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AstraZeneca signs MoU to empower the Breast Cancer Community in Singapore

August 17, 2022 | News

MoU with Breast Cancer Foundation marks the start of a two-year strategic collaboration and creates a new partnership to address the rising incidence of cancer and the cost savings and lives saved that would arise from early cancer detection.



AstraZeneca Singapore On Aug 17, 2022, signed a Memorandum of Understanding (MOU) with Breast Cancer Foundation (BCF) to improve the overall breast cancer awareness, detection rates, and patients' access to breast cancer treatment in Singapore.

The signing event, which marks the start of a two-year strategic collaboration, was witnessed by Ms Poh Li San, Member of Parliament for Sembawang GRC (Sembawang West). The MOU creates a new partnership to address the rising incidence of cancer and the cost savings and lives saved that would arise from early cancer detection. It also aligns with the Healthier SG strategy which supports the nation's goal to shift from acute care to preventive care.

Under the MOU, AstraZeneca Singapore and BCF aim to bridge existing knowledge gaps about breast cancer identification and diagnosis, and encourage regular screenings to help with early detection among targeted communities and the wider public in Singapore.

A comprehensive care management plan will be established in partnership with healthcare professionals and patient groups to give advice and support on cancer management to breast cancer patients and caregivers in the community. This includes exploring the feasibility of a patient navigator programme to guide breast cancer patients in navigating the healthcare system and providing a range of support such as psychosocial, diet, and nutritional interventions.

At the upcoming Breast Cancer Awareness Month (BCAM) in October, AstraZeneca Singapore supports lead agency, BCF, in the launch of the National BCAM campaign. In addition, AstraZeneca Singapore supports the iconic 'BCF Pink Ribbon Walk' that is slated to take place by month end. Other highlights include a 'Pink Light Up' of iconic buildings and locations, and a bra design exhibition to raise awareness about breast cancer titled 'BrArt Exhibition' held from 1 to 31 October.

The partners will also work closely with breast cancer patients and survivors to further elevate the patient voice through capability-building workshops and driving patient advocacy efforts to address policy issues relating to cancer care and research. In efforts to improve screening and detection rates, the partners will explore the use of innovative solutions and new technologies in the artificial intelligence and machine learning space to facilitate early detection and raise screening rates.

The MOU is an extension of an existing partnership with Breast Cancer Foundation for a series of campaigns, including a cancer survivor photo exhibition showcasing inspiring journeys of 25 breast cancer survivors and their family members.

Photo caption

From left to right: Susan Leen (General Manager, BCF), Staphnie Tang (President, BCF), Ms Poh Li San (Vice-President of Changi Airport Group and a Member of Parliament for Sembawang West ward), Vinod Narayanan (Country President, AstraZeneca Singapore) and Samuel Tan (Corporate Affairs and Medical Access Director)