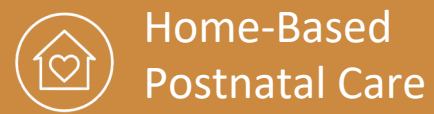


iBidan

Government & Strategic Partnership Profile 2026



A structured maternal care platform supporting postnatal mothers while uplifting traditional Bidan into a trained and recognised women care workforce.

www.ibidan.com
Malaysia | Singapore



Home-Based Maternal Care Platform

Supporting Postnatal Mothers Through Structured Care and Bidan Workforce Development

iBidan is a home-based maternal care platform supporting mothers across Malaysia and Singapore through trained Bidan practitioners, structured care protocols and service quality monitoring.

Rooted in traditional Malay Bidan care, iBidan modernises postnatal support through training, digital review systems and women care workforce development, contributing to Malaysia's growing Care Economy.



Vision & Mission

iBidan — Advancing Maternal Care & Bidan Workforce Development

Our Vision

To build a trusted home-based maternal care ecosystem where mothers receive structured postnatal support, and Bidan practitioners are recognised as part of Malaysia's women care workforce.

Our Mission

To professionalise traditional Bidan care through training, structured care protocols, service monitoring and digital feedback systems — supporting mothers, families and Malaysia's growing Care Economy.



Bidan

Malaysia's Living Heritage
of Women's Care

For Generations — Traditional Women Care Practitioners

For generations, Bidan have played an important role in Malaysian communities by supporting women, mothers and families through traditional care knowledge passed down over time. They were trusted not only for their skills, but also for their experience, compassion and community presence.



Today — Trained Postnatal Care Practitioners

Today, mothers expect care that is safer, more structured and more consistent. Through iBidan, traditional Bidan care is being modernised with training, structured care protocols, service monitoring and digital feedback systems — supporting mothers while strengthening Bidan as part of Malaysia's women care workforce.



Community Trust & Service Impact

Trusted by **100,000+ mothers** through iBidan's home-based maternal care support across Malaysia and Singapore.

Experience trusted results, backed by real case studies from mothers who have benefited from our massage treatments.



Real mothers. Real care experience.

Every mother's recovery journey is supported through structured care, trained Bidan practitioners and continuous service feedback.

300K+

Social Media Community
Across Facebook, Instagram
& TikTok & Red Note

98%

High Customer
Satisfaction

Supporting Mothers Across Communities and Cultures



Respectful and consistent home-based maternal care for local and international mothers across Malaysia and Singapore.



Bidan Quality Screening Process

iBidan applies a structured onboarding and quality screening process to support consistent, safe and professional home-based maternal care for mothers.

Bidan Onboarding & Quality Screening Process

1

Face-to-Face Interview

Understanding each candidate's experience, care background and readiness to serve mothers professionally.



2

Care Attitude & Communication Assessment

Assessing interpersonal skills, empathy, responsibility and suitability in supporting postnatal mothers.



3

Practical Care Skills Assessment

Evaluating practical postnatal care techniques to ensure service consistency, safety awareness and care quality.

Our Care Workforce

Bidan Workforce Development

iBidan develops a structured Bidan practitioner network through screening, training, internal recognition and service monitoring. Our internal career pathway recognises Bidan practitioners based on experience, service quality, customer feedback, care discipline and continuous development.



450+

Master Bidan Practitioners



50+

Grand Master Bidan Practitioners



Home-Based Maternal Care Across Malaysia & Singapore

iBidan provides accessible home-based maternal care support through trained Bidan practitioners across Malaysia and Singapore. Our regional coverage reflects our ability to coordinate care delivery, workforce deployment and service quality.

