

CORPORATE CAREGIVING PROGRAMS

Future-Proofing Your Workforce

CARETURN



MASOC CARE
MALAYSIAN ASSOCIATION FOR SOCIAL
CARE PROFESSIONALS AND HOMES



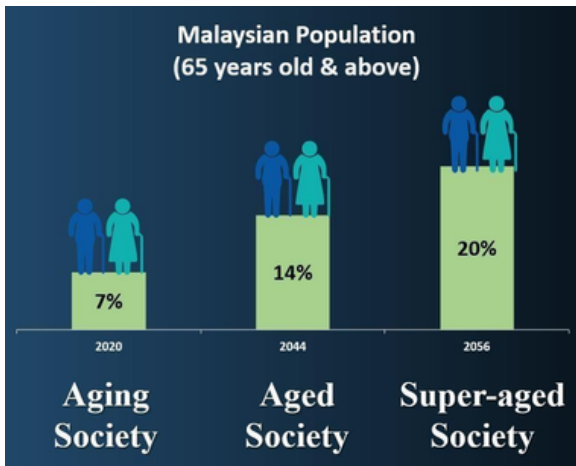
“When employees must choose between **career and family**, companies lose talent, efficiency, and growth.”

*An Aging Workforce
A Rising Challenge*

Future-Proof

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“Nearly half of Malaysian employees are family caregivers –why senior care matters in every company.”



Malaysia has already become an Ageing Society. **This trend will continuously increase.**

The elderly population will double in 20 years and will become a super aged society in 30 years.



49.6% of working adults identified as either primary or secondary caregivers for children, elderly individuals, or both



93% of family members that takes care of the elderly quoted that they have not received any form of caregiving training.



One-third of women over the age of 50 spend between 8 to 30 hours a week fulfilling caregiving responsibilities.



The average annual income of family caregivers has decreased by **33%**, and **many eventually leave their jobs.**



63% higher mortality rate among caregivers than non-caregivers of the same age.

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Future-proofing your workforce with **Senior Care Solutions**

KAIGO FULL-DAY CORPORATE WORKSHOP **A Transformational Program for Family Care**



Key Outcomes:

- ↓ Reduced absenteeism from caregiving crises
- ↓ Lower emotional burnout among employees
- ↑ Higher productivity & mental focus
- ↑ Stronger employee retention (especially mid-career professionals)

Compulsory Modules:

When Family Care Hits Your Career

- Understand hidden burnout & silent stress in working caregivers
- Learn a biologically & psychologically sustainable caregiving approach
- Shift caregiving from sacrifice → strength

👉 Outcome: **Employees remain focused, stable, and productive**

Transform Family Tension into Teamwork

- Learn the KAIGO principle: “Care WITH, not care FOR”
- Navigate sensitive family conversations without guilt or conflict
- Align siblings & family roles effectively

👉 Outcome: **Reduced emotional burden, stronger family systems**

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Future-proofing your workforce with **Senior Care Solutions**

KAIGO FULL-DAY CORPORATE WORKSHOP



Customisable Skill Modules (Choose Any 3)

Design your workshop based on your workforce needs:

Mental & Emotional Resilience

- Prevent Caregiver Burnout
- Manage Stress, Emotions & Mental Health

Safety & Risk Prevention

- Home Safety Essentials
- Fall Prevention & Mobility Safety

Communication & Coordination

- Effective Communication with Elderly
- Coordinate Care Without Chaos

Practical Caregiving Skills

- Safe Lifting & Transfer Techniques
- Feeding Techniques that Reduce Stress
- Dignified Toileting & Showering Care

Advanced Awareness

- Detect Dementia Early
- Handle Emergencies with Confidence
- End-of-Life Care with Compassion & Dignity

