

News Release: August 19, 2021



**Cigna Insurance, in Collaboration with MSD,  
Launched “Together4More Possibility” Campaign**  
*“We aspire to be leaders in providing access to the latest  
information on cancer and the innovative treatment options,  
including Immunotherapy”*



**Bangkok** – Cigna Insurance Plc., in collaboration with MSD (Thailand) Ltd., launched the **“Together4More Possibility”** campaign, bringing to the public the latest information on various forms of cancer, as well as innovative cancer treatment options, including immunotherapy, to help save and improve the lives of the Thai people, for betterment of health outcomes and a more hopeful tomorrow.

Cigna, a global health service company, is a leader in affinity-based telemarketing and the direct distribution business specializing in Personal Accident and Health Insurance products in Thailand. Cigna services individual consumers through a wide range of innovative and easy-to-access health, accident, and travel solutions to protect themselves and their loved ones.



**Mr. Teeravuth Suthanaseriporn, Chief Executive Officer of Cigna Insurance Plc**

**Mr. Teeravuth Suthanaseriporn, Chief Executive Officer of Cigna Insurance Plc**, said “Cigna has collaborated with MSD as we share the same goals of introducing innovative healthcare treatments to help Thai people. We also believe it’s important to improve the public’s knowledge of diseases and how they can be treated, in order to give them more options that can both improve their lives and reduce their health risks. We are taking an important step by partnering with MSD, as it brings more hope to Thai people in effectively and efficiently treating more diseases. Through this partnership we will continue to bring new information about cancer and innovative treatment options.”

**Teeravuth** also mentioned that “Cigna’s new Health Coverage Plan has been created from what we have learned about Thai people’s behavioral changes. The number of Thai cancer patients is increasing every year, and it’s important that we are able to help more patients access the most suitable cancer treatment options, including innovative methods such as immunotherapy. This helps us meet the needs of our patients and access alternative innovative cancer treatment options without worrying too much about expenses. Customers can be sure Cigna will help take care of their needs, and we are committed to developing new products that meet the needs of our customers.

**MSD (Thailand) Ltd.** is a subsidiary of Merck & Co. Inc. in the United States, a global research-intensive biopharmaceutical company, which has been developing and bringing innovative medicines and vaccines to help save and improve the lives of people around the world for over 130 years. In Thailand, MSD's medicines have contributed to improving healthcare in Thailand for over 70 years.



**Dr. Mary Srethapakdi, Managing Director, MSD (Thailand) Ltd.**

**Dr. Mary Srethapakdi, Managing Director of MSD (Thailand) Ltd.**, said “We are very pleased to collaborate with Cigna in bringing scientific and medical knowledge that would be of public interest and benefit. Cancer continues to be a leading cause of death, with more than 190,000 new cases diagnosed and almost 125,000 deaths in Thailand in 2020 (Globocan). We aim to bring the latest information on various forms of cancer and treatment options, including immunotherapy, to healthcare professionals and the public to **improve treatment choices and outcomes for Thai cancer patients and for a more hopeful tomorrow for Thai people.**”

**Dr. Mary** also mentioned, “Our understanding of cancer continues to grow, allowing for the discovery of novel molecules and treatment modalities. As a leading research-driven company, MSD is very much at the forefront of this effort to discover and bring innovative cancer therapies to patients. Given the complexity of the disease and rapid evolution in treatment approaches, in addition to our efforts in research and development, we recognize the need to



raise awareness of the different types of cancers and advancements in anti-cancer therapies, with the aim of helping to improve patient and physician decision-making and ultimately patient care and treatment outcomes. Our commitment in the fight against cancer is not only limited to treatments, but with our rich legacy in vaccine research, we have also developed solutions to help prevent cervical cancer in girls and women, and to prevent other cancers caused by the HPV virus in both men and women, including head and neck cancer and oropharyngeal cancer.”

Through this collaboration, Cigna and MSD aspire to be leaders in providing access to the latest information on cancer and treatments, including immunotherapy, under the campaign “**Together4More Possibility**”, bringing a more hopeful tomorrow for Thai people.

**#CignaxMSD #Together4MorePossibility #ร่วมก่อต่อโอกาสให้ชีวิต #Immunotherapy  
#MoreHopefulTomorrow #InnovativeCancerTreatment #ความหวังที่มากกว่าวันพรุ่งนี้**

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### **About Cigna Thailand**

Cigna Thailand, a subsidiary of Cigna, the U.S.-based global health service company servicing over 180 million customers worldwide, has firmly established its presence in Thailand since 2002 as an affinity-based telemarketing and direct-distribution business specializing in Personal Accident and Health Insurance products in Thailand. We are servicing individual consumers through a wide range of innovative and easy-to-access health, accident, and travel solutions to protect themselves and their loved ones. For more information, please visit [www.Cigna.co.th](http://www.Cigna.co.th)

**About Cigna Health Insurance Coverage for Immunotherapy:** Visit <https://bit.ly/3kdGn8C>  
Facebook: Cigna Thailand or Tel: 02 035 2929 (Monday – Friday, from 9:30 – 18:00 hrs.)

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### **About MSD Thailand**

MSD is the trade name of Merck & Co., Inc., with headquarters in Kenilworth, N.J., U.S.A., known as Merck within the United States and Canada. Outside of the two countries, the company is known as MSD, including in Thailand.

For 130 years, MSD has been inventing to improve lives, bringing forward medicines and vaccines for many of the world’s most challenging diseases in pursuit of our mission to save and improve lives. We demonstrate our commitment to patients and population health by increasing access to health care through far-reaching policies, programs and partnerships. Today, Merck continues to be at the forefront of research to prevent and treat diseases that threaten people — including cancer, infectious diseases such as HIV and Ebola — as we aspire to be the premier research-intensive biopharmaceutical company in the world. For more information, please visit [www.msd.com](http://www.msd.com) or [www.facebook.com/MSDinTH](http://www.facebook.com/MSDinTH)

Public



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