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# CITIZEN

Living Life Large



*mrs.  
universe  
LTD.*

IT'S ALL IN  
A DAY'S WORK  
FOR CAROL LEE




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## GREETINGS TO OUR CiTi-ZEN READERS!

Welcome to this first issue of CiTi-ZEN for 2017! Since our last issue, two festivals, Christmas and the Chinese Lunar New Year have taken place, with revelry and celebrations galore.

Ireka is also in a celebratory mood this year because I am proud to announce that the Company is 50 years old! Its roots in earthworks moving in the tin mines of Malaysia back in 1967 and a long tradition of construction works has held Ireka in good stead for the nation building projects (such as the KLIA runway and 3 packages of the zNorth-South Highway) it built with pride and latterly, the many property development projects developed to provide homes for thousands of families. Then in 2003, Ireka set up its third core business, the Technologies arm, i-TECH which is featured in this issue of CiTi-ZEN. I-TECH shares with readers how it plans to move with the fast pace of change in the world of technologies.

I am delighted that we have featured Carol Lee, former Mrs Universe and newscaster in this issue. As Chairperson of the Mont' Kiara Consultative Committee, Carol works tirelessly to improve the living and working environment for thousands of people.

The Malaysian private secondary health service is among some of the best in the world as evidenced by the growth of health tourism to this country. There is a very interesting growing primary health care service to share with you, the Doctor2U initiative which you can read all about on page 7.

Until we meet again, I bid you a Happy Year of the Fire Rooster and wish you success in living your life large!

With best wishes,

Datuk Lai Voon Hon  
 Group Managing Director  
 Ireka Corporation Berhad

# IT'S ALL IN A DAY'S WORK FOR CAROL LEE

Benjamin Franklin's "Ask a busy person if you want something done" is perfect for Carol Lee. Whether she is being a mother, business woman, TV personality, community activist or undertaking her Mrs Universe responsibilities, Carol gives it 100% and still seems to have more left in the tank. It is often remarked that people with full lives know exactly how long things take and know how much they can fit into their schedules with the amount of time available. This is exactly so for Carol - she will not say yes and then flake on you.

Born in Selangor and raised in Penang, Carol came back to the KL area when she was 11 years old where she has remained ever since. Having lost her father at a young age, both Carol and her brother had to be independent and she is not someone who lets the grass grow under her feet. As a mature student studying her Bachelor of Commerce at Metropolitan College, she achieved the Curtin Merit Award for excelling in her studies which meant obtaining the highest marks in every subject throughout the course. Working as a model and an MC at the same time to support her education, Carol quickly realized the importance of being organized and good time management, skills that have stood her well for her busy lifestyle today.





Carol's passion is in childcare and her business activities today are running a day centre for children in one of KL's well-known department stores where parents can leave their children in the safety of trained care staff whilst they shop and a child enrichment centre. The latter aims to enhance and develop the talents of children, training them to be young models for photo shoots, introducing them to fashion shows and generally, it is all about building their self-confidence. As if this is not enough, today Carol also is a full-time mum and has a more than full-time job as chairperson of the Mont' Kiara Consultative Committee (MKCC), a body that works to improve the Mont' Kiara environment for its estimated 40,000 residents. More on this later.

Carol also had a successful career in being a news presenter and TV host both with RTM and TV3. She gave this up, reluctantly, after 10 years because of the amount of time it took away from her family, business and community role.

In 2013, Carol was invited to take part in the Mrs Universe competition (beauty pageant for married women), with the finals being held in the Caribbean Island of Aruba. The opportunity to represent Malaysia was an honour for Carol and she undertook being an ambassador for her country on the world stage with her usual brand of meticulous organization, preparation and enthusiasm.





It took Carol a year to prepare for the world wide finals and the theme for 2013 was domestic violence against women. Not content with just desk research on the subject, Carol got involved with the work of a Malaysian NGO working on this issue, meeting victims of domestic violence around the country, raising awareness and empowering women. Thus was the start of Carol's journey and passion for community development work because in her words, "so much can be achieved through people working together." Incidentally, Carol is the first and only Malaysian and Asian to have won the Mrs Universe title, a record that stands today.



Carol was elected chairperson for the Tiffani Condominium Joint Management Committee (a role she held for 3 years) to oversee the smooth running of the residential development. She has been a resident here for 5 years and it is her sense of belonging that she wanted everyone else to experience. Her motivation to do this job was because she valued the trust that residents put in her committee to maintain, improve and enhance their living environment, and as a result, people enjoy living in "Tiffani". This role propelled Carol to pioneer, with a group of interested Mont' Kiara residents, the MKCC in 2013 and in 2015, she became its chairperson.



