

Singlife collaborates with AIC and Homage to support National Focus on Longterm Care in the community

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Singlife signed an MOU with AIC to collaborate on leveraging AIC's extensive range of publicly available resources



Singapore's financial services company Singlife has embraced two strategic collaborations with the Agency for Integrated Care (AIC) and Homage to empower patients and healthcare practitioners to help understand the intricacies of long-term care.

The partnerships are part of Singlife Care Collab, a new one-stop health services hub. Singlife Care Collab offers Singlife customers and their loved ones convenient access to preventive care, long-term care, and other services with a wide range of trusted healthcare providers.

AIC oversees and facilitates nation-wide efforts in care integration for seniors in Singapore. Singlife signed a Memorandum of Understanding (MOU) with AIC for collaboration on several fronts, including leveraging AIC's extensive range of publicly available resources to address the challenges faced by care recipients and caregivers seeking community care solutions.

Under the MOU, AIC and Singlife will work together to equip Singlife affiliated financial advisers with the information and resources to help raise awareness on caregiving, as well as the various caregiver and care recipient support and services that are available. Beyond that, Singlife employees will be involved as volunteers in AIC's programmes, such as the Silver Generation Ambassador Buddy Programme, to reach out to seniors at home and in community settings.

Further, Ministry of Health and AIC have committed to doubling the number of Active Ageing Centres by 2025 on the back of the increasing need to improve care accessibility and affordability.

Pearlyn Phau, Group Chief Executive Officer, Singlife said: "Singlife is one of the largest CareShield and ElderShield supplement providers. We recognise that we have a duty to align with the national agenda and are taking a significant step by launching Singlife Care Collab. This is part of our ambition to build a robust care support system for our customers. We are pleased to be working with like-minded partners such as AIC and Homage who each play an important role in this ecosystem."

Singlife's partnership with Homage, a homegrown healthtech start-up that delivers on-demand home and community-based

care for seniors, will go beyond the protection provided by Singlife policies. It offers an additional layer of financial support to nearly half a million Singlife customers in their care journey. Homage will serve as an end-to-end service provider for Singlife CareShield and ElderShield policyholders, covering everything from severe disability assessments to care delivery. This complements national schemes like CareShield Life and ElderShield, which aim to safeguard individuals against the financial burdens of community care.