

MEDIA RELEASE

Singapore Cancer Society Launches 3 Digital Platforms to Enhance Awareness, Prevention and Support for Cancer

- *SCS adopts digitalisation efforts to meet the rising demand for quick and safe access to cancer related support and care in Singapore; especially timely during the COVID-19 pandemic*
- *The platforms enable efficient and greater access to educational information and assistance on cancer at the convenience and safety of all users*
- *Improved user experience enables SCS to serve more and serve better*

Singapore, 29 September, 2020: Singapore Cancer Society (SCS) launches 3 digital platforms – SCS AI Chatbot, SCS FIT Portal and SCS Telesupport Portal as part of efforts to meet the rising demand for quick and safe assistance on cancer related matters. While the AI Chatbot and FIT Portal addresses the need for timely and accurate information, and screening services for cancer, the Telesupport Portal provides a platform for the cancer community to get the support needed even in times of isolation. The need for social distancing amidst the COVID-19 situation, has significantly impacted cancer screening, outreach, and overall support for cancer patients in the community. These platforms ensure that SCS continues to meet the needs of the cancer community by conducting various activities in a convenient and safe way.

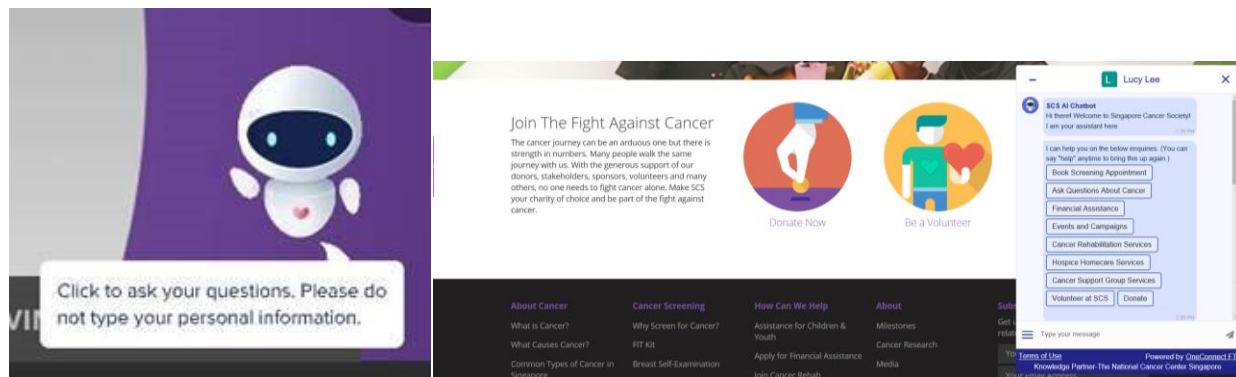
SCS journeys with cancer patients at every stage of the cancer journey, providing a holistic support system. The Society provides a comprehensive range of assistance – SCS Financial Assistance, SCS Assistance for Children and Youth, SCS Cancer Rehabilitation Services, Counselling Services, SCS Support Groups, SCS Patient Ambassador Programme and SCS Enrichment Programmes. Information on these programmes and services provide cancer patients with avenues for assistance at every stage of treatment: from pre-treatment, when they are first diagnosed with cancer, to post-treatment and beyond.

“Amidst this COVID-19 situation in Singapore, SCS has been turning challenges into new areas of strength. With rising cancer incidence and more cancer survivors in Singapore, it is important now more than ever for SCS to step up and leverage on technology, to bridge the gap to the community so no one gets left behind. Cancer causes great disruption to people’s lives and many unknowns and new situations makes it challenging for them to cope during their cancer journey.

SCS is committed to ensuring that the cancer community and the public continue to receive the much-needed help to cope better, in their fight against cancer even during a pandemic,” said Albert Ching, CEO, Singapore Cancer Society.

