

BRINGING HEALTH AND WELLNESS INTO ECOWORLD TOWNSHIPS

The success of the Eco Sanctuary Care Hub has vindicated EcoWorld's commitment to incorporate health and wellness elements into its townships



The Parque Residences

By Lee Min Keong

The success of the Eco Sanctuary Care Hub, the country's first care and wellness service in a residential development, will become a health and wellness model that will be integrated into EcoWorld's future township developments.

The visionary Care Hub project was introduced at The Parque Residences, a low-density luxury condominium development spanning 27 acres in the township of Eco Sanctuary, south of Kota Kemuning, Selangor. It offers a 24-hour nurse-on-call service, monthly doctor visits, a care manager to attend to any care service requests, as well as an array of wellness and care services.

The Eco Sanctuary Care Hub is operated by Managedcare Sdn Bhd, a wholly-owned subsidiary of Aged Care Group Sdn Bhd (ACG), a provider of care services.

The services provided are based on the Circles of 5 Enriched Living Programme which comprises five key components — physical, mental, emotional, social and financial. Residents can engage in the various recreational activities surrounding the five components which also acts as a platform for the community to gather and socialise.

Eco Sanctuary divisional general manager Ho Kwee Hong says that feedback from residents of The Parque Residences towards the Care Hub services has been very positive. "They are surprised that there is such a service and are very happy with it."

Ho cited the recent case of a resident, an elderly man who fell in the bathroom. "His daughter called Care Hub, and the nurse and a security personnel arrived at the unit within minutes to offer assistance." Because the man's blood pressure remained high, the nurse advised that he be sent to the hospital for further examination.

"The next day, the daughter sent a thank you note to the nurse for helping her resolve this emergency situation," she says, highlighting this as an example of how the 24-hour nurse service was a boon to residents.

Concurring with Ho, ACG chief executive officer Dr Carol Yip says the residents who come to the Eco Sanctuary Care Hub "appreciate the services that we offer".

She adds the Care Hub team has conducted surveys to get feedback on improving their services and what the residents want in terms of activities and programmes.

The success of the Eco Sanctuary Care Hub in Eco Sanctuary has vindicated EcoWorld's decision to incorporate health and wellness components into its township developments. Ho states that EcoWorld already has plans to bring the Care Hub concept to its other residential developments and townships.

She explains that the ACG team was continually enhancing the content of the whole Care Hub operation, and "once it is stabilised in a few months, we can bring it easily to our other townships".

Ho reveals that its Eco Terraces condominium project in PayaTerubong, Penang, was the second residential development where it has set up a Care Hub. "Since we introduced the wellness concept in Eco Terraces, it has also been very well received," she points out.

Eco Sanctuary Care Hub



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Ho Kwee Hong

Ageing in Place concept

According to Ho, the concept of ageing in place undergirds EcoWorld's integrated health and wellness components such as Care Hub.

Ageing in place refers to a person's ability to live independently, safely and comfortably in one's own home and community regardless of age and income level.

"The Parque Residences was the first project that EcoWorld used to articulate and demonstrate what we wanted to do in terms of ageing in place. To us, ageing in place is the concept where you have a home in an EcoWorld development, and you can stay there, if you wish, for as long as you live," Ho explains.

This means that elderly residents can enjoy healthcare services without having to leave their homes or community, and are less likely to move into facilities such as an old folks home or retirement village.

ACG's Yip says the ageing in place concept at The Parque Residences has two prongs – helping people who are young to live a healthy lifestyle, and offering peace of mind to the elderly that whenever they need care, it's available there. "So you can continue to live here for a very long time."

She acknowledges that what EcoWorld has done is create elderly-friendly homes and bringing care services closer to our doorsteps.

The developer is also forging a path towards building more sustainable townships that will facilitate the ageing in place process. For example, homes at The Parque Residences and Eco Sanctuary have larger bathrooms that can easily accommodate wheelchairs, she notes. "They are providing enhanced features for their houses which is so important."



Life Space is an activity centre for the community

More than just a nursing service

Ho points out that the health and wellness concept adopted by EcoWorld is not just limited to a Care Hub.

"There are more things that we are doing. While we have the Care Hub at The Parque, outside of the development in the wider township, we have the Craft Co-Wellness, which is also run by ACG."

Craft Co-Wellness, located at the Sanctuary Mall, is a platform that offers wellness services to residents of Eco Sanctuary and even neighbouring townships. Residents can avail themselves to services such as traditional Chinese medicine (TCM), physiotherapy and personal fitness programmes.

"For TCM, Craft Co-Wellness has started collaboration with Eu Yan Sang and others. During the weekends, they send their physicians here to engage with the shoppers and residents."

EcoWorld has also introduced Life Space — an area to enhance community building and

organise activities for the community, including the elderly — at Eco Sanctuary as well as the Ardence Labs at its Eco Ardence township.

At Eco Sanctuary, the Life Space is located at



Dr. Carol Yip

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PROMOTING MULTI-GENERATIONAL LIVING



Property developer Eco World Development Group Bhd actively encourages a multi-generational living lifestyle to complement the ageing in place concept.

While multi-generational living typically refers to two or more generations of a family living together in a home, EcoWorld sees the concept in a broader sense.

“We encourage a few generations of a family to stay together, if not in the same home, then within walking distance in the same residential development,” says Eco Sanctuary divisional general manager Ho Kwee Hong.

“Malaysians are prepared to live with the elderly especially once they have kids. Usually, both the husband and wife have to work, and therefore they will wish to stay close by to their parents or stay together with the parents.”

“If you look at the context of Eco Sanctuary, the elderly parents could be staying at The Parque Residences, while the children could be staying at the nearby Terraza or Monterey landed developments.”

In fact, EcoWorld’s latest residential development in Eco Sanctuary – Artezza – is designed for multi-generational living. To be launched in the next few months, Artezza comprises 41 modules with 164 units. Each building, which looks like a bungalow, houses four units over four floors.

The first two floors comprise two 2-storey link houses with built-ups of 2,500 sq ft while the third and fourth floors will be penthouses with built-ups of 3,000 to 3,100 sq ft.

“This one-of-a-kind development caters for multi-generation families who want to live together, but not in the same house,” Ho explains.

The selling price starts at RM1.5 mil for the 2-storey link houses and RM1.7 mil for the penthouses.

Sanctuary Mall where it occupies 1,500 sq ft. “It’s an activity centre and is full of life and activities day and night,” says Ho. The wide range of activities organised include cooking and baking classes, talks, exercises and games for people of all ages.

“At Life Space, we have created an ageing in place environment for people, a space where they can gather together, to mingle and interact. Since we started organising activities there, our oldest participant is 82 years old!”

To widen its wellness offerings, Ho says the developer is also looking at introducing assisted living facilities and 24-hour children’s day care in EcoWorld townships in the future.

She explains that the assisted living facilities would cater not only for the aged but also those who were recuperating from operation, medical treatment, or accidents.

“These are projects that are in the pipeline and we are looking for investors who are keen to collaborate with us.” **SI**