

FOR IMMEDIATE RELEASE

A United Front for Breast Cancer Care: Cancer Research Malaysia and Six Selangor Hospitals Sign Landmark Partnership

Shah Alam, 27th April — Cancer Research Malaysia (CRM) today marked a significant milestone in advancing equitable breast cancer care with the signing of a Memorandum of Understanding (MoU) with six key public hospitals in Selangor: Hospital Sungai Buloh, Hospital Selayang, Hospital Kajang, Hospital Ampang, Hospital Tanjong Karang, and Hospital Tengku Ampuan Rahimah Klang.

This collaboration reinforces a shared commitment between CRM and the Ministry of Health Malaysia to strengthen the delivery of patient-centred breast cancer care through the expansion of the Navigation, Outreach & Resource Access (NORA) model.

Building on over a decade of research and implementation science, the NORA model is designed to address persistent barriers faced by breast cancer patients including delays in diagnosis, fragmented care pathways and challenges in accessing treatment. Through structured patient navigation, the programme ensures that patients are guided seamlessly from diagnosis to treatment and follow-up, improving adherence to life-saving care.

A key strength of the NORA model lies in its sustainability. Rather than functioning as a parallel system, the implementation of NORA in Selangor works by empowering nurses and medical assistants with the tools, training and systems to function as a nurse navigator needed for delivering patient navigation effectively.

By leveraging capacity-building approaches such as structured training and knowledge-sharing platforms, the model ensures that expertise is retained within the health system. This enables continuous delivery of high-quality care without reliance on external resources making it both scalable and resilient.

CRM is deeply grateful for the continued support of its funding partners—Yayasan PETRONAS and Yayasan Sime Darby—whose commitment reflects strong confidence in its ability to drive meaningful change and has been instrumental in advancing its mission. Their support plays a critical role in sustaining and expanding impactful programmes such as NORA, underscoring the importance of collective action. Without the strong support of funders, donors, and collaborators, efforts to improve cancer care would not be possible. This partnership represents more than a formal agreement as it is a collective step towards ensuring that no woman is left

behind in her cancer journey. Through the expansion of NORA across these six hospitals, more women in Selangor will have access to timely diagnosis, better treatment support and improved navigation of complex healthcare systems regardless of their socioeconomic background.

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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 also established a nurse and community-led programme which has transformed the cancer care underserved Malaysian breast cancer patients.

Cancer Research Malaysia's work is entirely supported by grants and donations, which can be made at www.cancerresearch.my/donate.

About NORA (Navigation, Outreach & Resource Access)

In Malaysia, delays in seeking and receiving breast cancer care remain a major barrier to survival. Many women postpone medical consultation due to fear, stigma, and lack of awareness, resulting in late-stage presentation. Belief in traditional or alternative therapies further contributes to treatment delay. Socioeconomic challenges including financial hardship, limited transportation, and inadequate social welfare support also hinder timely access to diagnosis and continuity of treatment. These combined factors highlight



that improving survival requires not only medical advancements but also social and systemic interventions that enable women to seek and complete care without delay.

To address these challenges, Hospital Tengku Ampuan Rahimah (HTAR) in Klang, in collaboration with Cancer Research Malaysia (CRMY), launched a pilot Patient Navigation Programme (PNP) in 2015. Within MOH hospitals, this programme is implemented through Pink Ribbon Centres (PRCs) dedicated one-stop centres that serve as the operational hubs for NORA. These centres integrate clinical navigation, social welfare support, and psychosocial services under one roof, enabling patients to move seamlessly from diagnosis to treatment and follow-up care.

Following its success, the Ministry of Health Malaysia and CRMY expanded the programme in 2019 to three additional state referral hospitals, reaching more breast patients across the country.

Recognised by the World Health Organization (WHO) on October 2024 as an effective model of person-centred care, the programme has since evolved into a nationwide initiative known as NORA (Navigation, Outreach & Resource Access) — reflecting its expanded mission to not only navigate patients through treatment but also to strengthen community outreach and connect patients to essential resources. Moving forward, CRMY aims to expand NORA's reach and position it as a lasting model for equitable cancer care for women across Malaysia