

www.afpm.org.my/asc2027



Academy of Family Physicians of Malaysia

ANNUAL SCIENTIFIC CONFERENCE 2027

The Heart of Healing: Strengthening Fundamentals in Primary Care

Tagline: "Strong Foundations, Better Care."



Malaysia's Leading Primary Care Scientific Conference

ABOUT ASC 2027

The premier primary care conference in Malaysia and the region, bringing together **family physicians, GPs, trainees, and healthcare** leaders under one roof.

Centered on the theme “**The Heart of Healing: Strengthening Fundamentals in Primary Care,**” the conference highlights clinical excellence, person-centred care, practical skills, innovation, and multidisciplinary collaboration to advance the future of primary healthcare.

Strong Foundations, Better Care.

 secretariat@afpm.org.my

 [@ASC2027](https://www.instagram.com/ASC2027)



WHY THIS THEME MATTERS

As healthcare continues to evolve, strong fundamentals remain essential for delivering safe, effective, and compassionate care. The theme **“The Heart of Healing: Strengthening Fundamentals in Primary Care”** emphasizes the importance of clinical excellence, continuity of care, human connection, and innovation in improving patient outcomes and strengthening healthcare systems.

Strong Foundations, Better Care.



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Building the Foundation for
Tomorrow's Healthcare



The Heart of Healing

Conference Focus

Clinical excellence as the foundation of quality care.

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CLINICAL MASTERY

Chronic Disease Management

Child Health, ENT, Eye & Dermatology

Geriatrics, Men's & Women's Health

The Human Connection

Embracing the art of healing through compassionate, whole-person care.

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HOLISTIC CARE

Mental Health Integration in Primary Care

Continuity of Care and Patient Relationships

Community-Based Approaches to Wellness



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CONFERENCE FOCUS:
FUTURE PRACTICE

Innovation & Future-Ready Skills

Preparing primary care for tomorrow's challenges.

Procedural Skills Development

Evidence-Based Practice Integration

AI and Digital Health in Primary Care

AUDIENCE PROFILE

High-impact engagement with frontline
clinicians and healthcare influencers.

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Who Attends

Primary Care Doctors and Specialists

Allied Health Professionals

Medical Education and Training

Research and Public Health

Healthcare Leadership and Administration

Industry and Healthcare Partners



AUDIENCE INSIGHTS & DELEGATE GROWTH

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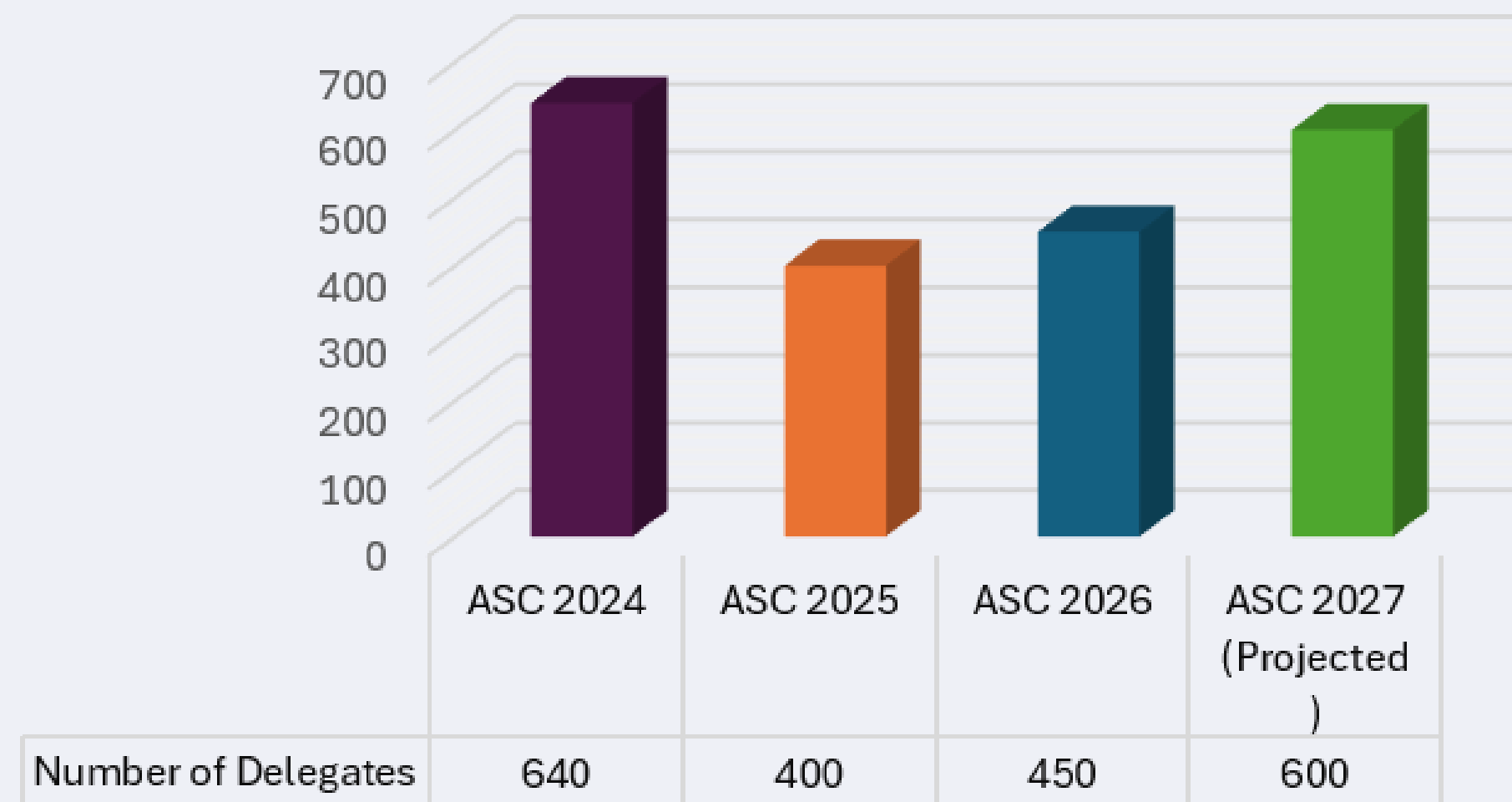
Understanding Our Conference Community