Initially set up to improve the traffic congestion in Mont' Kiara, today it also considers safety and security issues, building good rapport with the police and DBKL (local authority), illegal advertising, landscaping, road improvements and bringing the community closer through various events including sports. The group represents all the properties in Mont' Kiara including residential properties, schools and businesses with the aim of making Mont' Kiara a better place to live and work in. The Committee's hard work is paying off and the results are noticeable from considerably less double parking on the main thoroughfare to reduced illegal advertising. MKCC has also earned the respect of DBKL and the local police who consult with them on a regular basis. Asked why she is so passionate about this demanding, unpaid role, Carol says, "My family and I live in Mont' Kiara and so if things are good for everyone, then it will also be good for us. Instead of pointing the finger to blame others, I prefer to get involved and working to make a difference is the greatest motivator."

Carol just takes all these demanding roles in her stride and is very modest with it because when asked how she wants to be remembered, she says simply, "I want to be a good role model for my daughter."

Asked for the key to her success, Carol doesn't hesitate to credit her husband's unfailing support and the need for excellent time management. "You need to break down the work so that it is manageable and therefore enjoyable, and my husband is my constant support from day one, without whom I would not have been able to achieve so much."

Carol simply doesn't stop to draw breath with what might seem a crazy schedule to many, but it's all in a day's work for her. Being a perfectionist defines Carol and undoubtedly she is happiest when she is working hard for the community, which we will all be the better for.

# THE RUMA HOTEL AND RESIDENCES STORY

2013

## A STAR IS BORN

- Aseana Properties Limited and Ireka Corporation Berhad take their partnership in creating much talked-about hospitality establishments to new heights.
- Agreement is signed to build The RuMa Hotel and Residences, high-end luxury living and 5-star bespoke hotel.
- Urban Resorts Concept (URC), exclusive hotelier is appointed as The RuMa's operator.

An Exclusive Joint Venture Development Between



Developer



Hotel Operator



2014 - 2016

## SHOUT IT FROM THE ROOFTOPS

- Marketing activities galore held in Malaysia and beyond to tell everyone about KL's prime residence and hotel development.
- Roadshows and dinners held in Singapore, Taiwan, China, Indonesia, Hong Kong and the Philippines.
- The RuMa Hotel features in Malaysia Airline's "Going Places" in-flight magazine with postcard giveaways.
- The RuMa creates its own YouTube Channel to show episodes of its development and progress.

**The RuMa Hotel and Residences Youtube Channel Link:**

<https://www.youtube.com/channel/UCBenWBGcmNDhZk8peQi5Fw>

**Episode One Link:**

<https://www.youtube.com/watch?v=SJTdclhSA2Y>

2017

## TOWARDS THE FINISHING LINE

- New model of The RuMa launched and is currently on display at the sales gallery in SENI Mont' Kiara.



Construction moving apace to aim for vacant possession in December.



(Construction progress from 2014 to date)

