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Media Release

For immediate release

AGENCY FOR INTEGRATED CARE LAUNCHES FIRST-OF-ITS-KIND NATIONAL PORTAL TO EMPOWER PUBLIC ON LONG-TERM CARE

One-stop gateway will now make it easier for patients and caregivers to better understand and access long-term care.

In conjunction with the opening of the Inaugural Conference on Integrated Care on 25th February 2011, the Agency for Integrated Care (AIC) has announced the launch of Singapore Silver Pages, a one-stop online gateway for the public to access information and resources on Long-Term Care. The first of its kind in Singapore and in Asia, Singapore Silver Pages is targeted at those requiring long-term care and their caregivers who may need help in finding the best-suited care option available for themselves or their loved ones.

One-stop resource for Long-Term Care

Although information and resources on Long-Term Care are widely available, an individual or a caregiver is often overwhelmed at having to search through multiple sources of information to better understand their long-term care needs. For instance, when purchasing a wheelchair or finding the various care options available, one has to sieve through websites of different service providers to obtain the information they need to come to an informed decision.

Leveraging on the useful and comprehensive information readily available, AIC has taken the first step to organise such information and resources from a person-centric perspective. With Singapore Silver Pages, the public can now access reliable information at their own convenience. The Singapore Silver Pages aims to become **the**

comprehensive and robust guide to Long-Term Care. AIC is grateful for partners such as Health Promotion Board (HPB), Singapore Health Services (SingHealth), National Healthcare Group (NHG) and AWWA Centre for Caregivers who have helped identify, re-organise and present credible information and resources relevant to those requiring long-term care and their caregivers.

Information and resources in the Singapore Silver Pages are presented in the perspective of the individual requiring or giving care. They may use the online assessment tool to make a preliminary assessment regarding their care needs, locate service providers such as Day Rehabilitation Centres and home care services, and browse through useful information such as types of meals provided, capacity and fees. They can also at one glance find and compare different types of healthcare products to find those most suited to their needs and means. Help and assistance is available via an online chat.

Empowering patients and their caregivers

With an ageing population, the number of Singaporeans expected to require long-term care and support will increase. Dr Jason Cheah, Chief Executive Officer for Agency for Integrated Care said, “The launch of Singapore Silver Pages is timely amid the increasing need for long-term care. Knowledge is key to making well-informed decisions and patients are usually lost and unsure of where to go. The Singapore Silver Pages is designed for the man-on-the-street to make it easy for them to locate the right information at their convenience. Our vision is for them to think of Silver Pages whenever they need information on Long-Term Care.”

Dr Cheah said, “Singapore Silver Pages is in line with AIC’s mission to empower our clients. AIC will engage its partners and the community to progressively build and improve Silver Pages as the national gateway synonymous with up-to-date information on Long-Term care. Our aim is to increase the ease and confidence of patients and caregivers when they have to interface with the healthcare system. Empowering our patients and caregivers with information is a key step towards better health outcomes for Singaporeans.”

More information on the features of Singapore Silver Pages can be found in the Factsheet.

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About the Agency for Integrated Care (AIC)

The Agency for Integrated Care (AIC) is set up by the Ministry of Health (MOH) to oversee, coordinate and facilitate all efforts in care integration. Our mission is to achieve best health outcomes for our patients by empowering clients and coordinating access to appropriate care, enable stakeholders to strengthen the primary and community care sectors, and enhancing collaboration to create a well-connected healthcare system. For more information, please visit www.aic.sg.