

# News Release

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

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## **Local Business Aids Ministry of Health as Covid Cases Reach All-Time High**

*First-Aid Training Company Rapidly Expands to Aid Government During Pandemic, Saving Lives*

SINGAPORE, (Mar. 23, 2022) – As COVID-19 cases peak in Singapore, The Ministry of Health of Singapore (MOH) reaches out to Medlink Healthcare Group Pte. Ltd for help. Founded in 2017 as a safety first aid training company, local business Medlink accepted MOH’s call for help as an all-time high number of cases overwhelmed health groups. MOH contacted the point of contact and CEO, Kevin Shoff, for medical aid. As Singapore faces a lack of ambulances needed and workforce, Medlink steps up to save lives.

“I got the call from MOH when my company faced the challenge of surviving as a business. I knew we needed to aid in the pandemic, so the company bought five vehicles and began the retrofitting process immediately,” Mr. Shoff, CEO of Medlink Healthcare Group Pte. Ltd shared with me.

Working as fast as they could, Medlink soon had five approved and accredited ambulances that aided in transporting patients to isolation and treatment facilities. To combat the issue of low staffing, Medlink retrained and upscaled medical staff to meet the requirements of working in the ambulances.

The local business and MOH worked with a dispatch system 24/7 until the cases became manageable. Alongside working with MOH, Medlink served as a medical aid to everyone in the local community and private government sectors for non-COVID-related medical emergencies. This took effect as government medical services were sanctioned for COVID only.

The initial five ambulances have increased to 12, with five more on the way. Medlink now provides medical supplies, medical transport for COVID and non-COVID patients, cross-border transportation, private nursing, and safety first aid classes for all residents and visitors of Singapore.

More information on available services can be found at <https://www.mhg.sg/>.

## **About Medlink Healthcare Group Pte. Ltd**

Medlink Healthcare Group Pte Ltd was established in 2017 by Mr. Kevin Shoff as a safety first aid training company with experienced paramedics leading the courses. Medlink Healthcare Group Pte Ltd holds five divisions to provide holistic healthcare, including training/education, private nursing, medical supplies, and ambulance services. During the global pandemic, the company had a corporate restructuring in its business direction, expanding to aid in the pandemic and better contribute to the Healthcare industry and local community.

## **Pitch Email**

To: Kentaro Iwamoto

From: Crystal Shoff

Subject: Exclusive - Community Supported by Local Health Group During Lockdown

Dear Mr. Iwamoto,

While many smaller businesses had to shut down operations during the mandated lockdown, Medlink Services went in the opposite direction and increased its services to support the local community. I'm a communications specialist with Medlink Services Pte Ltd, and I'd love it if you could help us with our expansion. We want the local community to be aware of our new services to them while government medical groups reduce the availability of public services as COVID-19 is still a significant challenge. I have closely followed your reporting on the developments and updates of new instructions in Singapore since the lockdown began. I was astounded at how you tackled success stories of smaller businesses and, in particular, how you were able to inform readers about the complicated changes being implemented.

With the unexpected pandemic, we have pivoted from normal operations. As the number of COVID-19 patients increased and medical availability to the public decreased, the CEO of Medlink Services Pte Ltd revised his strategy and expanded his company's service. Services include but are not limited to: the production of medical supplies, medical standby, safe patient transportation, and cross-border ambulance services that helped with the overflow of medical aid availability. Before the pandemic, Medlink Services focused on offering first aid certification and medical training.

We think your readers would love to know about our expansion to provide medical care. Medlink will provide paramedics and equipment as a workforce answer to the country's existing challenges as medical care has been limited. With our service restructure, the local and bordering (Malaysia) communities now have access to transportation and medical care, even if those services are unrelated to COVID.

If you are interested in covering this, I can arrange for you to speak with our CEO Kevin Shoff, the brains behind the company's pivot in operations.

Please contact me if you'd like to know more about how our services can be acquired and how we have aided Singapore's fight against COVID-19. We're happy to answer any questions you may have and provide everything you need to cover the story.

I look forward to hearing from you.

Crystal Shoff

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