



PRESS RELEASE

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Mount Alvernia Hospital wins Singapore Prestige Brand Award 2009

Award recognises Hospital's heritage and vision to lead the industry in compassionate and high quality holistic healthcare

1. Mount Alvernia Hospital has been awarded the Heritage Brand Award in this year's Singapore Prestige Brand Award (SPBA) 2009. Jointly organized by the Association of Small and Medium Enterprises and Lianhe Zaobao, SPBA recognises and honours successful homegrown brands for their efforts in successfully developing and executing branding strategies.
2. "We are honoured to be selected for the SPBA Heritage Award 2009 which reinforces our reputation as a trusted hospital committed to our mission of delivering compassionate and high quality healthcare that is value-for-money," said Mr Khoo Chow Huat, Chief Executive Officer of Mount Alvernia Hospital.
3. Recent initiatives undertaken by the Hospital include a brand revamp and unveiling of a new logo for Mount Alvernia on 28 May 2008 to give it a new corporate identity and signal its next phase of development. Following the re-branding, the hospital revamped all its corporate collateral to be in alignment with the new corporate identity.
4. Today, Mount Alvernia is a 303-bed general acute care hospital with tertiary medical capabilities and two multi-disciplinary medical specialist centres. The hospital is supported by over 1,000 accredited doctors, with about 100 specialists based on-campus. In Singapore, Mount Alvernia is the only private hospital providing clinical pastoral care as part of care for the whole person and support for patients and their families.
5. "We have a long tradition of healthcare and are constantly thinking about how we can better serve patients and their families," shared Mr Khoo.
6. Last year, the hospital renovated its 24-Hour Walk-in Clinic & Emergency Services, implementing improvements aimed at making the visit to the doctor safer and more convenient for patients. This year, the hospital commenced building extension work to provide more room choices, facilities and services. By early 2010, Mount Alvernia – a popular choice with maternity patients, will open a

new Parentcraft Centre to cater to the growing demand for Parentcraft services. More medical suites and hospital amenities are in the pipeline over the next few years.

7. While forging ahead with new developments, Mount Alvernia holds steadfast to its values and traditions. Now in its 48th year, the origins of the Hospital trace back to 1950s Singapore. Back then, public hospitals were overcrowded and understaffed and the nuns from the Franciscan Missionaries of the Divine Motherhood (FMDM) felt that more could be done to bridge the gap. So pooling their savings and salaries, the FMDM Sisters started a core fund and canvassed for donations. Many generous individuals and companies responded to the call and eventually enough was collected to build a new hospital which opened on 4th March 1961.
8. Referring to the Hospital's latest accolade, Mr Khoo said, "The SPBA award encourages greater awareness of our brand promise – to *Serve All With Love*. As we move ahead with hospital developments, it is important that we continue to conscientiously communicate our heritage to pass on core values of Compassion, Attentiveness, Respect and Integrity to our staff, doctors and the general public. By doing so, we can cultivate our unique brand of care and ensure that the hospital continues its good work for generations to come."

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Pictures of Mount Alvernia Hospital & CEO are also available upon request.

Services & Facilities

- 24-Hour Walk-in Clinic & Emergency Services
- Day Surgery Centre
- Health Screening Centre
- Parentcraft / Lactation Consultation
- Nutrition & Dietetics Services
- Rehabilitation & Sports Medicine Centre
- Diagnostic Imaging Dept
- Lab Services
- Pharmacy
- Chapel
- Quiet Room (*For all faith traditions*)
- Café 820

Medical Specialties

Whether it is childbirth or general surgery, qualified and caring medical professionals make all the difference in life. At Mount Alvernia Hospital, clinical excellence is provided by a team of medical specialists, nurses and clinical staff for a wide range of healthcare needs:

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| 1. Anaesthesiology | 14. Obstetrics & Gynaecology |
| 2. Cardiology | 15. Oncology |
| 3. Cardiothoracic Surgery | 16. Ophthalmology |
| 4. Dentistry | 17. Orthopaedic Surgery |
| 5. Dermatology | 18. Paediatric Medicine |
| 6. Ear, Nose, Throat Surgery | 19. Paediatric Surgery |
| 7. Endocrinology | 20. Plastic Surgery |
| 8. Gastroenterology | 21. Psychiatry |
| 9. General Surgery | 22. Radiology |
| 10. Geriatric Medicine | 23. Renal Medicine |
| 11. Hand Surgery | 24. Respiratory Medicine |
| 12. Neurology | 25. Rheumatology |
| 13. Neurosurgery | 26. Urology |

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