

Proposal for a Joint Partnership

Unseen, Unheard: The Urgent Fight Against Diabetes in Malaysia



Introduction

The **Advancement and Alumni Office**, in collaboration with the **Institute For Research, Development & Innovation (IRDI)** of **IMU University**, is looking for joint partnerships to drive impactful research in diabetes care.

Diabetes affects millions globally, and Malaysia is no exception, with over 3.9 million Malaysians diagnosed. Since diabetes and its complications take years to develop, a long-term longitudinal study is essential. **SeDia (Seremban Diabetes Cohort)**, the only study of its kind in the country, aims to address this need. This ambitious RM36 Million research project seeks to revolutionise diabetes care, involving 9,770 participants over a span of 12 years.

To bring this vision to life, we seek strategic corporate partnerships to support and sustain this research initiative. Join us in this transformative journey to address the silent epidemic of diabetes for generations to come.

SeDia Cohort at a Glance



3,650

Previously and newly diagnosed diabetes patients registered with the National Diabetes Registry (NDR) at Klinik Kesihatan in Seremban.



4,600

Household family members of these patients.



1,520

Unrelated non-diabetic cohort residing in Seremban.



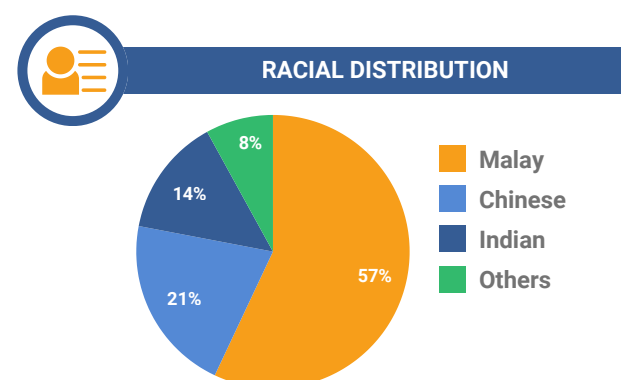
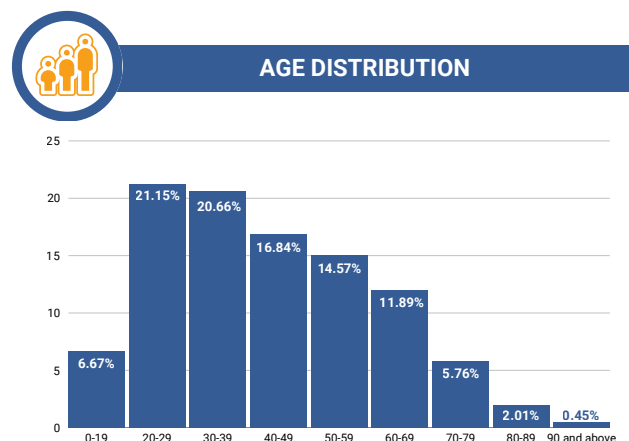
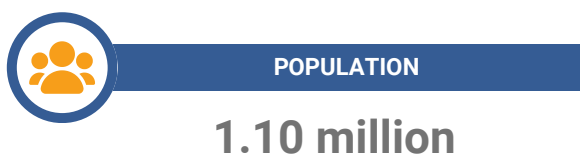
Research Objectives

1. Understand the complex interactions between genetics, lifestyle, and environmental factors.
2. Inform evidence-based policies, develop personalised precision medicine, and design precision public health interventions.
3. Improve patient and public health outcomes.

Research Area

Negeri Sembilan has the highest prevalence of diabetes in Malaysia at **33.2%**, making it the ideal location for this impactful research. Additionally, the state's population demographics closely reflect Malaysia's overall racial distribution, socio-economic status, and other key factors, ensuring the findings are highly representative and actionable.

Furthermore, the IMU University's Clinical Campus in Seremban provides logistical support, making it a strategic hub for conducting this study.








Research Methodology

In this study, participants of initial cohort from 2022 Diabetes Register will be recruited over a three-year period (2023–2025).

Each participant will be invited for a follow-up once every three years.