500+

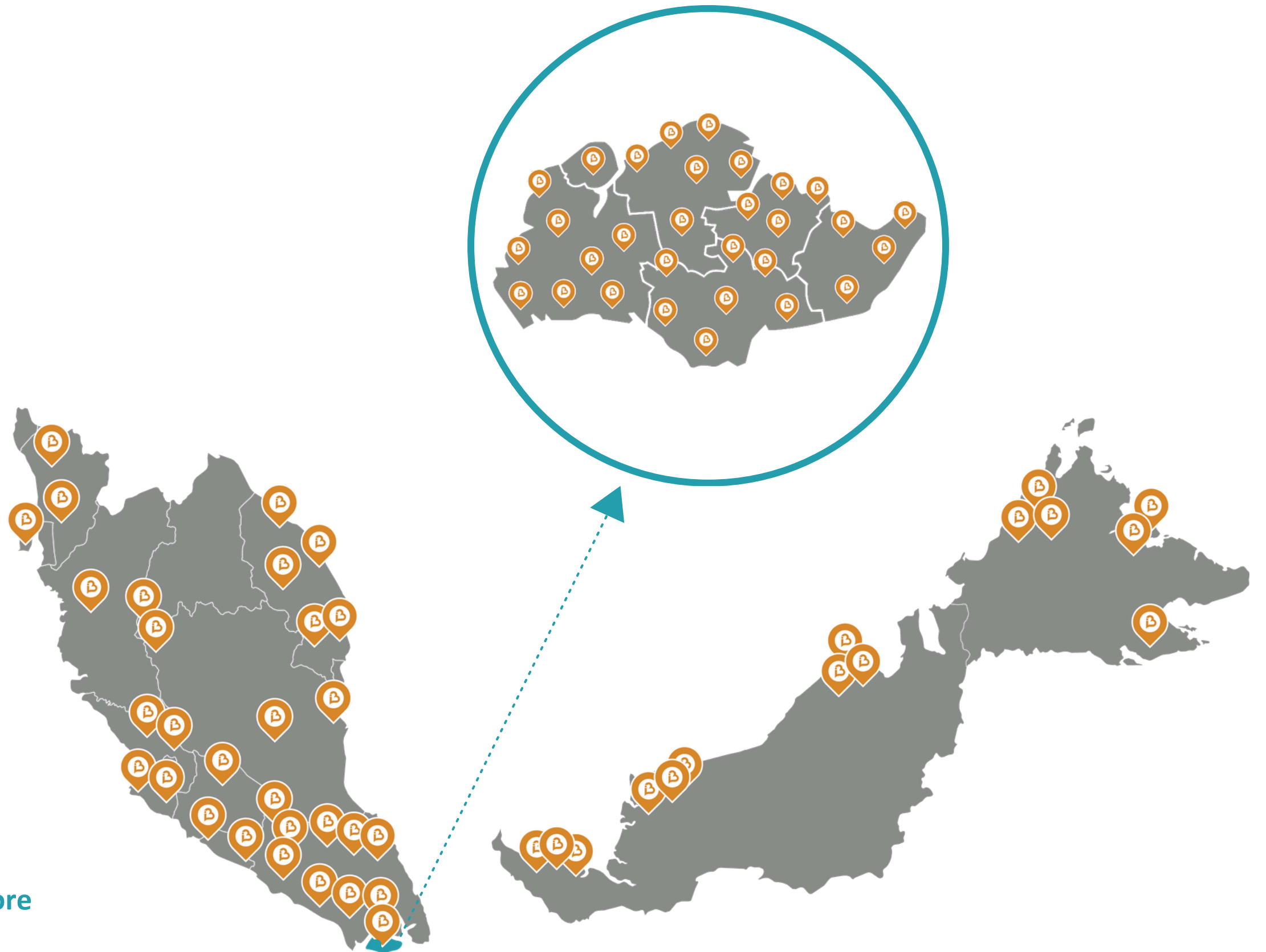
Trained Bidan Practitioners

250+

Service Areas in **Malaysia**

60+

Service Areas in **Singapore**



Comprehensive Maternal Care Support Programmes

Structured home-based care support across different stages of women's maternal recovery journey.

Prenatal Care Support

- Prenatal Relaxation
- Mother preparation support



Most
Popular

Postnatal Recovery Care

- 3-Day Postnatal Care
- 7-Day Postnatal Care
- 10-Day Postnatal Care
- 14-Day Postnatal Care
- 21-Day Postnatal Care



Women's Recovery Support

- Uterine Massage Care
- Menstrual Care
- Relaxation and body comfort care
- Pelvic and core muscle support



Home-Based Care Programmes

- Short-term care support
- Extended postnatal care support
- Family-friendly home care arrangement
- Service quality monitoring

Technology- Enabled Care Support

Integrating Traditional Bidan Care
with Modern Support Tools



ABE Active Bioenergy supports iBidan's home-based postnatal care by complementing traditional Bidan techniques with modern care support tools. It helps strengthen service consistency, comfort and structured care delivery across iBidan's maternal care programmes.