Living in the age of digital disruption, SCS continues to evolve and adapt to provide innovative solutions to address the needs of the public and most importantly, to improve a cancer patient’s journey. These solutions align with SCS’ vision and mission of fighting for a cancer-free community by Minimising Cancer and Maximising Lives. With four strategic thrusts to reduce cancer incidence, increase cancer survivorship, improve quality of lives, and galvanise the community to come together, the Society affirms that with everyone’s support, no one needs to fight cancer alone.

SCS AI Chatbot – Reducing Cancer Incidence Through Greater Access to Information and Early Intervention

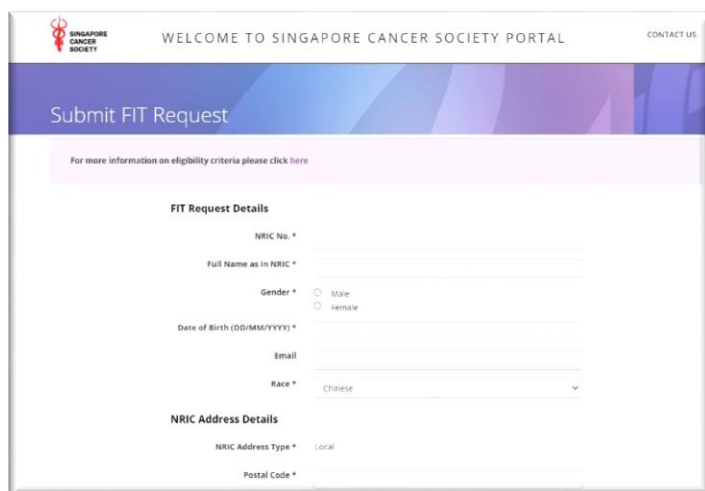


In line with one of SCS’ strategic thrust to reduce cancer incidence through Greater Education and Awareness, the SCS AI Chatbot will be available to provide public, cancer patients and their families with greater access and ease to educational information and assistance on cancer. The chatbot is developed by OneConnect Financial Technology Co., Ltd. (NYSE: OCFT), a leading technology-as-a-service platform provider, at no cost to SCS as part of its CSR efforts. With National Cancer Centre Singapore (NCCS) supporting as Knowledge Partner, the SCS AI Chatbot uses OneConnect’s Artificial Intelligence technologies and is further trained with data and expertise of NCCS and historical call records of SCS.

Using the SCS AI Chatbot, patients and caregivers can have their questions answered instantaneously and access cancer information, bypassing the need to be placed on hold over the phone when they dial into the call centres or to wait for an appointment.

The AI Chatbot will also be able to answer frequently asked questions, determine if a user is eligible for free SCS services such as mammogram, PAP test, HPV test, and FIT kit collection; and facilitate the booking of appointments at the SCS Clinic @ Bishan. This will provide a seamless experience for all users and empower them to take greater control of their health situation.

SCS FIT Portal – *Increasing Cancer Survivorship Through Early Detection*



The screenshot shows the 'Submit FIT Request' page on the Singapore Cancer Society Portal. The page has a blue header with the SCS logo and 'WELCOME TO SINGAPORE CANCER SOCIETY PORTAL' and 'CONTACT US' links. Below the header is a purple banner with the text 'Submit FIT Request'. A pink box contains a link: 'For more information on eligibility criteria please click here'. The form is divided into two sections: 'FIT Request Details' and 'NRIC Address Details'. The 'FIT Request Details' section includes fields for 'NRIC No.*', 'Full Name as in NRIC*', 'Gender*' (with radio buttons for 'Male' and 'Female'), 'Date of Birth (DD/MM/YYYY)*', 'Email', and 'Race*' (with a dropdown menu showing 'Chinese'). The 'NRIC Address Details' section includes fields for 'NRIC Address Type*' (with a dropdown menu showing 'Local') and 'Postal Code*'. The form is set against a background of abstract blue and purple geometric shapes.

Colorectal cancer is the top cancer diagnosed in Singapore. The risk of developing this cancer increases from age 50. Preliminary screening tests such as the Faecal Immunochemical Test (FIT) kit can detect traces of blood in the stool that is invisible to the naked eye. When signs of pre-cancer or cancer growths are detected in the early stages, the chances of recovery and survival are much higher for an individual. Therefore, SCS places great emphasis on intensifying cancer prevention efforts and reducing cancer incidence through such screening services.

