

FOR IMMEDIATE RELEASE

Accelerating the value of Big Data in Healthcare

Taylor's University, in collaboration with the Clinical Research Centre of the Ministry of Health and Pfizer Malaysia, address the move and concerns of utilising Big Data in the healthcare industry in the country

Subang Jaya, 21 March 2016 – The healthcare industry in Malaysia has grown exponentially in the last decade, especially in the private sector. In a recent study conducted by the International Data Corporation (IDC) Health Insights found that the country's current priorities are focused on upgrading the existing infrastructure by implementing platform technologies like cloud, big data analytics, mobility and social within the next two or three years.

In an effort to create a nationwide conversation on Big Data, almost 200 participants gathered to catch experts' insights on the benefits and use of Big Data in the healthcare industry as well as its affects in Malaysia, at the Taylor's Lakeside Campus recently. The forum was jointly organised with the Clinical Research Centre (CRC), Ministry of Health Malaysia and supported by Pfizer Malaysia.

"Taylor's University believes in providing holistic education and we look at organising and holding forums such as this as a move in that direction, where academics, industry players and students learn the latest trends and issues on local and international platforms," said Dr. Jon Whitmore, Acting Vice Chancellor & President, Taylor's University.

"The forum is an ideal example where efforts across multiple disciplines, sectors as well as private and public partnership share common interests to progress in a constantly changing world. We are happy to be able to host such events because they contribute towards our purpose of educating the youth of the world to take their productive place as leaders in the global community," he said.

Together with the growth of the aging population segment, rapid urbanisation, heightened awareness of diseases, and the desire for healthy living are also other factors driving growth in the healthcare industry. Healthcare professionals have traditionally used their judgment when making treatment decisions, but in the recent years there has been a move toward evidence-based medicine, which involves systematically reviewing clinical data and making treatment decisions based on the best available information.

According to Professor Dr. P.T Thomas, Dean, School of Pharmacy, Taylor's University, "Big Data in healthcare is useful to predict epidemics, propose new treatments for disease, save costs and improve the quality of life."

“With the population increase and more people having a longer life-span, models of treatment delivery are changing and the influence behind the changes are being driven by data,” he continued.

To work towards this vision of connected care, Pfizer Malaysia believes that Data will also help more efficiently in developing medicines and better define which patients will most benefit. To realize this vision, the need for players across industries to contribute has never been more imperative.

John McKendry, Country Manager of Pfizer Malaysia emphasized, “This forum is the first initiative in the country to introduce Big Data to Malaysia healthcare landscape and Pfizer Malaysia is very excited to support this revolution to accelerate value and innovation in healthcare.”

“It is an exciting time for leaders in healthcare to make this a personal priority to optimize the opportunity. To capture full value from big data, individuals on the front lines of the industry transformation need to shift the collective-mind about patient data to “share, with protections,” rather than “protect.” Stakeholders that are committed to innovation and to challenging convention will likely be the first to reap the rewards of big data,” added John McKendry.

Present to grace the event was Dr Shahnaz Murad, Deputy Director General, (Research and Technical Support) Ministry of Health. The theme for this year’s forum, “Big Data in Healthcare: Are We Ready for the Era?”, had experts including Dato’ Dr Mohammed Azman bin Dato’ Aziz Mohamed, Chief Executive Officer, Social Security Organisation (SOCSO) of Malaysia; Professor Dr. Andrew Morris, Professor of Medicine, Director of the Usher Institute of Population Health Sciences and Informatics, University of Edinburgh; and Mr. Simon Thomas, Partner & Vice President, Business Analytics & Strategy Leader - Asia Pacific, IBM – who shared their perspectives on how data sharing and continuous initiative to develop partnership blueprint between government bodies, private sectors, industry players and academician help us advance data science in healthcare.

Pfizer Malaysia

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About Taylor’s University

Since its inception in 1969, Taylor’s has continuously provided excellent services for its students in terms of diverse study options, relevant curriculum and teaching methods, ongoing partnerships with leading universities worldwide, strong industry linkages, up-to-date facilities and well-equipped campuses. Taylor’s University offers a myriad of courses in tertiary education, from foundation and diploma, to degree, post-graduate and professional programmes. Students can choose to enrol in courses encompassing fields such as Architecture, Computer Science, Engineering, Quantity Surveying, Biosciences, Law, Business, Communications, Design, Hospitality, Tourism & Culinary Arts, Medicine and Pharmacy.

The quality of the undergraduate teaching and learning at Taylor's was acknowledged when it garnered a 'Tier 5: Excellent' rating in the Rating System for Malaysian Higher Education (SETARA) in 2009, 2011 and 2013, by the Ministry of Higher Education Malaysia. Taylor's has also received numerous recognitions locally and internationally from professional bodies such as the CDIO Initiative (Conceiving, Designing, Implementing, Operating) and the Royal Institution of Chartered Surveyors (RICS) to name a few.

Taylor's University's has been listed among the top 250 universities in Asia in the QS Asia Ranking 2015. Taylor's University was also recently awarded 5-Star in rating in four (4) categories of the QS Stars Rating. These achievements are important milestones for Taylor's University, in line with its aim of becoming one of Asia's leading universities.

Taylor's continues to play a strong role in developing Malaysia's human resource capital, and boasts a 70,000-strong alumnus, many of whom have become leaders in their respective fields.

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