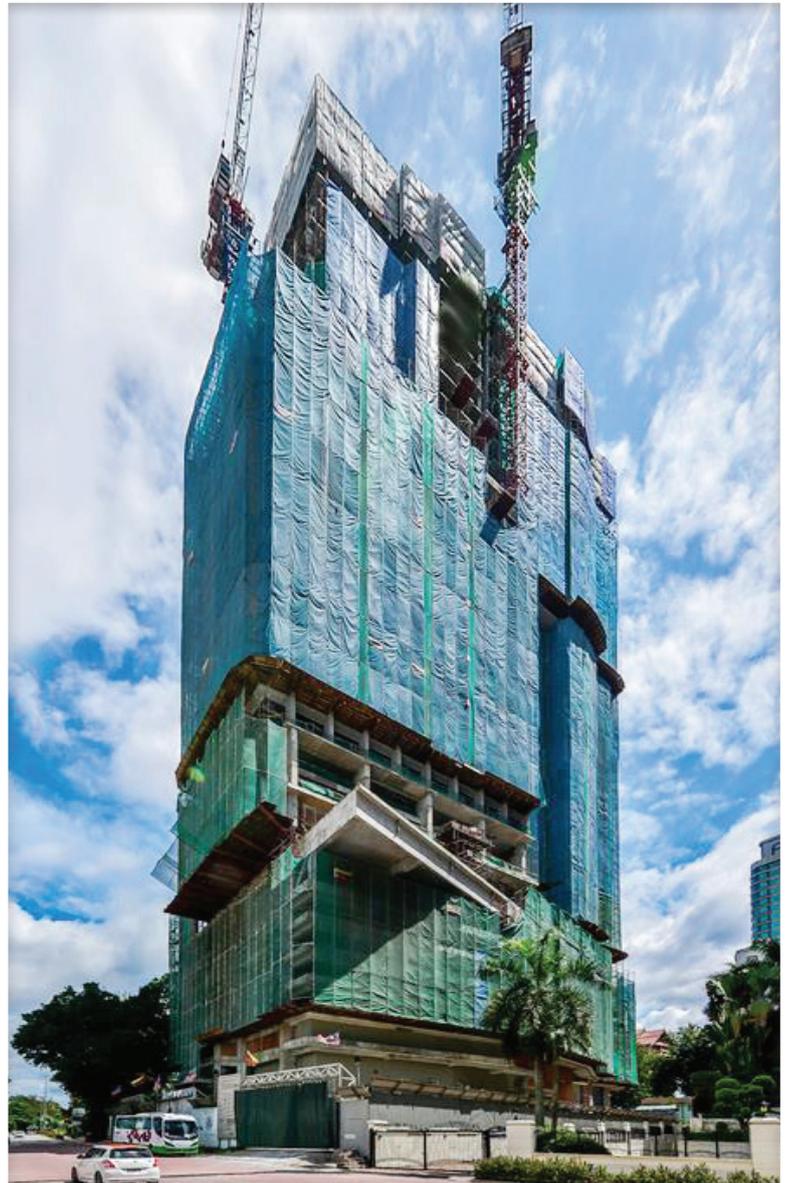
# PROGRESS INTELLIGENCE ON THE RUMA HOTEL AND RESIDENCES



The RuMa Hotel and Residences' construction is moving apace and has progressed up to Level 33 averaging at a 9 day cycle per floor. Other works like architecture works have reached up to Level 22. The mechanical and electrical works are fully completed up to Level 18 and internal finishes works are now up to Level 16.

Next will be planning works on the prototype rooms which are scheduled for Quarter 2 this year. These will include the Hotel's Grand Suite planned at Level 14 and the Residence Type A Apartment unit planned at Level 20. It is at this stage where quality issues related to design complexities, construction dynamics and code compliance are explored and coordinated fully before final implementation.

With incremental design improvements to the project over time, the physical model of RuMa was beginning to look tired and outdated so a fresh and new physical model has replaced it with a new one to a hundred scale. This new model is already on display at the RuMa Sales Gallery at SENI Mont' Kiara.





# A NEW DIRECTION FOR IREKA CARES IN 2017

2017 marks the seventh year of IREKA CARES and in this year, the Company's 50th, the decision is to focus efforts on working in the Nilai and Kajang areas because these are where Ireka's main projects will be concentrated in over the next few years. After some research, the Steering Committee decided to work with Open Hands Fellowship based in Kajang. The IREKA CARES committee will also use the tried and tested (and successful) CARES formula (i.e. Community, Arts, Recreation, Environment and Sports) for working with this Home.

Open Hands Fellowship is a Home for 16 girls ranging from 3 to 18 years old and it started in 2007. Many of the children are referred to Open Hands by the local welfare department because of difficult home situations and they also currently house 10 Orang Asli children from the Tamiah and Semian tribes of Pahang and Kelantan. This small Home's objective is to provide the girls with a family environment that is also a place of protection and care. The carers understand the value of education and work hard to encourage the girls to excel in this, both academic and vocational.



The new IREKA CARES Action Committee and their volunteers are very excited and enthusiastic about working with Open Hands Children's Home and the new Chairperson, Najla binti Wan Ab Rahman Omar speaks for everyone when she says, "This will be a great adventure for our volunteers working with a new children's home and we have many exciting ideas of activities to undertake with them. We are looking forward to building a strong bond with the children and to once again making a difference."





