



NEWS RELEASE
For Immediate Release

ED-ucation for a Healthy Marriage

The Entertainment Show with Papi Zak featuring Harith Iskandar tackles the tough topic of sexual health and open communication.

KUALA LUMPUR, 29 March 2016 – Relationships are inevitably about a commitment: one made to care for each other through ups and downs, challenging situations, thrill-inducing adventures and calm quiet moments. When it comes to tying the knot, couples promise to love, honour and cherish their spouse ‘til death do us part’, we witness a vow that is made as the foundations of a strong marriage.

In continuous efforts to create awareness on Erectile Dysfunction and highlight the importance of open communication in a marriage, Pfizer Malaysia recently held an event to approach the touchy topic through a disease awareness variety show “The Entertainment Show with Papi Zak, Couple ED-ucation”. This interactive educational platform is the first of its kind, featuring disease awareness, couple interviews and games and a discussion panel in a fun, entertaining talk-show format.

Local famous stand-up comedian, Papi Zak was the host of the talk show, creating laughter as he approached the topic in a frank but humorous manner as he interacted with special guest speakers, Prof. Dr. Zulkifli Md. Zainuddin, Deputy Dean and Director of Human Resource Development and Senior Consultant Urologist at UKM, and celebrity couple Malaysia’s renowned stand-up comedian, Harith Iskandar and wife Dr. Jezamine.

Prof. Dr. Zulkifli shared his experience based on his years of consulting couples who have been facing ED problems which have led to communication problems. “As a urology consultant, I’ve met many patients who have faced ED which have led to relationship problems and relationship dissatisfaction due to their inability to verbalize the problem. The low self-confidence that men feel due to their ED creates a challenge for men to make that decision to see a doctor – here’s where I feel partners can play an important role. By being supportive and encouraging, you can help your partner garner the courage he needs to see a doctor and address the problem.”

He also added “After all, we need to be aware that ED is our body’s way of telling us that something is not right. ED is often a pre-cursor to other problems such as cardiovascular disease. It is important that men feel that they can approach proper

channels of consultation to address their health problems. From my experience, spouses often are the key person to encourage their partners to seek proper treatment from the proper channels. We need to look at this not from a perspective of a 'aged disease' but to a 'lifestyle disease' so men will not feel judged and will be more open towards receiving and seeking treatment.”

Celebrity couple Harith Iskandar and wife Dr. Jezamine were the featured celebrity guest couple who shared tips on the importance of maintaining a healthy relationship which practices an open communication. Using their busy lives as an example, Harith shared how he and Dr. Jezamine made their relationship a priority; “The most common source of miscommunication in any relationship is a very simple one: people routinely fail to realize how little they are actually communicating. In other words, we think we've said a lot more than we actually have. In this increasingly disconnected world, we often are distracted by our gadgets, appointments and life that we forget how simple it is to connect with someone. Have conversations, spend time together and with the children – know that you can rely on each other through all difficult times, especially health related issues.”

The celebrity couple were also put to the test by host Papi Zak as they played a fun “How much do you know about your partner quiz” which tested the couple’s communication skills as they revealed their sometimes mis-matched answers to the delighted audience.

Also presented at the show was a recent study conducted by Pfizer Malaysia that highlighted local data on Malaysian men’s perception and attitudes towards sex, their sex life and their overall confidence. It was found that 53% of Malaysian men believe that a healthy sex life contributes to a healthy marriage, but this begets the question: what contributes to a healthy sex life? In a fast paced world with numerous responsibilities and expectations, the priorities of human relationships are often challenged.

The study also revealed that being tired and busy due to work and family commitments are often the main reasons for men’s dissatisfaction with their sex life. It is found that 57% of Malaysian men are unsatisfied because they are tired of busy¹. 53% state that they are dissatisfied because of their wife/partner is busy while 50% of men find it difficult to find a suitable occasion for sex².

With these pressures we also discover through this study that Malaysian men feel the pressure of being a ‘real man’. 40% of Malaysian men believe that a ‘real man’ is always able to please his wife sexually and they believe that it is their duty to keep their partner satisfied sexually in a relationship³. 43% of Malaysian men also have disclosed that satisfying their partner during sex is more important than their own satisfaction⁴. The pressures affecting their confidence have also led to concerns about their performance in the bedroom. It is discovered that Malaysian men’s confidence to get and keep an erection reduces after the age of 40.

¹ Malaysian Men’s Attitudes on ED Quantitative Report 2015

² Malaysian Men’s Attitudes on ED Quantitative Report 2015

³ Malaysian Men’s Attitudes on ED Quantitative Report 2015

⁴ Malaysian Men’s Attitudes on ED Quantitative Report 2015

Men often have difficulties communicating these challenges and fears to their spouses and even their doctors! 71% of men believe that ED would not be recognized as a medical problem, while 68% of men fear that discussing sexuality may embarrass their doctors⁵. Did you know that 44% of men that consulted a urologist have ED but fail to mention it?⁶

The Talk Show session also highlighted an increasingly important issue that was plaguing men who were seeking treatment for ED: counterfeit medication. The reluctance to seek official channels is driving Malaysian Men to become victims of unscrupulous traders and websites who prey on those who are desperate to seek treatment. 52% of men are getting their information from healthcare websites and 41% trust word of mouth and recommendation from family and friends⁷. Men are often prone to buying counterfeits as they attempt to bypass HCP interactions. This is due to a desire to obtain without embarrassment and perceptions that it is cheapest from an uncontrolled source and have the ability to obtain larger quantities.

Azwar Kamarudin, Director of Corporate Affairs, Health and Values of Pfizer Malaysia commented on this growing concern and the objective behind the one of a kind event, “ED is still a difficult and embarrassing topic to approach and it is important for us to address conversations and attitudes surrounding ED through this special event. Through this event we want to highlight how the stigma and perceptions of the disease have created a situation where men look to unofficial channels for treatments. It is our goal that through the programme today, to share this important message of awareness with Malaysians.”

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About Pfizer Malaysia

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⁵ Marwick C. JAMA 1999; 281: 2173-2174

⁶ Marwick C. JAMA 1999; 281: 2173-2174

⁷ Malaysian Men’s Attitudes on ED Quantitative Report 2015

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