- Expected Attendance:  600 Delegates

Professional Profile

Audience Category	Percentage	Estimated Delegates
Family Medicine Specialists, Medical Doctors & General Practitioners	60%	360
Trainees & Postgraduate Doctors	30%	180
Allied Health Professionals	10%	60

Delegate Attendance Trend





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WHY PARTNER WITH US

Key benefits of partnering with the premier primary care conference

The Academy of Family Physicians of Malaysia (AFPM) invites partners, collaborators, and industry leaders to be part of the **Annual Scientific Conference (ASC) 2027** — the nation's premier platform for advancing excellence in family medicine.

By sponsoring ASC 2027, your organisation will gain exclusive exposure to a distinguished audience of healthcare professionals, educators, policymakers, and researchers who are shaping the future of primary care.

Your partnership will not only enhance brand visibility and networking opportunities but also demonstrate your commitment to innovation and improving healthcare outcomes through digital technology.

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SPONSORSHIP BENEFITS

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Partner options tailored to maximize your brand impact at ASC 2027

Brand Visibility

Showcase your products and services to a targeted audience of family physicians, healthcare leaders, and decision-makers.

Thought Leadership

Position your organization as a leader in healthcare innovation by participating in keynote sessions or sponsored symposiums related to digital health technology.

Networking Opportunities

Connect directly with healthcare professionals, policymakers, and technology innovators.

Product Promotion

Exhibit your innovations in a dedicated area to demonstrate how your offerings support digital transformation in family medicine.

Corporate Social Responsibility

Demonstrate your commitment to advancing healthcare quality and professional development.

PARTNER WITH US

Shape the Future of Primary Care Together

Partner with ASC 2027 and connect with Malaysia's leading family physicians, general practitioners, trainees, healthcare professionals, and decision-makers. Your support helps strengthen clinical excellence, promote innovation, and advance the future of primary care.

Together, we can build stronger foundations for better care.