The data that would be collected from the subjects are:

-  Socio-economic demographic profiles
-  Height, weight and BMI measurements
-  Blood pressure and body fat composition
-  Clinical laboratory testing for diabetes control, liver function, kidney function, lipid profile, insulin C-peptide, full blood count, oral glucose tolerance test
-  Whole genome sequence



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Questionnaires on:

- Dietary recall
- Global Physical Activity Questionnaire (GPAQ)
- Diabetes Distress Scale (DDS-17)
- Malaysian Medication Adherence Assessment Tool (MyMAAT)
- Summary of Diabetes Self-Care Activities (SDSCA)
- Finnish Diabetes Risk Score (FINDRISC-Asian Modification)
- Clinical data (medications, complications, ECG, Fundoscopy, etc)
- Significant life events (hospitalisation and death)

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Collect, Extract & Archive of Biospecimen:
Biospecimen (serum, plasma, DNA and peripheral blood mononuclear cell) are also archived for future research

Transforming Insights into Impact

The impact of diabetes research is far-reaching and transformative, driving advancements not only in medicine and science but also in societal and economic well-being. **Below are some of the key impacts:**

Medical and Scientific Advancements

Early Detection

Identifying risk factors and biomarkers facilitates development of algorithms for earlier diagnosis, risk of complication, screening and treatment strategies towards improving patient outcomes.

Improved Treatment Protocols

Research leads to better understanding and innovation in diabetes management, including new medications, insulin delivery methods, and therapeutic interventions.

Genetic Diversity Insights

Malaysian multi-ethnic composition (Malay, Chinese, Indian) provides unique opportunity that is not available anywhere else in the world.

Personalised Medicine

Insights from longitudinal studies allow for tailored treatment plans based on individual patient profiles.

Societal Benefits

Community Health Awareness

Studies like SeDia cohort can raise awareness about diabetes and preventive care in high-risk populations.

Enhanced Patient Education

Research findings can empower participants with knowledge and tools to better manage their condition.

Improved Quality of Life

By addressing complications and improving care, research helps patients lead healthier, more active lives.

Addressing Health Disparities

Research-driven interventions can address the social determinants of health that contribute to diabetes disparities in specific populations.



Economic Impacts

Cost Savings in Healthcare

Preventing complications and improving management reduces the economic burden on healthcare systems.

Support for Healthcare Ecosystems

Research drives innovation and investment in healthcare infrastructure and technologies.

Productivity Gains

Better management of diabetes can decrease absenteeism and increase workforce participation.

Data-Driven Policy Making

Large-scale studies provide governments with robust data to craft effective health policies and programmes.

Policy and Public Health

To guide evidence-based policymaking for enhanced diabetes prevention and comprehensive care.

Global Influence

Findings can contribute to the best international practices and collaborative efforts in combating diabetes.

Preventive Interventions

Research helps in designing strategies that target at-risk groups, reducing the diabetic prevalence and its complications.

Advancing Equity in Healthcare

Transforming diabetes research into equitable health solutions.

