

## **Cancer Research Malaysia and Ministry of Health Strengthen Pink Ribbon Centre Services Across Eight Hospitals to Advance Patient-Centred Breast Cancer Care**

**Subang Jaya, 7 April 2026** — Cancer Research Malaysia (CRM), in collaboration with the Ministry of Health Malaysia (MOH), yesterday convened a high-level strategic service meeting with eight leading public hospitals to strengthen the delivery of Pink Ribbon Centre services across Malaysia and further enhance access to timely, equitable, and patient-centred breast cancer care.

Held at Cancer Research Malaysia Headquarters, the meeting brought together senior clinical leaders, general surgeon, breast and endocrine surgery teams, nurse navigators, community navigators and key service partners from hospitals nationwide. The session served as an important platform to review service performance, align future priorities, address operational challenges, and strengthen the continuity of care for newly diagnosed breast cancer patients.

At the heart of the discussion was the continued strengthening of the Pink Ribbon Centre, which now functions as a one-stop centre of excellence for newly diagnosed breast cancer patients. The Pink Ribbon Centre provides a compassionate and coordinated care environment where patients are guided to overcome their challenges and supported throughout their life-saving treatment journey through the NORA (Navigation, Outreach and Resource Access) framework by a highly competent and dedicated team from both the Ministry of Health Malaysia and Cancer Research Malaysia.

The meeting also highlighted the realities within the current healthcare system, where patients often face fragmented referrals, multiple service touchpoints, financial hardship, transportation barriers, family caregiving responsibilities, and delays in treatment initiation. A key operational strength of the NORA team on the ground is its early needs assessment and patient tracking approach, which serves as the starting point to understand each patient as a whole person not only their diagnosis, but also their resources, barriers, and risk factors for treatment interruption.

This includes identifying high-risk red flags such as patients with young children, sole breadwinners, those dependent on public transport, those facing significant logistical issues, or those at risk of defaulting treatment due to fear, social barriers, or preference for traditional treatment pathways. By identifying these risks early, the navigation team is able to intervene proactively and ensure that patients are not lost along the care journey.

**Prof. Dr Cheong Sok Ching**, Chief Scientific Officer of **Cancer Research Malaysia**, said:

“What we have built together is a model that sees the patient as a whole person not just a diagnosis. It recognises the realities patients face, from logistical and financial barriers to emotional and social challenges, and responds with care that is coordinated, evidence-based, and deeply human. At the heart of this model is the Pink Ribbon Centre a compassionate space made available as a consistent point of reference, where patients and their families can return for guidance, reassurance, and support throughout their treatment

journey. It is here that care becomes more than treatment alone; it becomes a trusted space for navigation, healing, and hope.”

Central to NORA's strength is its deep integration within hospital systems and multidisciplinary teams, delivered through the Pink Ribbon Centre services across the eight participating hospitals. This close collaboration has enabled the development of a care model that is not only clinically effective, but also highly responsive to real-world patient needs bridging the gaps that traditionally exist between diagnosis, treatment, follow-up, and supportive care.

The NORA programme continues to demonstrate impact through improved care coordination, reduced treatment delays, and enhanced patient adherence. By aligning hospitals under a common framework, the initiative supports data driven decision making, benchmarking, and the sharing of best practices across institutions.

**Dato' Dr Imi Sairi**, National Head of Service for Breast & Endocrine Surgery at the **Ministry of Health Malaysia**, emphasised the importance of this alignment:

“Our healthcare system is well positioned to deliver the clinical aspects of care. The challenge lies in ensuring that every patient, regardless of her circumstances, is able to move through the care pathway without interruption. Addressing non-medical barriers is therefore essential to achieving equitable outcomes across the country and ensuring that timely access to care translates into successful completion of treatment.”

Participating hospitals include **Hospital Tengku Ampuan Rahimah** (Klang), **Hospital Tuanku Ja'afar** (Seremban), **Hospital Queen Elizabeth II** (Kota Kinabalu), **Hospital Umum Sarawak** (Kuching), **Hospital Raja Perempuan Zainab II** (Kota Bharu), **Hospital Raja Permaisuri Bainun** (Ipoh), **Hospital Sultan Abdul Halim** (Sungai Petani), and **Hospital Kuala Lumpur**.

As the service continues to strengthen nationwide, the shared ambition between CRMY and MOH remains clear: to ensure that every woman diagnosed with breast cancer receives timely care, holistic support, and a healthcare experience defined by coordination, compassion, and dignity.

### **About Cancer Research Malaysia**

Established in 2000, Cancer Research Malaysia (CRMY) is the country's first and only independent and non-profit cancer research organisation. Funded entirely by donations and research grants, it conducts cancer research to find better ways to improve survival, focusing on Asians. In the breast cancer research programme, CRMY has led the first and most comprehensive study building a risk-stratified approach for screening in Asian women, which allows more efficient and equitable screening and prevention to Asian women at higher risk of breast cancer. In addition, CRMY has led the largest study of genomic profiles of Asian breast cancers, which provides critical insights into treatment and survival in Asian women. This has led directly to the development of the first investigator-led clinical trial to test new therapies in Asian breast cancer patients. Since 2014, CRMY has established a nurse and community-led programme which has transformed the survival of underserved Malaysian breast cancer patients.

For more information, please visit website at [www.cancerresearch.my](http://www.cancerresearch.my)

Cancer Research Malaysia's work is entirely supported by grants and donations. For those interested to support the work of Cancer Research Malaysia, donations can be made to CRMY at [www.cancerresearch.my/donate](http://www.cancerresearch.my/donate)



Delegates participating in a laboratory tour prior to the MPPRC signing meeting, gaining insights into ongoing research capabilities



CRM's CEO and national Head of Service for Breast & Endocrine Surgery, Ministry of Health Malaysia, sharing insights during the laboratory tour



Delegates and team members coming together during the MPPRC meeting, united in advancing collaboration and shared goals.

---

**Please contact for more enquiry:**

Dr. Shamini Rajamanikam

Sr. MarComm Executive

012-2991926

Shamini.rajamanikam@cancerresearch.my

**About Cancer Research Malaysia**

Established in 2000, Cancer Research Malaysia (CRM) is the country's first and only independent and non-profit cancer research organisation. Funded entirely by donations and research grants, it conducts cancer research to find better ways to improve survival, focusing on Asians. In the breast cancer research programme, CRM has led the first and most comprehensive study building a risk-stratified approach for screening in Asian women, which allows more efficient and equitable screening and prevention to Asian women at higher risk of breast cancer. In addition, CRM has led the largest study of genomic profiles of Asian breast cancers, which provides critical insights into treatment and survival in Asian women. This has led directly to the development of the first investigator-led clinical trial to test new therapies in Asian breast cancer patients. Since 2014, CRM has established a nurse and community-led programme which has transformed the survival of underserved Malaysian breast cancer patients.

For more information, please visit website at [www.cancerresearch.my](http://www.cancerresearch.my)