# AN UBER SERVICE FOR HEALTHCARE SUPPORT BY DOCTOR2U

What started out as a CSR initiative by the BP Healthcare Group, to bring accessible, affordable and convenient healthcare to as many people as possible, is now a burgeoning service with over 80,000 downloads in Malaysia since its inception in October 2015. BP Healthcare Group is a 35 year old company and one of Malaysia's largest leading healthcare providers with laboratories, diagnostic centres, pharmacies and specialist clinics across the country. It is therefore no surprise that, with their continued commitment to moving with the times and particularly investing in ICT, BP Healthcare would want to start up a home doctor service that can be summoned from the comfort of your home and at the touch of a button.

## A Business Reality

Garvey Teh and former investment banker from the USA, Keegan Flynn decided to join forces and turn this CSR project into a business reality. Doctor2U offers an after-hours home doctor service all over Malaysia with experienced doctors who are only a phone call or tap away, to help patients receive quality medical care. There is an app for almost anything today and so having your smartphone app deliver doctors to your doorstep is not the stuff of science fiction. This kind of innovation is a leap forward because we use our mobile phones for just about everything, so using the technology for accessing primary care should not be unimaginable.

## What is Doctor2U?

Doctor2U is very similar to the on-demand car service Uber, but instead of a car, a doctor turns up at your door. Users download the free app and after a few taps on the phone, the doctor arrives within 60 minutes. Of course this comes at a cost – RM200 from between 8am to 8pm and RM380 from between 8pm to 8am. Only 5% of this is kept by Doctor2U and the rest of the fees go to the doctors. Incidentally, the fee includes 3 days' supply of basic medication, doctor's consultation, transportation, prescription, referral letter and medical certificate if necessary.

"The doctors are on call 24 hours a day, seven days a week," says Flynn who is Doctor2U's Chief Financial Officer. He goes on to say, "The 800 qualified doctors we have are all registered with the Malaysian Medical Council and possess Annual Practising Certificates, plus they must have a minimum of 3 years' experience



of treating patients. BP Healthcare's well established panel vets the doctors for us so we are very confident that the medics who work for us meet all the necessary criteria and have all the important qualifications."

## Just What the Doctor Ordered

Flynn is more than sensitive to the fact that using technology for healthcare services like Doctor2U is nothing like ordering a taxi or a pizza. Instead, it is all about ordering a quality doctor service. The home doctor service is so convenient because it means that you will have peace of mind if you or family members are unwell in the middle of the night, at weekends or during public holidays. The service has the added bonus of not having to travel long distances or sit in an emergency waiting room for hours – medical care can be received from the comfort of your own home and at your convenience. As an added benefit, the doctor is also able to see, for instance, how the patient lives, what they are eating, observe mobility issues and generally take however much time is needed with the patient to treat them and to assess them holistically.

The typical patient is an elderly person over 65 years old who might for instance, be bedridden, who needs help after a fall, dealing with fevers or simply deciding whether they need to be hospitalised. The callers are however relatively young, usually calling on behalf of their parents or grandparents.

Doctor2U does not stop at providing a house call doctor service. They have recently set up a free Live Chat service for people to consult with a physician,



pharmacist or nutritionist anytime, anywhere. This popular and personalised service is used for a variety of purposes including chatting to the healthcare professionals about sensitive issues (pregnancy, STDs, mental health) and there is even an option to upload photos to enable the healthcare professionals to better understand the condition or inquiries. If the condition is serious, a doctor can be requested to your home through the app with the push of a button. Conversations are taped in order that patients do not have to repeat their stories if more than one doctor needs to speak with you and this enables the doctors to provide a seamless service. According to Flynn, "Live Chat is a borderless service and we seem to be reaching callers beyond Malaysia from Indonesia, Singapore and even England!"

### Medication to your Doorstep

In October 2016, a medication home delivery service was launched, linked to Lovy Pharmacy Services, part of the BP Healthcare Group. The app can be used to snap a picture of your legally valid prescription and the medication will be delivered directly to your door. Insurance companies particularly find this service valuable for policy holders with chronic conditions requiring repeat prescriptions. This cuts down on paperwork and for the patients, they receive much needed medication on time.

### Added Value

The Doctor2U app enables you to choose the gender and language of the doctor. His or her credentials will come up so that you can choose the preferred doctor and the same doctor can be chosen again should one be required at a later date. If IT support is required, there is a 24/7

team waiting to support you with using the app or to help with technical difficulties.. At the end of the service, patients and their carers are encouraged to rate the doctors and to provide feedback. This patient-centric form of quality control is central to the philosophy of Doctor2U because it is the only one-stop single mobile healthcare app, the only on-demand doctor house call app and they want to keep it this way.