Active BioEnergy, **ABE**

Integrating Traditional Bidan Care with Modern Support Tools

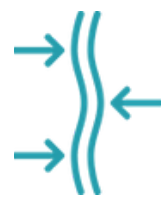
ABE Active BioEnergy complements traditional Bidan techniques as part of iBidan's structured care support system, enhancing comfort, service consistency and the home-based postnatal care experience.

Core Benefits



Care Comfort Support

Supports mothers' comfort during the postnatal care journey.



Traditional Care Enhancement

Complements Bidan techniques within a structured care protocol.



Service Consistency

Helps standardise care support tools across iBidan practitioners.



Regular Product

Conventional care product used as part of postnatal support.



ABE Support Product

Modern care support product used within iBidan's structured care protocol.

Product Documentation & Care Support Standards

Supporting structured home-based maternal care through documented care support products and safety references.



This historic night was witnessed by **government officials**, a sign that iBidan's role in caring for mothers and families is increasingly valued at a **national level**.



Bidan Recognition & Professional Milestones

Event witnessed by representatives from the Ministry of Health Malaysia and the Prime Minister's Department.

iBidan Internal Training System

iBidan's internal training system strengthens Bidan knowledge, service standards and continuous professional development to support consistent home-based maternal care.





Formal Training & Skills Recognition Pathway

iBidan works with trained Bidan practitioners, including selected Bidans who have pursued DKM4 National Skills Certification through recognised training pathways.



Hospital Collaboration & Maternal Care Education

In collaboration with **Penang Adventist Hospital**, iBidan shared traditional Malay postnatal care knowledge with healthcare professionals to support maternal wellbeing and family care awareness.





Singapore Maternal Care Seminar

iBidan shared traditional Malay postnatal care knowledge with 800 participants, promoting maternal wellbeing and family care awareness in Singapore.





25

Maternal & Family Outreach Events



Strategic Institutional Engagements

Engaging government agencies, academic institutions, international and industry partners to advance Bidan heritage, maternal care education and women care workforce development.





Singapore Parliamentary Visit & Cross-Border Dialogue

Singapore Parliament Member **Yeo Wan Ling** visited iBidan HQ to learn about iBidan's home-based maternal care model, Bidan workforce development and cross-border women care initiatives.



International Knowledge Exchange & Industry Visits from Australia, China & Taiwan





JMM & Linton University Engagement

Supporting Bidan heritage, maternal care education and women care workforce development.



Bidan Excellence Recognition Yunnan Awards Night 2026

Honouring outstanding Bidan practitioners for service quality, care discipline and contribution to women care workforce development.



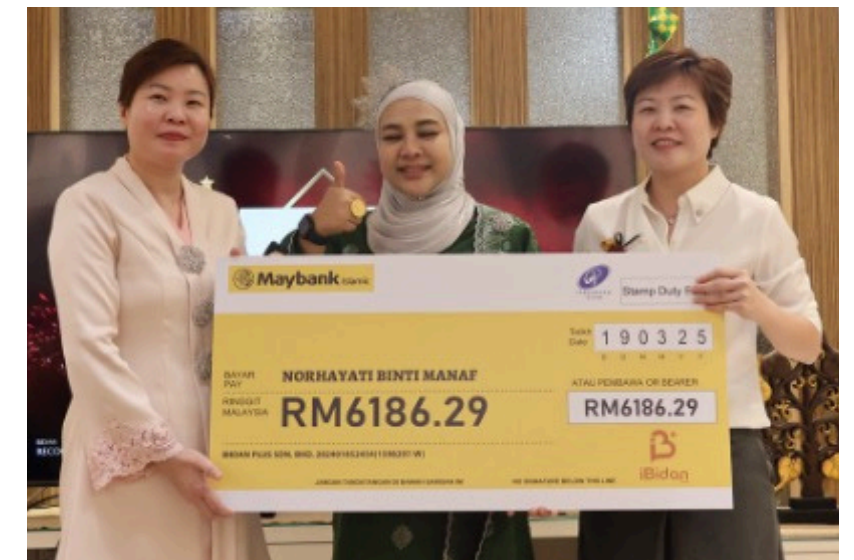


Bidan Welfare & Workforce Retention

iBidan supports Bidan welfare, team cohesion and long-term workforce retention through recognition journeys and appreciation initiatives.

