

**PRESS RELEASE**

**Hong Kong Integrated Oncology Centre (HKIOC) Sets up New Centre in Tsim Sha Tsui**



In December 2018, the Hong Kong Integrated Oncology Centre (HKIOC) has once again expanded its geographical footprint in the region by setting up a new treatment centre in Tsim Sha Tsui's Mira Place. In the last three-and-a-half years of operation, HKIOC encountered numerous challenges in a highly dynamic and competitive environment. Despite these challenges, HKIOC was able to continue expanding patients' access to high-quality and holistic cancer care through the expansion of its integrated oncology centre network.

At its inception three and a half years ago, there were only four doctors and a team of 30 members working tirelessly together to set up the first private and fully integrated outpatient oncology centre in Hong Kong. Today, the number of doctors has doubled, and the team has grown to over 100 members. HKIOC was able to achieve such an impressive growth thanks to a dedicated team of extremely passionate and committed clinicians supported by incredibly competent administrative and

operation teams. These teams enabled HKIOC to expand its holistic services across Hong Kong and towards Mainland China.

Right now, HKIOC is at the crossroad of an opportune moment — the dissemination of the “Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area”. The opening of the Shenzhen Hong Kong high-speed railway and the Hong Kong-Zhuhai-Macao Bridge has significantly increased convenience for cancer patients in Mainland to seek treatment in Hong Kong. To capitalise on this opportunity, HKIOC is strengthening its cooperation with medical institutions in the Greater Bay Area to drive the development of a multi-disciplinary share-care model between Mainland China and Hong Kong.

Over the last six months, HKIOC has signed memorandums of cooperation with a newly established Cancer Prevention Committee in Shenzhen (海峽兩岸醫藥衛生交流協會腫瘤防治專業委員會), The Chinese Society of Clinical Oncology (CSCO) Young Expert Committee and Affiliated Zhongshan Hospital of Guangdong Medical University — to strengthen clinical experiences, foster academic exchange, and to train frontline medical staff between partners. With these opportunities, we believe that the opening of HKIOC (Kowloon Centre) marks a pivotal step in shaping a brighter future for cancer patients with our unwavering principle of providing nothing less than cutting-edge, quality, and holistic healthcare services.