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For immediate release

MEDIA RELEASE

JurongHealth all set to operate Alexandra Hospital as it celebrates its first Nurses' Day

JurongHealth assumes management of Alexandra Hospital and unveils nurse uniforms by homegrown ex-national swimmer-turned-designer Cheryl Chong

Jurong Health Services (JurongHealth) is all ready to serve Singapore's healthcare needs as it assumes management of, and begin to operate Alexandra Hospital come 1 August 2010. This new public healthcare cluster also celebrates its first Nurses' Day with a 500-strong nursing force and unveils refreshing new uniforms for these pioneer nurses.

Colours of JurongHealth – A Celebration of Diversity

Themed "Colours of JurongHealth – A Celebration of Diversity", the special occasion, graced by Guest-of-Honour, Mr Baey Yam Keng, Member of Parliament for Tanjong Pagar GRC, is a celebration of the unity of JurongHealth's nurses who have taken up the challenge to come onboard a new healthcare cluster to shape and transform patient care.

The nursing team comprises nursing professionals from diverse public and private healthcare institutions, both local and international. To ensure no disruption to patient care and to facilitate a smooth transition into Alexandra Hospital, the nurses began working alongside AH/Khoo Teck Puat Hospital colleagues at Alexandra Hospital from as early as January 2010 to care for patients to prepare for the full management from August.

Said Mr Baey Yam Keng, "I am excited to have JurongHealth as our new healthcare partner in the Queenstown community. JurongHealth has shared with me their plans to engage the community more with the shift in emphasis of our public healthcare from "illness-care" to "health-care". Although JurongHealth is new, the nurses are experienced individuals of diverse background from different healthcare institutions. I am also glad that JurongHealth is making the

effort to integrate foreign talents as part of our healthcare system. I look forward to closer collaborations with JurongHealth to provide good patient care as well as to help our community stay well.”

Said Mr Foo Hee Jug, Chief Executive Officer, JurongHealth, “Although we are just a year old, we already have a strong pioneer team of nurses, clinicians and ancillary administrative staff brought together by a common passion to care for patients. Being a new team, we are excited to shape a culture and build a workplace that is conducive - not just for our staff but for our patients. As we grow our base at Alexandra Hospital while we concurrently plan for the future Jurong General Hospital in the West, our nurses are deeply involved to build a hassle-free healthcare system and be the voice of our patients in building a patient-friendly hospital.”

Added Ms Kuttiammal Sundarasan, Director of Nursing, Alexandra Hospital, “I am very proud of my nurses who have adapted to the challenges of a start-up - and a new country and culture for some - and they have all pulled their skills and experience together to ensure our patients receive quality care. We have already received compliments from patients on their service and professionalism.”

Refreshing new uniforms by homegrown ex-national swimmer-turned-designer

On this significant day, JurongHealth also unveiled its refreshing new nurse uniforms which are designed by homegrown ex-national swimmer-turned-designer Cheryl Chong.

Ms Chong, who was completing her fashion design course in London, learnt of JurongHealth’s search for a designer through a posting on a friend’s alumni forum. “It was a rare opportunity to design uniforms for a brand new public healthcare cluster in Singapore. I wanted to create a contemporary and sophisticated uniform as opposed to the more conventional uniforms in Singapore, which would project JurongHealth as a forward and progressive organisation,” she shared.

Ms Chong embarked on an extensive research on the regulations of hospital uniforms as well as the intricacies of the colours, materials and styles suited for a medical environment. During the design phase, the nurses were also consulted to achieve the balance between design and function - and to create a uniform which would truly meet their needs and project a professional image.

The result is a unique, stylish uniform which embodies JurongHealth's bold logo and red and white corporate identity while providing maximum comfort and mobility for the wearer. The unique design of JurongHealth's nurse uniform includes (please see Annex A for more information):

- Unique neckline to reflect the corporate logo; and red piping in collar and sleeves to reflect the corporate shade.
- Design accents like the radiating darts and stand collars to accentuate silhouettes instead of relying on prints and colours to carry the design.
- Raglan sleeves in selected uniforms for improved mobility and functionality.
- Double-sided pockets for functionality
- Stand collars for a touch of sophistication and professionalism

Rounding up the day's celebrations is a special JurongHealth Thank You card where members of the public can pen their appreciation to salute the contributions of our nurses. The card, which can be found on limited copies of TODAY newspaper on 27 July 2010, is part of a series of stories by JurongHealth to highlight the various facets of this noble profession. With the card, nurses can also get a one-time free makeover by ettusais which is valid till 31 August 2010 (please see Annex B for more information).

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About Jurong Health Services

From 1 August 2010, Jurong Health Services (JurongHealth) will manage **Alexandra Hospital** where it will build and grow its base.

JurongHealth is the new public healthcare cluster formed to facilitate the integration of services and care processes within the hospital and across the community, so as to better serve healthcare needs in the West. JurongHealth is also planning for its future 700-bed **Jurong General Hospital** and 280-bed Community Hospital.

www.juronghealth.com.sg

Annex A: JurongHealth Nurse Uniform Designs

Please contact Tessa Monteiro (tessa_monteiro@juronghealth.com.sg) for high resolution copies of these visuals.

Director of Nursing uniform:



Staff Nurse Uniform:



Enrolled Nurse Uniforms:



Annex B: JurongHealth Nurses' Day Thank You Card



Annex C: Mandarin Translation of Key Names and Terms (中文名称与词汇)

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| Mr Baey Yam Keng Member of Parliament for Tanjong Pagar GRC | 马炎庆 丹戎巴葛集选区国会议员 |
| Mr Foo Hee Jug Chief Executive Officer, JurongHealth, Alexandra Hospital and Jurong General Hospital | 符气若 总裁 裕廊保健集团 裕廊综合医院 |
| Ms Cheryl Chong Designer | 张菁菱 |
| Jurong Health Services | 裕廊保健集团 |
| Alexandra Hospital | 亚历山大医院 |
| Jurong General Hospital | 裕廊综合医院 |