

Icon SOC inks three-year partnership with Singapore Cancer Society

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The oncology group commits financial and volunteer support to walk the journey with cancer patients



In a bid to further extend cancer care and better support patients and families affected by the disease, Icon SOC, a cancer care provider made up of some of Singapore's most experienced and esteemed medical oncologists recently inked a deal with Singapore Cancer Society (SCS).

Singapore Cancer Society is a community-based voluntary welfare organisation dedicated to minimising the impact of cancer. The two organisations signed a memorandum of understanding outlining a three-year partnership, which involves a commitment of \$255,000 and Icon SOC staff participation in SCS' fundraising and beneficiary outreach efforts.

"We are happy to have Icon SOC as a partner committed to our cause of maximising life by minimising cancer," said Mr. Wee Leong How, SCS Vice-Chairman. "It is a strong affirmation of the work we do, and together with Icon SOC, we are excited to extend greater care and support to more cancer patients and their families."

To kick start the launch of this partnership, Icon SOC and SCS made door-to-door visits to the homes of welfare beneficiaries to distribute basic necessities and food items. These visits were a part of the SCS Festive Cheer with a Heart programme aimed at bringing cheer and hope to patients during key festive seasons in Singapore.

"At Icon SOC we believe cancer care is more than just treatment, it is supporting the person and their family throughout treatment and beyond. This has been the core of our approach here in Singapore, and also Australia, and our partnership with SCS along with today's home visits are a wonderful illustration of that," said Mr. Stuart Giles, Co-Founder of Icon Group, Chairman of Icon Asia and Icon Group. "Every day our dedicated doctors and team deliver the best possible cancer care to as many people as they possibly can; to take this a step further via our partnership with SCS is an exciting evolution of who Icon SOC is and a reflection of how we care for our patients."

"We are not only supporting SCS from a corporate standpoint, but from a personal one as well," said Ms. Teena Pisarev, Chief Executive Officer of Icon SOC, who will be participating in CEOs Against Cancer, Singtel-Singapore Cancer Society Race Against Cancer 2018, in hopes of raising an additional \$25,000 for the charity. "It is an individual commitment that Icon

SOC employees are willing to pledge, and we hope others can join us in making the journey lighter for cancer patients."