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Brighter days for diabetic patients

Company sponsors disease monitoring equipment for needy families

SUN Life Malaysia Assurance Bhd has pledged to support Diabetes Malaysia for two years.

The sponsorship worth RM432,000 for 2014 and 2015 was made under the company's "Brighter You" programme launched last year in line with Sun Life Financial Canada's focus on helping persons with diabetes as well as preventing the disease.

"Non-communicable diseases, especially diabetes, are on the rise.

"Each one of us has a role to play in the prevention and control of this disease in Malaysia.

"We have to look beyond providing appropriate medical treatment to diabetes patients, and start intervening with those who are at a high-risk of developing diabetes," said Diabetes Malaysia president Prof Datuk Dr Ikram Shah Ismail.

"As a non-governmental organisation, we rely on generous donors for financial aid and support.

"We are glad that Sun Life Malaysia is focusing on the importance of healthier lifestyles," Dr Ikram added.

Sun Life Malaysia chief executive officer Ooi Say Teng said being in the insurance field, they have come across many cases of Malaysians not taking into consideration their health as well as their future medical needs.

"It is even more crucial for diabetes



Financial support: Sunlife representatives (left) handing over a mock cheque to their benefactors.

patients to manage their sugar level during Ramadan as they run the risk of hypoglycaemia if they do not consume appropriate food.

"They must also ensure that they don't over eat," Ooi added.

He noted that the 2014 Sun Life Financial Asia's Health Index revealed the emergence

of Generation O – a demographic that is overworked, overstressed, overwhelmed and overeats as well.

"Such behaviour will lead to a higher possibility of medical complications later in life," Ooi said.

Sun Life Malaysia is subsidising the quar-

terly provision of monitoring equipment which include test strips, pen needles, lancets and glucose meters to 240 underprivileged patients across the country.

Every quarter, staff volunteers will help pack the equipment into personalised boxes which will be distributed to the recipients.