



Corporate Profile

PROAGE Pte Ltd is a social enterprise that creates opportunities for every individual to age with health and happiness. We deliver healthcare and fitness programmes and services at national, community and individual levels based on three key foundations; a holistic approach, belief in evidence-based practice and a socially inclusive mission.

Founded by Isaiah Chng, who believes that everyone has the potential to age well, **PROAGE** is the channel that seeks to carry this message of hope. Isaiah had observed that the physiological decline and social stigma regarding ageing (i.e. ageing is demeaning) was widespread and evident in society. Driven by a deep love for this age group and a belief in the true value of each older adult, he aims to change how we age.

PROAGE envisions for every individual to have an opportunity to live the best possible quality of life, regardless of age, background and abilities; and to stay engaged, active and empowered with the knowledge and skills to age well.



PROGRAMMES & SERVICES

PROAGE develops and delivers wellness and healthcare programmes and services in the following areas:

- Active ageing
- Health promotion
- Exercise rehabilitation
- Chronic disease management



KEY FOUNDATIONS

HOLISTIC: OUR APPROACH



Every **PROAGE** programme or service shares three key foundations. To start off, we believe in approaching all that we do in a holistic manner taking into account the multi-dimensional aspects of every individual. This is especially vital as most of what we do in healthcare and wellness are focused primarily on the physical dimension.

EVIDENCED-BASED: OUR BELIEF

Our programmes and services are developed in close reference to local and overseas evidenced-based research and industry best practices. We are affiliated with an international network of research institutes and advocacy groups and have established collaborations on projects and research. We are actively on the lookout for innovative avenues to changing how we age.



INCLUSIVE: OUR SOCIAL MISSION



PROAGE exists to impact lives and communities. We have a deep conviction that the poor and needy are entitled to the same opportunity to age successfully and we hope to fulfil this through the knowledge, experiences and finances gained through our work.

We began by being a capacity builder - giving talks and consultation to non-profit organisations often at no cost or nominal fees. We have successfully trained and deploy older adults in our programmes as peer leaders by modifying the job scope and adapting our training delivery. We hope to be able to eventually provide employment opportunities to older adults.

As we progress, we also hope to work towards reducing healthcare burdens through targeted subsidisation for the underprivileged and fund social programmes/initiatives locally and overseas.

CREDENTIALIALS

PROAGE is a forerunner in geriatric wellness with a suite of innovative clinical exercise programmes and services that cater to the needs of the well and chronically ill individuals. PROAGE has impacted and empowered numerous individuals and organisations through **nation-wide community campaigns, governmental initiatives and corporate workplace strategies**, each step inspiring one individual at a time towards "changing how we age".



Our programmes and services span across countries such as Singapore, Malaysia, Sri Lanka and Hong Kong. We are a chosen service provider for the national "Wellness

Programme”, a long-term strategy to deal with Singapore’s ageing population. **PROAGE** has an education arm which consists of highly qualified speakers to educate healthcare/fitness practitioners and public audience worldwide. In addition, **PROAGE** provides consultancy to government agencies and organisations interested in senior-specific programmes/initiatives. **PROAGE** has been involved in various strategic national initiatives with government agencies to promote health for the ageing population, notably in the National Brisk Walking Campaign and Health Promotion Board’s Fabulous campaign. **PROAGE** is positioned as an industry leader with strategic global links to academic research institutes, foundations and organisations for the purpose of joint-research, collaborations, knowledge sharing and is a member of International Council for Active Ageing.

SELECTED CLIENTS

- The Coca Cola company
- Health Promotion Board
- People’s Association
- Starhub
- Council for Third Age
- National Library Board
- NTUC U-Live
- Micron Semiconductor Asia
- National University of Singapore
- Tan Tock Seng hospital
- Singapore National Employers Federation

MEDIA FEATURE

- Channel News Asia (Featured on Prime Time Morning Show)
- 938LIVE (Featured on The Breakfast Club)
- The Straits Times (Saturday LIFE! & MindYourBody)
- Lianhe Zaobao & Lianhe Wanbao
- My Paper
- Shin Min Daily News



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