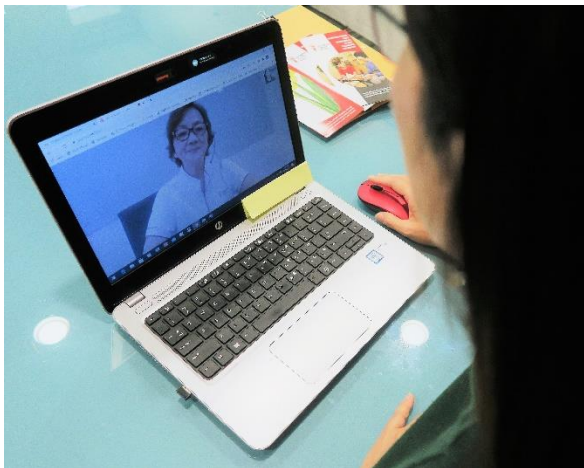
The FIT kit has traditionally been available for pick up at the SCS main office (Realty Centre) and various Guardian, Watsons and Eu Yan Sang stores. To 'Serve more and Serve better', SCS has been progressively working on an online portal to make screening accessible to the community at large. In the midst of the COVID-19 restrictions and safety measures, SCS has been ramping

up this initiative to ensure that those in the vulnerable age group get screened even during the pandemic.

Hosted on the SCS website, the FIT Portal allows those above 50 to register for a test kit that will be mailed to them within 14 working days. Participants will no longer be restricted to store operating or office hours to collect the FIT kit, making preliminary cancer screening more accessible and convenient. This is in line with SCS' strategic thrust to Increase Cancer Survivorship by intensifying screening uptake and detecting cancer early.

65-year-old Mdm Nora Lim who collected her FIT Kit at one of the stores recently, looks forward to using the portal. She said, "In the past, I had to physically make my way down to collect the Kit. It can be quite inconvenient as I grow older because I have mobility issues and it's tiring to travel. With this portal, I can do this anytime without leaving the house, so it is much easier."

SCS Telesupport Portal – *Improving Quality of Lives Through Better User Experience*



In line with SCS' strategic thrust to improve quality of lives by providing holistic support to patients, SCS Telesupport Portal caters to cancer patients to access and seek assistance at their own convenience from anywhere in Singapore. This service aims to provide significant impact, especially to those who are newly diagnosed seeking timely insights and accessible information on the range of SCS Assistance Schemes available. A SCS staff will be readily available (during operating hours) to provide information on SCS' services and programmes, enhancing the process flow and increase positive experience for both cancer patients and their families.

“This easy to use telesupport service provides the face-to-face engagement without us having to make an appointment and travel to meet someone or to wait on a call for such assistance. This way we can easily access the help needed and get required information needed from a SCS staff at one time, This service has enabled SCS staff to better reach out to elderly users like myself who are in need of information about cancer care and services available for the cancer community,” said 57-years-old Mdm Tan Hui Lee.

Providing Singaporeans Greater Access to Integrated Cancer Care

SCS has been spearheading the fight against cancer for the past 56 years and is progressing to build a stronger network across the island to serve the community at large. Collaborating with partners, SCS intensifies its cancer prevention efforts, and provides valuable cancer services and programmes.

Moving forward, SCS will be co-locating to the new NCCS building to provide a seamless experience for cancer patients and families to access the various SCS cancer support teams and all services under one roof.

Taking public education further digitally, SCS and NCCS will be developing state of the art interactive learning hub to engage the public, patients, and caregivers to learn more about cancer using interactive multimedia platforms.

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About Singapore Cancer Society (www.singaporecancersociety.org.sg)

Established in 1964, Singapore Cancer Society is a self-funded voluntary welfare organisation which provides patient care services to needy cancer patients through its welfare, hospice home care, cancer treatment subsidy and rehabilitation support programmes. In addition, the Society also provides free cancer screening services and promotes cancer awareness and prevention through its public education and community outreach programmes.