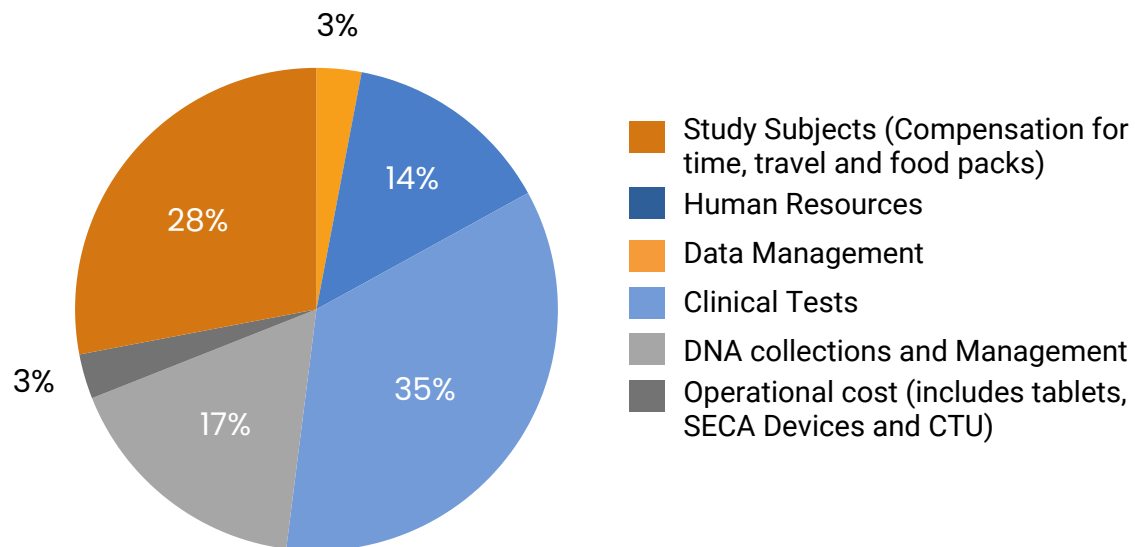
Addressing Economic Disparities

By studying diverse populations, research highlights inequities and informs targeted interventions for underserved groups.

Inclusive Care Models

Understanding the interplay of socio-economic and demographic factors can lead to more inclusive healthcare systems.

Research Funding Allocation



Every contribution will directly support:

- Advanced longitudinal research on diabetes
- Patient recruitment and follow-up
- Development of AI-driven risk assessment tools and digital health platforms
- Capacity building for healthcare professionals
- Cutting-edge genomic sequencing & biospecimen storage for future research



How Your Contribution Supports This Research

All funds will be allocated to support the operations of the SeDia Cohort Studies throughout 2025 - 2035, covering the following categories:

Study Subjects (Diabetic Patients)

- Compensation for time
- Compensation for travel
- Food Packs

Clinical Test

- Lab Consumables
- Routine Laboratory Test (RM150 x 7,000)
- Biospecimen depository & storage
- Phlebotomist (RM150 x 3 x 50 days)

DNA Collection & Analysis

- DNA extraction & sequencing (1,500 @ RM4,083 per sample)

Data Management

- Management of data, platform, security & storage

Operational Cost

- SECA MBCA 525 Medical Body Composition Analyser
A compact and portable device designed to measure key body composition parameters, providing medically precise data validated against gold-standard reference methods.
- Office & Medical Equipment (30 tablets)
- SeDia & Clinical Trial Unit + running cost

Human Resources

- Manager (1), Admin Assist (1), Graduate Research Assistants (2), IT Executives (1), Enumerators (30)

Funded by the University:

- Allocation of resources for the research team and staff time, including investigator man-hours
- Operational cost

Becoming a Partner means:



Impactful Contribution

Directly support life-changing research that addresses a critical healthcare challenge affecting the community in Malaysia. Your contribution would help inform national policy and development programmes to improve the care of diabetic patients and its complications.



Visibility

Gain recognition as a leader in corporate social responsibility.



Community Engagement

Showcase your commitment to the health and well-being of communities affected by diabetes.



Collaboration Opportunities

Build meaningful partnerships with leading healthcare professionals and institutions.



Tax Exemption Eligibility

As a sponsor, you are eligible for tax exemptions on your contribution, further maximising the impact of your investment in public health.

Sponsorship Packages*



Gold Partner

RM1 million
and above

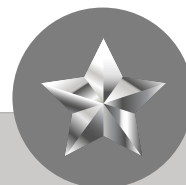
- ✓ Recognition on SeDia project website and materials
- ✓ Exclusive invitations to project updates and events related to the project
- ✓ Acknowledgement in project newsletters and publications
- ✓ Certificate of Appreciation
- ✓ Invitations to IMU research symposiums
- ✓ Complimentary 3 job postings per year on IMU Alumni Portal with additional postings available at a special rate of RM300 each
- ✓ Acknowledgement in IMU Vice-Chancellor Reports



Platinum Partner

RM3 Million
per year for 12 years
(RM36 million in total)

- ✓ Exclusive naming rights for the cohort study
- ✓ Recognition on SeDia project website and materials
- ✓ Exclusive invitations to project updates and events related to the project
- ✓ Acknowledgement in project newsletters and publications
- ✓ Certificate of Appreciation
- ✓ Letter of Commendation from the Health Minister
- ✓ Invitations to IMU research symposiums
- ✓ Complimentary 5 job postings per year on IMU Alumni Portal with additional postings available at a special rate of RM300 each
- ✓ Acknowledgement in IMU Vice-Chancellor Reports



