

## Radiology Malaysia Milestones [www.radiologymalaysia.org](http://www.radiologymalaysia.org)



### ***How Did Radiology Malaysia (RM) come about?***

Radiology Malaysia was born in May 2001 when the CoR perceived the need to have an internet presence for information related to biomedical imaging and intervention (radiology, clinical oncology, medical physics and allied sciences) that was tailored to the Malaysian context.

### ***The RM Philosophy***

The CoR promotes a wholesome approach to care and believes in cooperation rather than competition. It also believes in an empowered, well-informed public to help them make the right choices in healthcare. The website serves the general public, healthcare professionals and the CoR members. This fulfills the overall mission of the CoR in the field of education and community service.

### **Milestones**

- May-June 2001 - Website conceptualized; Council approval for website creation
- 4 Oct 2001 – Officially launched by then Honourable Minister of Health, YB Dato' Chua Jui Meng in conjunction with the Breast Cancer Awareness Campaign 2001. Held the 1<sup>st</sup> Online RM Quiz.
- 8 March 2002 – The enhanced Breast Health Info Centre was launched in conjunction with the National Council of Women's Organisations Breast Cancer Awareness Campaign 2002
- 23 March 2002 – Grand Prize Presentation Ceremony for the 2001 Launch Quiz coinciding with the release of BCAC 2001 preliminary report.
- July 2002 – The number of hits for Radiology Malaysia surpassed the 100,000 mark!!
- 8 Oct 2002 – Launch of Pink October 2002, an IT-driven Breast Cancer Awareness Campaign by YB Datuk Amar Leo Moggie, then Minister of Energy, Telecommunications and Multimedia. On this day, the website recorded 30,000 hits in a day (another first) and the day after, more than 50,000 hits.
- Oct 2002 – The Subsidised Mammogram Campaign was an overwhelming success and online registrations had to be closed within four days of the beginning of registration!
- 31 Oct 2002 – The number of hits for Radiology Malaysia reaches peak of 522,324 during Pink October month.
- Pink October 2002 Online Quiz – with each Press Advert (sponsored by Meditel) in the STAR newspaper, the hits surged to 22,568 in a day!
- 19 Nov 2002 – Online Quiz Prize Presentation "live on TV" on TV3's Malaysia Hari Ini. Subsequent prize presentation ceremony was at Barn Thai, 1 Utama, Petaling Jaya. Mr Charlie Choong from Malacca was the top prize winner of a TRIP to the GOLD COAST, Australia.
- 26 May 2003 – Moved web site to faster server as well as added features like 50% more hard disc space, SQL database and better quality statistical monitoring. Radiology Malaysia Forum was established. <http://forum.radiologymalaysia.org>
- May 2003 – New look and structure to the College Members Only Section
- 1 Aug-30 Sep 2003 – Radiology Malaysia Champ Quiz 2003. Concept was based on surf, learn and win format. The prize value exceeded RM23,000 thanks to our many sponsors!
- 21 Oct 2003 – Website has recorded over 1 million hits for 2003 campaign.
- 28 Oct 2003 – Prize Presentation of Radiology Malaysia Champ Quiz 2003 & Creative Design Competition officiated by YB Datuk Amar Leo Moggie, then Minister of Energy, Communications and

Multimedia. The top prize of A Trip to Australia's Gold Coast for 2 was won by Ms Ang Merlin, a nutritionist.

- 2004 – RM was achieving a steady 350,000 to 400,000 hits per month and averaging about 5000 visitors a month. Page counts had been increasing steadily! The repertoire of Bahasa articles had increased and the bahasa version of the Breast Health Info Centre keeps being the most popular pages surfed!
- 15 Sep 2004 - 4<sup>th</sup> Radiology Malaysia Online Quiz begins. A series of advertisements, sponsored by Meditel for the website contest was made in The SUN and Utusan Malaysia in October 2004. A record number of 2176 entries were received by midnight 31 Oct 2004.
- 25 Nov 2004 – Prize Presentation Ceremony for the 2004 Radiology Malaysia Online Quiz at Cititel, Mid Valley Megamall. Officiated by Ms Ranjit Kaur, President of Reach to Recovery International. The Grand Prize was won by Rozailan Rosli.
- Jan 2005: The published Q & A section of the website had been archived. All queries or comments were now directed to the Forum at [forum.radiologymalaysia.org](http://forum.radiologymalaysia.org)
- Sep 2005 – Dec 2005: The Radiology Malaysia-Meditel MyStory: CeritaKu Contest 2005. "My Story" or "CeritaKu" included the caregivers and people around the person with cancer.
- 19 Mar 2006: Radiology Malaysia-Meditel MyStory: CeritaKu Prize Presentation, officiated by Prof Jeff Dunn, Patient Services Advisor (International Union Against Cancer), Executive Director (Queensland Cancer Fund) and Adjunct Professor (Faculty of Social & Behavioural Science, University of Queensland). The Grand Prize went to Rene'e Aziz Ahmad.
- Sep-Dec 2006: Discover Radiology Malaysia Fun Quiz 2006.
- 2006: In 2006, the RM website received over 7.8 million hits, had over 100,000 visitors and served up over 450,000 pages of information. Some 51 GB of data was transferred to users all over the world
- 24 Mar 2007: Prize Presentation of the Discover Radiology Malaysia Fun Quiz 2006. Celebrity singers Juwita Suwito and Vince Chong graced the occasion. Grand prize went to Lily Yoong Sin Foong.
- 1 Dec 2007 -30 Apr 2008: Radiology Malaysia-Kidz Magazine Challenge 2007: "What Cancer Means to Me" Collage/Poster Contest. For the 1<sup>st</sup> time, RM contest was open to those below 18 years of age, with parental consent needed.
- 31 Dec 2007: In 2007, the Radiology Malaysia website received over 10.9 million hits, had over 135,000 unique visitors and served up over 540,000 pages of information. Some 68 GB of data was transferred to users all over the world
- 14 June 2008: Radiology Malaysia-Kidz Magazine Challenge 2007 Prize Presentation, Café WIP, Bangsar Shopping Complex, Kuala Lumpur. Release of the BCAC and CMP2007 Report. Celebrity Singer Juwita Suwito was the special guest ("sang for awareness").
- 23 Aug 2008: New Look to the Radiology Malaysia Forum at [forum.radiologymalaysia.org](http://forum.radiologymalaysia.org)
- July-Sep 2009: Radiology Malaysia-OutRageously PiNk Nite Slogan and Digital Video Contest
- 7 Nov 2009: OutRageously PiNk Nite (OPN2009) with Prize Presentation for the 2009 Radiology Malaysia-OPN2009 contest winners

