

Media release

DKSH Healthcare Thailand Advocates for Women’s Health Equity through “Patient Purpose Day 2025”

DKSH Thailand will host a charity run with the motto “Patient Purpose Day: Run for Her Health” to fund free cervical and breast cancer screenings for Thai women, reflecting DKSH Thailand’s commitment to advancing equitable healthcare access across the country. The charity run in Thailand marks the start of this year’s “Patient Purpose Day”, DKSH’s annual global initiative to foster a meaningful impact on the healthcare landscape, with a special focus this year on promoting women’s health.

Bangkok, Thailand, August 29, 2025 – DKSH Business Unit Healthcare, a strategic healthcare solutions partner and leading provider of Market Expansion Services for pharmaceutical, over-the-counter (OTC), consumer health, and medical device companies, will organize a charity run on September 21, 2025, at Suan Luang Rama IX Park in Bangkok as part of DKSH’s annual “Patient Purpose Day”. The goal of this event is raising funds to support free cervical and breast cancer screenings for underserved Thai women. The collected amount will be donated to the Thai Medical Women’s Association (TMWA).

This charity run in Thailand kicks off a series of events across other DKSH markets that are organized as part of “Patient Purpose Day 2025”. This year, the global initiative focuses on driving equity in women’s health, in line with DKSH Healthcare’s purpose and mission to enrich people’s lives by providing better healthcare for all. Besides Thailand other markets of DKSH will be participating as well, namely Australia, Brunei, Cambodia, Hong Kong, Korea, Malaysia, Philippines, Singapore, Switzerland, Taiwan, and Vietnam.

Advancing Women’s Health Through Early Disease Prevention Screening

Breast and cervical cancer are among the leading causes of cancer-related deaths in Thai women. According to World Health Organization (WHO) and HPV Information Centre (2023)¹, Thailand sees an estimated 59 new breast cancer cases and 25 new cervical cancer cases each day. Although both conditions are highly treatable when detected early, many women still face significant barriers to accessing preventive care. According to TMWA, factors such as cultural stigma, financial limitations, and caregiving duties often prevent women from prioritizing their own health. These challenges contribute to delays or avoidance of routine screenings - reducing the chances of early detection and timely treatment. To address this urgent gap, TMWA established a women-led medical clinic providing gynaecological services and screening programs. In a recent screening initiative, approximately 27% of women screened showed signs of abnormalities related to cervical or breast health². All identified cases promptly referred for further evaluation and treatment, reinforcing the life-saving potential of early screening and intervention.

Join the Movement: Run for Her Health

Member of the public are invited to take part in DKSH Thailand’s “Patient Purpose Day 2025” charity run to help advance access to early screening for cervical and breast cancer in Thailand. Proceeds from the event will go directly toward supporting the TMWA’s cervical and breast cancer screenings for at least 1,000 women - helping detect signs of disease early and connecting patients to timely care. Every step taken contributes to improving health outcomes for Thai women.

Registration is open from today to September 5, 2025, via <https://bit.ly/4kJUfmz>. Runners can choose from three distances:

- 2.5K Micro Run (300 slots) – THB 500
- 5K Fun Run (500 slots) – THB 500

¹ https://hpvcentre.net/statistics/reports/THA_FS.pdf

<https://gco.iarc.who.int/media/globocan/factsheets/populations/764-thailand-fact-sheet.pdf>

² Project Report on the Prevention and Screening of Women’s Cancers for 2023–2024

- 10K Mini Marathon (700 slots) – THB 600

“At DKSH, we believe that everyone deserves access to quality healthcare, regardless of their background or circumstances,” said **Larry Merizalde**, Vice President, Healthcare, DKSH Thailand. “Through ‘Patient Purpose Day’, we are creating a meaningful platform where our people, partners, and communities can come together to make a tangible difference in women’s health. It is about raising awareness, enabling access, and supporting early detection that can save lives.”

Dr. Mayura Kusum, President of the Thai Women’s Medical Association added: “With DKSH’s support, we will be able to expand our reach and offer essential screenings to more women who may not otherwise have access. This initiative helps provide education, early detection, and timely care - all of which are critical in improving health outcomes. Together, we are making an impact where it truly matters.”

“As someone who has lived through breast cancer, I know firsthand how critical early detection is. When women are healthy, families are stronger and communities thrive. Too many women discover the disease only when it is already advanced, and that gap in timing can cost years of health, productivity, and contribution to society. Screening closes that gap. It gives us time to choose, to plan, and to heal. No woman should lose that simply because she could not access or afford a test.” said **Ireal Traisarnsri**, Vice President, Thailand Breast Cancer Community (TBCC).

About “Patient Purpose Day”

“Patient Purpose Day” is a global initiative by DKSH to showcase the Group’s as well as the Business Unit Healthcare’s continued efforts to bridge the inequality gap, improve patient outcomes, and enrich people’s lives. The various events across different markets reinforce DKSH’s commitment to enhancing patient outcomes and fostering a more meaningful impact on the healthcare landscape. The initiative is held annually in September. In 2024, the focus of “Patient Purpose Day” was on elder care, acknowledging the urgent requirement to support the region’s aging populations through collaborative community efforts.

About the Thai Medical Women’s Association (TMWA)

The Thai Medical Women’s Association (TMWA) was established in 1951 and has been under the royal patronage of Her Majesty Queen Sirikit The Queen Mother since 1965. TMWA is committed to promoting the health and well-being of Thai women through education, professional development, and community outreach. The association operates clinics and mobile programs offering free cervical and breast cancer screenings for underserved populations, helping to close the gap in preventive healthcare and improve early detection outcomes across the country. <https://www.tmwa.or.th/>

About DKSH

For 160 years, DKSH has been delivering growth for companies in Asia and beyond across its Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, DKSH offers sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services, following its purpose of enriching people’s lives. DKSH is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. Listed on the SIX Swiss Exchange, DKSH operates in 36 markets with 28,060 specialists, generating net sales of CHF 11.1 billion in 2024. DKSH Business Unit Healthcare distributes pharmaceuticals, consumer health, over-the-counter products and medical devices. With around 7,940 specialists, the Business Unit generated net sales of CHF 5.7 billion in 2024. www.dksh.com/hec

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