Silver Partner

RM500,000
and above

- ✓ Recognition on SeDia project website and materials
- ✓ Exclusive invitations to project updates and events related to the project
- ✓ Acknowledgement in project newsletters and publications
- ✓ Certificate of Appreciation
- ✓ Complimentary 1 job postings per year on IMU Alumni Portal with additional postings available at a special rate of RM300 each
- ✓ Acknowledgement in IMU Vice-Chancellor Reports

**Terms and conditions apply.*

You are also welcome to provide in-kind sponsorship; however, only monetary contributions qualify for tax exemption. Please refer to the sponsorship form for details.

Fulfill Your Sustainability Agenda

- Build healthier communities by reducing the burden of diabetes and other diseases.
- Ensure long-term benefits for future generations through pioneering diabetes management strategies.
- Support scalable interventions that can be adopted nationwide.

Align your SDG goals with SeDia Cohort



CSR Reporting

- ✓ Your contribution will be highlighted in the project annual reports and media releases, showcasing your role in this vital healthcare initiative.
- ✓ Collaborate on community outreach programmes tied to the research, reinforcing your organisation's commitment to social impact.
- ✓ Gain access to detailed progress updates and data insights, which can be used to showcase your company's dedication to transformative societal contributions.

ESG Reporting

SeDia Cohort aligns with critical ESG principles



Environmental

By supporting innovative healthcare solutions, your organisation indirectly contributes to reducing the environmental impact of long-term diabetes complications, such as hospitalizations and medical waste.



Social

This study addresses a pressing health issue in one of Malaysia's most affected communities, promoting equity in healthcare access and empowering families with knowledge and tools to combat diabetes.



Governance

Demonstrate leadership in sustainable healthcare by funding evidence-based research that informs policy and improves community health outcomes.

CONTACT US

For more information on the process or to discuss the packages please contact :-

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Advancement & Sponsorship Team:

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SeDia Cohort Helpdesk:

sediahelpdesk@imu.edu.my

For more information about SeDia Cohort Study, please visit :-

<https://www.sedia.my/>

IMU University

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Kuala Lumpur, Malaysia

603 8656 7228

SPONSORSHIP REGISTRATION FORM



Name:

Company Name:

Company Website:

Business Nature:

☐

Product

☐

Service

Address:

Contact Number:

Email Address:

Referred By:

Please select your main Sponsorship Package below:-

Please tick	Sponsorship Package	Amount (RM)
	Platinum (Title Sponsor) <small>(commitment to sponsor the entire SeDia project estimated at RM36 million over 12 years)</small>	3,000,000.00 <small>annually for 12 years</small>
	Gold	1,000,000.00
	Silver	500,000.00

Other Amount for Sponsorship:-

IMPORTANT NOTE: Tax exemption Receipt will be eligible for monetary sponsorship of RM50 and above.

As per MOF requirement for tax exemption, you need our official tax exemption receipt and E-invoice. **Complete the Google Form** and upload proof of donation/transfer: <https://forms.gle/ga3zTFC4s4iJBvHb6> (*Submission is **mandatory** for tax exemption.)

Please tick	Amount (RM)	Please tick	Amount (RM)
	10,000.00		25,000.00
	15,000.00		30,000.00
	20,000.00		Other:

Payment

Enclosed is my company's payment:-

☐

Cheque

Bank:..... No.:..... Amount: RM.....
made payable to "IMU Education Sdn Bhd".

☐

Enclosed transaction slip for a direct bank transfer

Name of Account: IMU Education Sdn Bhd
Bank Name: Malayan Banking Berhad
Account Number: 014187413148
SWIFT Code: MBBEMYKL

On behalf of, I hereby append my signature as the authorised person and commitment as a sponsor of SeDia Cohort Study.

Name:..... Designation:.....

Signature:..... Company Stamp & Date:.....

To register, kindly download this form in pdf, send the completed form together with proof of payment to alumni@imu.edu.my. For enquiries, please email sediahelpdesk@imu.edu.my.