 Outcome: **Employees gain real-life, immediately applicable caregiving skills**

— “
**Caregiving
is inevitable**
” —
~ Position Your Company Ahead ~

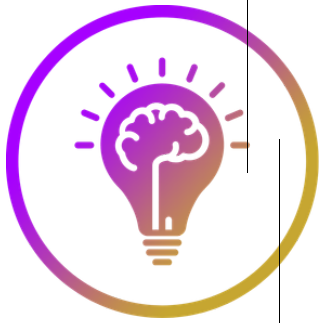
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Senior Care Solutions



KAIGO CAREGIVING TRAINING

Equip employees with proven Japanese caregiving techniques, enabling them to confidently and easily handle caregiving needs of their aging family members, greatly reducing the impact on their work and productivity.

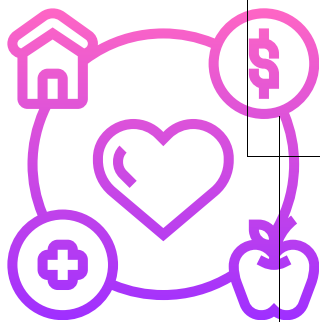
IMPACT: Fewer emergencies, better planning, and reduced absenteeism from sudden caregiving crises



KAIGO CSR WELLNESS PROGRAM

Engage your workforce and strengthen your brand with high-impact elderly & family friendly activities

IMPACT: Retain talented employees—especially women—who might otherwise leave due to family caregiving pressures



KAIGO CUSTOMIZABLE INITIATIVES

Tailor training, support services, and awareness sessions to fit your company's culture, schedule, and workforce needs.

IMPACT: Provides targeted solutions that improve employee mental focus, reducing stress at home and enhancing productivity and accuracy at work

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Hear from our Senior Care Experts

The KAIGO concept champions the elderly's
DIGNITY & INDEPENDENCE.



Reasons to
learn
KAIGO

SCAN
ME!

The whole care process can become
**HALF THE WORK
TWICE THE EFFECT.**

KAIGO is a Successful Caregiving
Methodology based on the World's
Most Aged Nation – *Japan*



Victor Ku Ze Ren



Dr Mohd Zulkarnain



Dr Melody Ang



Alicia Lee Zhi Jing

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KAIGO CAREGIVING TRAINING

Future-Proofing Your Workforce



"It is *NECESSARY* to learn the right skills and knowledge to care for our elderly & ourselves in the future."

Datin Lee Jye Chyi
Chief Executive Officer
Nirvana Memorial Park (Central Region)
Nirvana-Neuc KAIGO Course



With KAIGO principles, **Nirvana's Life Managing Directors** have learned modern and practical ways to **add value to their ageing clients.**

Together with our KAIGO Certified trainers, they have also reflected on different phases in their life, and are now ready to **move forward in life without leaving regrets.**



Annual Senior Care Program dedicated towards equipping Nirvana Life Managing Directors with KAIGO Japanese Care Methodology.

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KAIGO CAREGIVING TRAINING

Future-Proofing Your Workforce



Pureen INCO Employees participated in a KAIGO Caregiving Training Program conducted by KAIGO Certified Trainers.

By equipping each employee with essential and professional caregiving principles, **they are better able to overcome real-life caregiving challenges — with comfort, reliability, and trust.**

“...KAIGO course is very useful and beneficial for all the employees. It will help to boost the productivity of the company.”

Carole, Head of Operations & Marketing
Pureen INCO



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Supporting Employees, Strengthening Companies, Transforming Communities

I was a caregiver for my grandmother who had dementia. It was not easy. The distraction followed everywhere I go, including my workplace.

I was very surprised and thankful when I heard my company organized a Kaigo caregiving course for employees.

I had many takeaways from this course, such as how to communicate to care receivers, what to do for them and how to empower them [to do it for themselves].

-Andrea, BASF Shared Service Centre, Kuala Lumpur



I stayed with my mum since I graduated. She was sick and could not move her legs. I was the one who took care of her and even carried her outside. It was tough for the first five years. I had to take leave.

