



NEWS RELEASE

Singlife Launches Caregiver Support Pack to Enhance Emotional and Mental Wellbeing of Caregivers

SINGAPORE, 1 September 2025 – To help ease the emotional and mental challenges faced by caregivers, **Singlife**, a leading homegrown financial services company, today launches the Singlife Caregiver Support Pack. This initiative is offered to caregivers in collaboration with **Diabetes Singapore, Home Nursing Foundation, Singapore Cancer Society** and the **Singapore National Stroke Association**.

Under the programme, 200 caregivers will receive complimentary access to clinical counselling, self-care resources and free group personal accident coverage. It aims to help caregivers manage the emotional and mental strain of caregiving, while providing financial protection for their families if they are unable to continue in their caregiving role.

Singlife's research has found that around two in five caregivers of persons living with dementia struggle to manage their own emotional wellbeing¹. This emotional toll is often compounded by the financial and physical strain of caregiving, especially as Singapore's old-age support ratio declines and families become smaller.

Caregivers will receive mental health support services and benefits valued at over S\$1,000. Key features include:

- **Clinical Counselling:** Six one-hour sessions with licensed psychologists or psychiatrists, virtually or in-person.
- **Self-care Platform:** Access to a personalised self-care platform offering programmes, tools and a 24/7 helpline for urgent and crisis support.
- **Group Personal Accident Coverage:** One-year Singlife Group Personal Accident coverage with a payout of S\$15,000 to a nominated beneficiary in the event of accidental death or total and permanent disability of the insured caregiver.

Helen Shen, Group Head of Products, Singlife said: "As a homegrown company, we recognise that caregivers are the unsung heroes of our nation, often putting their own needs last. This Caregiver Support Pack is our way of supporting them through the

¹ Singlife Dementia Care Survey 2024



challenges they face and builds on our work in long-term care to address the cost and impact on families and communities in Singapore.”

Singlife has also onboarded Diabetes Singapore, Home Nursing Foundation, Singapore Cancer Society and Singapore National Stroke Association onto **Singlife Care Collab**, a one-stop health services hub offering customers convenient access to preventive care, long-term care and related services. Through this platform, customers can easily find information about home-based care services, caregiving resources, and dedicated support programmes and resources for stroke survivors, cancer survivors and people with diabetes.

“Our claims data from 2010 to 2024 shows that stroke, cancer and diabetes are among the leading causes of long-term care claims. We’re committed to working with partners who play an important role in supporting individuals living with these conditions, as well as their caregivers,” added **Helen**.

Priscilla Gan, Executive Director, Diabetes Singapore said: “To defeat diabetes, we must meet people where they are — at home, at work, and in their communities. Our partnerships are vital in making this possible. Collaborations with partners like Singlife allow us to extend our reach, empower caregivers, and ensure that no one walks this journey alone. Together, we are building a healthier, more inclusive Singapore.”

Dr. Christina Tiong, Chief Executive Officer, Home Nursing Foundation said: “In Home Nursing Foundation’s work with home-bound patients and end-of-life care, we often encounter caregivers and loved ones who are impacted financially, socially and mentally with the burdens of long term care. It is encouraging that Singlife is taking an active step to study the issue of long-term care, and to provide much needed support to caregivers. As a charitable organisation, we are limited by resources and support from organisations such as Singlife goes a long way in helping our patients and their families.”

In addition, Singlife is partnering the four social service agencies to raise awareness and drive education around these conditions through “Learn over Lunch” sessions for employees. Singlife staff will also contribute by volunteering time to support the community outreach initiatives organised by these partners.

Tan Kwang Cheak, Chief Executive Officer, Singapore Cancer Society said: “Caregivers are the unsung heroes of the cancer journey. We welcome initiatives that provide them with more support and resources, and are glad to connect our community to relevant programmes that support their wellbeing.”



Kevin Poh, Deputy Executive Director, Singapore National Stroke Association

said: "At SNSA, we recognise that caregivers are often the quiet strength behind every stroke survivor's recovery. We're proud to collaborate with Singlife to provide resources that empower their first step, whether it's navigating care, building resilience, or finding support. We are committed to creating a more informed and inclusive community that ages well together."

The Caregiver Support Pack will be made available to caregivers within Diabetes Singapore, Home Nursing Foundation, Singapore Cancer Society and Singapore National Stroke Association's networks between 1 September and 31 December 2025, with the programme running throughout 2026.

This initiative follows the launch of Singlife's white paper on the cost and impact of long-term care in Singapore in July 2025, which highlighted the economic and emotional toll of caregiving and called for a whole-of-society effort to strengthen long-term care systems and support networks.

For more information on the **white paper "From Awareness to Action: Securing Long-Term Care for a Super-Aged Society"**, please visit:

<https://www.singlife.com/longtermcare>.

For more information on **Singlife Care Collab**, please visit: <https://www.singlife.com/carecollab>



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About Singlife

[Singlife](#) is a leading homegrown financial services company that offers consumers a better way to financial freedom. We are headquartered in Singapore with a presence in the Philippines.

Singlife meets diverse customer needs by offering a comprehensive suite of insurance products, including life and health, general insurance and investments, employee benefits and financial advisory solutions.

We achieve this through a differentiated, open-architecture distribution model and Singapore's largest network of financial advisers.

A pioneer in the digital insurtech space, we offer digital solutions accessible through the Singlife App and [GROW with Singlife](#), an investment platform.

We are a key player in the employee benefits solutions space and are the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. We're also one of three government-approved long-term care insurance providers in Singapore.

We take our commitment to achieving Net Zero seriously and are an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment.

Singlife was formed from the merger of Aviva Singapore and Singlife, originally an insurtech start up, in January 2022. Singlife is now a wholly owned subsidiary of Sumitomo Life, who acquired Singlife in 2024. We have over S\$16 billion in assets as of 31 December 2024 and are rated "A" and "Baa1" by Fitch and Moody's respectively.

Sumitomo Life was established in 1907 and is one of Japan's largest life insurance companies, with over US\$300 billion in assets as of 31 March 2025.