THE HEART OF HEALING: OUR JOURNEY THROUGH ASC

Celebrating Years of Strengthening Primary Care Together

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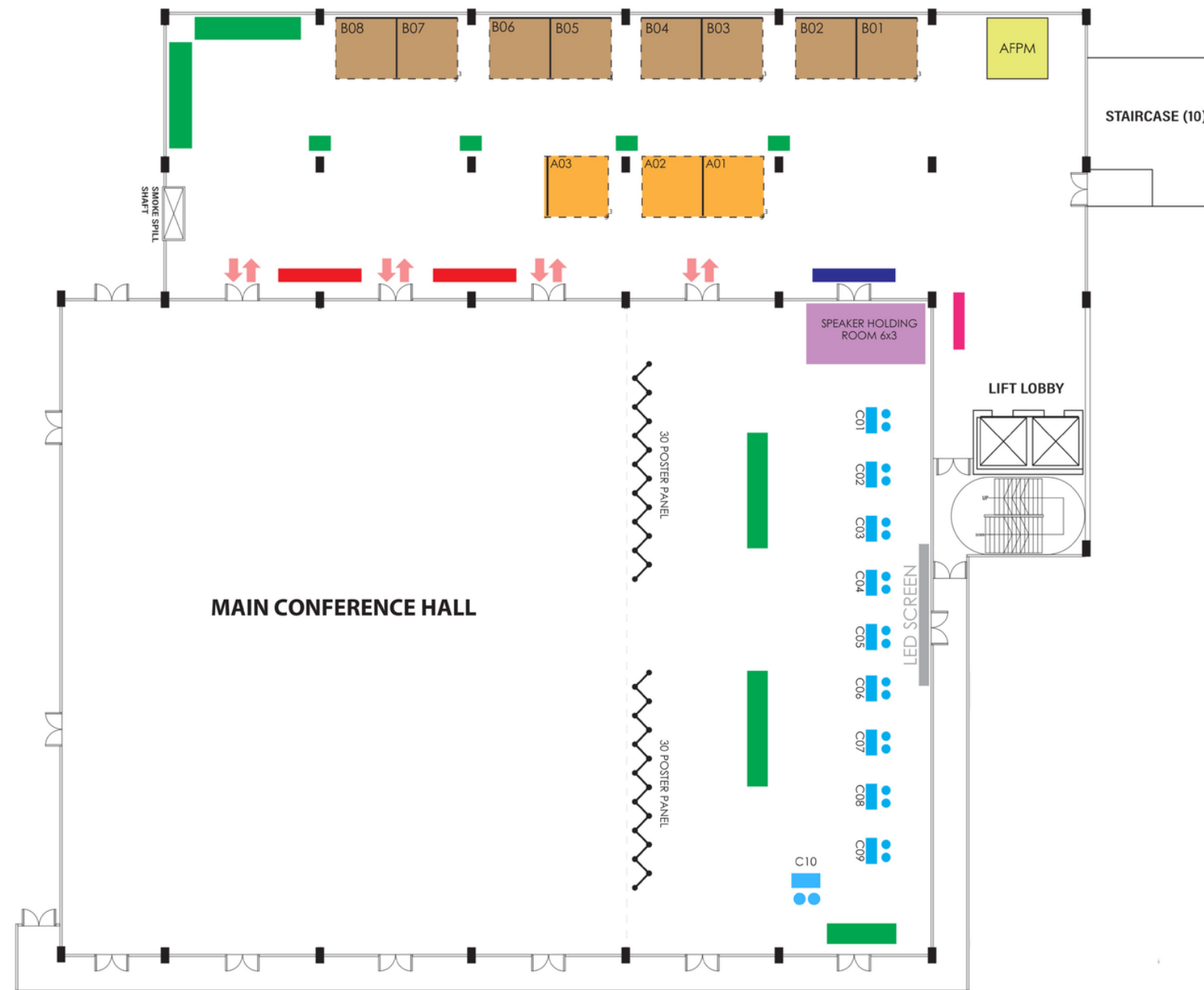


Moments, Milestones, and
Memories from Previous
Conferences

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Moments, Milestones, and
Memories from Previous
Conferences



EXHIBITION FLOOR PLAN

Strategically Designed for Engagement and Visibility

Please note that locations are subject to change based on exhibitor participation and the final exhibition layout.

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CONTACT INFORMATION

Conference Secretariat
Email: secretariat@afpm.org.my
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Website: www.afpm.org.my/asc2027

Reach out to discuss sponsorship opportunities and how we can collaborate.

We Look Forward to Partnering With You



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THANK YOU

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We Appreciate Your Interest in ASC 2027

Thank you for considering partnership with the Annual Scientific Conference 2027. We welcome your questions and look forward to discussing how we can collaborate.

The Heart of Healing: Strengthening
Fundamentals in Primary Care

