

ROSE Foundation Achieves Historic Win as First Asian Recipient of UNIVANTS Healthcare Excellence Award



(From left) ROSE Representatives: Yam Mun Li, Operations Director; Prof Marion Saville, Trustee; Prof Dato' Dr Adeeba Kamarulzaman; Chairman; Prof Dr Woo Yin Ling Founding Trustee and Medical Technical Advisor; Choo Yit Lee, CEO

ROSE Foundation, a Malaysian non-governmental organization committed to eradicating cervical cancer, has achieved a momentous milestone by becoming the first Asian recipient of the UNIVANTS of Healthcare Excellence Award for 2022, a globally recognised accolade.

Established in 2018, the UNIVANTS of Healthcare Excellence Award program is an international platform that partners with esteemed organizations such as the International Federation of Clinical Chemistry and Laboratory Medicine (IFCC), Association for Diagnostics & Laboratory Medicine (formerly AACC or American Association for Clinical Chemistry), European Health Management Association (EHMA), Modern Healthcare, Healthcare Information and Management Systems Society (HIMSS), National Association for Healthcare Quality (NAHQ), Institute of Health Economics (IHE), and Abbott Laboratories.

These awards spotlight teams that collaboratively innovate across disciplines to reshape healthcare delivery, ultimately transforming patients' lives. Among the three prominent global victors is the ROSE Foundation, celebrated for its remarkable Program ROSE (Removing Obstacles to Cervical Screening).

The other two recipients are Ipswich Hospital in the United Kingdom and the National Basketball Association (NBA) of the United States.

Program ROSE pioneers a primary HPV (Human Papillomavirus) cervical screening initiative, integrating self-sampling and digital technology to ensure seamless connections between screened women and public hospitals. The follow-up process is facilitated through mobile phones, enhancing accessibility and convenience.

Cervical cancer ranks as the second most common cancer among Malaysian women aged under 45. Thankfully, through early and proper screening and treatment, it's preventable. Remarkably, cervical cancer stands as the sole cancer that can be entirely eliminated.

Program ROSE's triumph is attributed not only to its seamless integration of self-sampling, primary HPV testing, and a digital health platform powered by mobile technology, but also to its comprehensive approach encompassing education, community engagement, and advocacy.

Professor Dato' Dr Adeeba Kamarulzaman, chairman of the ROSE Foundation, expressed deep gratitude for the recognition as the first Asian awardee, highlighting the program's achievements. Having screened over 24,000 women and achieving over 92.5% linkage to care for HPV-positive cases, this award will inspire further expansion of impactful health technology.

She further elaborated on the program's success, emphasizing that nearly 200 women have been successfully treated for pre-cancer and early-stage cancer through this innovative approach.

The model of Program ROSE empowers women to actively engage in their health journey while safeguarding their privacy and dignity. These benefits ripple through patients, healthcare providers, and the broader health system.

The goal of the ROSE Foundation is to empower underserved communities and contribute to eliminating cervical cancer in Malaysia. The award ceremony recognising Program ROSE's achievements took place on August 18, 2023, in Kuala Lumpur.