Bidan Income Recognition & Women Economic Empowerment

iBidan supports women's economic empowerment by recognising outstanding Bidan practitioners through performance-based income rewards and career growth opportunities.



Media Recognition & Public Credibility

iBidan's maternal care mission and Bidan workforce development efforts have been featured across Malaysian media platforms.

Featured by Malaysian media for its journey in strengthening postnatal recovery care and elevating the role of professional Bidans.

22 **KI-WANITA**

KOSMO! JUMAAT 23 MEI 2024

Usahanita
Oleh SARINA ZAMRI MGRANI

Visi Shannon lahir, perkasa profesion perbidanan

BAGI kebanyakan orang, bidang perbidanan mungkin hanya dilihat sebagai kerja menjaga ibu berjanggut selepas bersalin. Namun bagi penganas iBidan, Shannon Eu, 47, bidang itu sebenarnya jauh lebih besar daripada apa yang dijangkakan. Menurutnya, dia percaya ramai bidan memainkan peranan sangat penting dalam membantu ibu melalui salah satu fasa paling mencabar dalam hidup seorang wanita. "Ramai bidan sebenarnya sangat bagus, tetapi selama ini mereka tidak dilihat dan tidak dihargai secara profesional. Para ibu sebenarnya memerlukan sokongan yang betul selepas bersalin, namun dia kerana kekurangan terumbu, golongan ini sukar mencari bidan benar-benar sesuai dan berkualiti," katanya kepada *Ki Wanita* baru-baru ini. Menyedai keperluan tersebut, anak jati Muar, Johor itu mula membangunkan iBidan dengan satu harapan. Jelasnya, bukan sekadar membantu ibu mendapatkan pemulihan yang lebih



iBIDAN menawarkan perkhidmatan penjagaan ibu selepas bersalin.

Martinez, setelah lebih dua dekad diasaskan, iBidan telah berkembang di Malaysia dan Singapura dengan lebih daripada 500 bidan atau digelar 'fighter' dalam rangkaian platform mereka. Lebih membanggakan katanya, syarikat itu juga mencatat lebih daripada 100,000 perkhidmatan pemulihan selepas bersalin di Malaysia dan Singapura. Namun bagi Shannon, perkara paling penting bukan sekadar angka, malah jumlah. Sebaliknya, dia mahu membuat satu sistem lebih tersusun supaya bidan yang

benar-benar berkualiti dapat diberikan dan memberi perkhidmatan terbaik. Melalui gabungan kaedah tradisional dan teknologi terkini, platform tersebut memberi fokus kepada pemulihan badan, keseimbangan emosi dan perjalanan pemulihan ibu secara lebih menyeluruh. Terbaharu pada 18 Mei lalu, iBidan turut membawa kira-kira 60 peserta dari Malaysia dan Singapura ke Yunnan, China bagi menghadiri iBidan Postnatal Excellence Recognition serta satu pertukaran

peranan mereka sebagai profesional merentas negara. Menurut Shannon, pengisytiharan seperti itu sangat penting kerana ramai bidan sebenarnya sangat bekerja keras setiap hari, tetapi jarang diberikan penghargaan secara profesional. "Kami mahu mereka rasa bangga dengan bidang yang mereka selesaikan. Kami mahu mereka tahu bahawa usaha mereka sebenarnya sangat bernilai dan dipandang tinggi oleh masyarakat.

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As Featured In

“ We are truly honoured to be featured by leading Malaysian media as we continue our mission to support mothers and empower professional Bidans. — Dr Shannon Eu, Founder of iBidan Postnatal Recovery Platform ”

iBidan

Let's Build the Future of Maternal Care Together

iBidan welcomes strategic engagement with government agencies, institutions and industry partners to advance maternal care, Bidan workforce development and Malaysia's growing Care Economy.

Contact

iBidan Postnatal Recovery Platform

Website: www.ibidan.com.my | www.ibidan.com.sg

Email: partnership@ibidan.com

