the use of impactful health technology.

Prof Dato' Dr Adeeba also said that through this innovative approach, nearly 200 women have been successfully treated for pre-cancer and early-stage cancer. According to her, Program ROSE's model not only addresses a critical health issue but literally empowers women to look after their health and put it into their own hands. Safeguarding their privacy and dignity throughout the screening process yields tangible and far-reaching benefits for patients, clinicians, and the broader health systems, she said.

"Our aim is to empower underserved and marginalized communities as we remain steadfast in our mission to make cervical cancer history in our nation," she added.

Tricia Ravalico, Executive Lead, UNIVANTS of Healthcare Excellence Program, said, "We are privileged to recognize the outstanding achievements of Program ROSE, as a top winner for healthcare excellence associated with the 2022 UNIVANTS of Healthcare Excellence awards. Their work embodies all principles of the award including teamwork (unifying for something greater) as well as avant-garde thinking, innovation and the power of diagnostics. We applaud Professor Woo and the entire team who have worked diligently to make a difference in the quest to eliminate cervical cancer in Malaysia."

Dr Woo Yin Ling, Professor of Obstetrics and Gynecology at the University of Malaya and Founding Trustee and Medical Technical Advisor of ROSE Foundation, elaborated on Program ROSE's success: "This award not only elevates our standing but also paves the way for more partnerships. Such collaborations are important for our sustainability and further fuel our goal



to eliminate cervical cancer in our country while also setting a precedent for women's health advancement globally."

She said that Program ROSE's transformative impact on the lives of women, particularly those in underserved and underprivileged communities, is made possible through its strong partnerships, generous donors, and engagement with local community champions. "Beyond being an award-winning innovative HPV self-testing cervical screening solution, Program ROSE is really a love story that was conceived, delivered, and nurtured by individuals who love the country and the women closest to them. They understand that by contributing to Program ROSE, they are protecting someone's mother, sister, daughter, or wife" she added.

The award presentation ceremony to recognise Program ROSE was held in Kuala Lumpur on 18 August 2023.

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