I really learned from the course, especially the demonstrations.

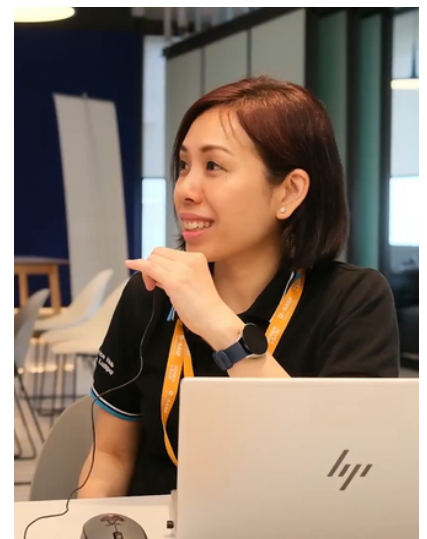
-Erna, BASF Asia Pacific

In a past company webinar on Alzheimer's, there were many employees who asked questions and wanted to know more about the issues of elderly

I am happy that MASOC CARE could do this. I've spoken with a lot of my colleagues who attended. They are very happy with it [the course],

It is something that they want, they need and they wish that they can have more of this.

Lynn, Women in BASF, BASF Asia Pacific



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KAIGO CSR WELLNESS PROGRAM

Future-Proofing Your Workforce



Care Return Day is a groundbreaking social impact event that introduces an elderly simulation environment—**the first of its kind in Malaysia**—where elderly participants can "earn" and "spend" **Care Return Dollars** at 'Care Return Day' to regain independence, dignity, and a renewed sense of purpose.

"A one-of-a-kind program that restores dignity, promotes independence, and brings generations together."



Event Publicity for Sponsors & Leaders



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“Senior Care is a universal need. Position your brand as a pioneer in workforce well-being.”

KAIGO CUSTOMIZABLE INITIATIVES

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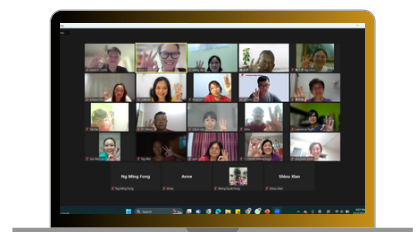
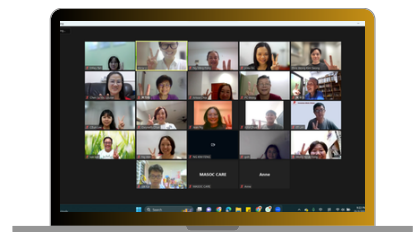
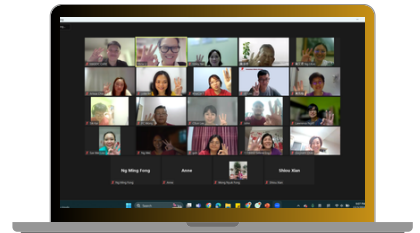


KAIGO Holistic Syllabus

- Principles of Caregiving
- Safety & Security of Elderly's Home Environment
- Psychological Health of the Elderly
- Physiological Health of the Elderly
- Caregiving for Meals & Dining
- Caregiving for Movements
- Caregiving for Dressing, Grooming & Showering
- Caregiving for Toileting
- Common Illnesses of the Elderly
- Common Accidents among the Elderly
- Dementia Care
- Hospice Care

Program Structure:

- Physical Workshop
- Online Tutorials
- CSR Activities
- E-learning Platforms
- Branding Publicity



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Supporting Employees, Strengthening Companies, Transforming Communities



KLANG CHINESE CHAMBER OF COMMERCE AND INDUSTRY



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“Let’s build a future-proof workforce together.”

CORPORATE CAREGIVING PROGRAMS




KAIGO is
HRD Corp Claimable
DID YOU KNOW?

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KAIGO featured on



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