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Singapore announces first co-working medical space

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This new site will effectively create an ecosystem of top wellness practitioners, creating synergies and cross-selling opportunities between medical doctors and Core Collective's network of allied healthcare, fitness and wellness practitioners



Singapore Medical Group (SMG), a regional multi-disciplinary specialist healthcare services provider and Aurum Land, a space and business innovator focused on the future of people, have signed a joint venture agreement to introduce Singapore's first medical coworking space. For years, Aurum has run the renowned Core Collective, a coworking platform for fitness, wellness and lifestyle practitioners.

The partnership will tap on SMG's growing specialist pool of more than 50 specialists spread out across 45 clinics in Singapore which cover a network of 25 medical specialties.

Leveraging on SMG's extensive medical specialist network, operational know-how and the Core Collective brand, the joint venture will introduce Core Clinic, a new and innovative medical coworking concept targeting specialist healthcare practitioners.

Pursuant to the agreement, Core Clinic aims to provide cost-effective and flexible medical coworking spaces for medical specialists to gain greater access to facilities and patients in a prime location.

Furthermore, doctors who utilise Core Clinic will benefit from an experienced medical concierge backed by SMG's 24-hour call centre, joint marketing efforts and opportunities for networking and collaboration with top allied health and fitness professionals.