

**SPRG GARNERS TWO MALAYSIA PR AWARDS  
FROM PUBLIC RELATIONS AND COMMUNICATION ASSOCIATION MALAYSIA**

(Asia, 23 December 2021) – **Strategic Public Relations Group** (“SPRG” or the “Group”) has won two Malaysia PR Awards presented by the Public Relations and Communications Association Malaysia. The campaign entitled "Seeing the Doctor without Leaving Home, a Timely Market Introduction of DOC2US' Virtual Health Advisory" devised for client DOC2US, captured a Gold Award in the Healthcare category and a Silver Award in the Consumer Launch category



DOC2US is a Malaysian-based mobile application that connects patients to healthcare professionals providing end-to-end medical services from online consultation to issuing and filling prescriptions at e-pharmacies to door-step delivery of medicines. DOC2US aims to make doctor consultations more affordable and accessible, thus complementing the healthcare ecosystem so that valuable physical medical resources are reserved for those most in need. In addition, DOC2US is the first electronic prescription telemedicine provider in Malaysia in compliance with the Ministry of Health Malaysia.

With the objective of creating brand awareness, educating audiences about telemedicine and its benefits, and driving adoption, the award-winning campaign has leveraged the exceptional backdrop of the pandemic as an opportunity to demonstrate the prompt effectiveness and timeliness of telemedicine services. This, in turn, positions DOC2US as a vital constituent in Malaysia’s overall healthcare arsenal, connecting doctors to patients safely and efficiently.

## **About Strategic Public Relations Group (“SPRG”)**

Founded in 1995, SPRG is one of the largest public relations networks in Asia-Pacific and the largest public relations consultancy in Hong Kong.

Fueled by a workforce of 250 professionals from 18 offices across the region and complemented by PROI Worldwide partners and other affiliates, SPRG provides one-stop, integrated communications services to clients in over 165 cities globally.

SPRG leads the Hong Kong IPO market and has proven its expertise in investor relations and financial communications since its inception. Underscoring SPRG’s diverse yet exceptional corporate communications capabilities, it advises clients on public, investor, media and government relations, marketing and digital communications as well as issues and crisis communication management.

SPRG is a prolific award-winning agency, not only garnering multiple “Network/Agency of the Year” accolades by authoritative publications and prominent organisations. In addition, it is the only Hong Kong-based PR network to be ranked by PRovoke and PRWeek on their global top-tier lists. Visit [www.sprg.asia](http://www.sprg.asia) for more information.

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