### Good for Business, Good for Patients

Doctor2U also benefits businesses and corporations. It proudly partners Zurich Insurance and also a number of hotel chains in Malaysia. (DN - say more)

### And Finally.....

There is no doubt that at Doctor2U, they want to provide a complete healthcare experience at the touch of a button. Having all the features feed into one inter-related system is undoubtedly good for a seamless patient care experience. There are lots more services in the pipeline including video consultations, nursing and physiotherapy services and the Doctor2U service is looking to expand operations to other parts of SE Asia.

It is important to remember that these apps are not replacements for traditional doctor appointments, particularly with a physician who has known you for years. But perhaps for ailments and symptoms that aren't life-threatening and to relieve hospital emergency departments, this next generation of health apps can save time and energy — which is a crucial when you are not feeling up to waiting in a doctor's waiting room.

"We are the healthcare app you need on your phone!" sums up Flynn.

Check out the <http://doctor2u.my/> website for more information.



**Order via**  **DOCTOR2U**  
Medication delivered to your doorstep

# i-TECH ON CLOUD 9



Cloud. IOT (Internet of Things), XAAS (Anything As A Service), Big Data, Hyper-Converged Infrastructure(HCI), Public Cloud, Private Cloud and Hybrid Cloud might all seem like Double Dutch, but to the folks at i-TECH, one of Ireka's core businesses, these terminologies are everyday parlance and are part of a fast moving IT world, pure and simple.

i-TECH is 14 years old and has always been proud of its business model which has been aligned around a single focus, Innovation. With this innovative approach, i-Tech is in a unique position to provide clients with comprehensive end-to-end solutions, helping them innovate and create value. In 2011, i-Tech and IBM jointly implemented SAFEHOUSE, a secure green data centre featuring state-of-the-art facilities for clients which has won it several awards over the years. SAFEHOUSE will still be the driving force in selling i-TECH's very own Private Cloud based solutions such as Disaster Recovery As A Service (DRAAS), Backup As A Service (BAAS) and Platform As A Service (PAAS).

Embracing change is the order of the day and i-TECH's plan for the next five years is to develop a strong brand in the Cloud or Hyper-Converged implementation field. In order to have expertise in the Cloud scene, the company is equipping its engineers through training and to employ more Cloud savvy engineers to join the team. Most of all, i-TECH wants to help prospects and customers with their organisation's Cloud strategy through consultation and managed services. In fact, i-TECH is currently the Cloud Enabler for businesses out there who wish to embrace Cloud in their IT Infrastructure planning. They already have the capacity to enable customers to host their servers on AWS and Microsoft Azure, apart from its own Private

## Cloud at SAFEHOUSE.

You will be forgiven for wondering how i-TECH fits into a company well-known for its construction and property development business. Quite simply, the

construction and property development businesses are no longer stand-alone businesses. They are very much dependent on technology to ensure their business processes are more effective and efficient. This is where i-Tech can assist, by offering hands-on consultative support as well as implementation of the required IT infrastructure. Take for instance, The RuMa Hotel and Residences, i-TECH have been involved since day one on the technology planning of the entire site, together with subsidiary, i-Tech ELV in providing cabling works and physical security consultation using IT.

i-TECH is also one of the distributors for a construction App called AproPlan in Malaysia. This construction management software keeps track of work progress and collaborates with your team in order to get work done both in the office and on site. All these can happen at the touch of a button or the swipe of a screen on mobile devices so that our construction customers are in control. This App improves communication which automatically improves productivity at site. Works get done faster through this App.

Giving the final word to KB Yap, i-TECH's CEO, "As a technology company, we must evolve fast. This new direction will push i-Tech to be committed and to keeping ourselves up-to-date through technologies available out there. Secondly, we want to continue our good track record of building long-term relationships with customers and we want more of the same when we launch our managed services. It is no longer just a "buy and sell" business relationship but a continuous supportive role to customers when they need assistance. It is a subscription based model for customers. With this model, customers do not need to worry any more about purchasing their own hardware or keeping track of the license they have purchased. They can now be part of our Managed Service Packages which takes away the pain of all this. We become their Managed Service Provider or Cloud Service Provider."

## i-ZEN PRIVILEGES

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For more information on your i-ZEN Privilege card, contact **Priya, Customer Relations** on **+603 6411 6388** (ext. 6889) or email to **enquiry@i-ZEN.com.my**



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