

## 新聞稿

### Press Release

PR009/23  
9 February 2023

#### **MTR Launches “Caring for Dementia” Programme Caring for and Assisting in the Search for Missing Persons with Dementia and Elderly Passengers**

MTR Corporation is committed to providing caring services to passengers. Under “Go Smart Go Beyond”, taking care of those with special needs and promoting social inclusion have always been among our objectives. The Corporation launched the “Caring for Dementia” programme in January 2023, which includes an initiative that comprehensively enhances the automatic fare collection system of the MTR network, adding new functions that send alerts to staff when a missing person who has dementia or is elderly is detected in the network. This facilitates MTR staff to assist Police in locating the missing persons.

“MTR is the first public transport operator to have such collaboration with the Police. With an ageing society, MTR has been focusing on caring for the elderly and persons with dementia and striving to provide an elderly-friendly railway service. The ‘Caring for Dementia’ programme further leverages on the extensive 18 district coverage of the MTR network in Hong Kong to assist Police in looking for missing elderly persons or persons with dementia,” said Ms Annie Leung, General Manager – Marketing & Customer Experience of MTR Corporation.

The Corporation has invested over HK\$3 million for this collaboration with the Police, adding new functions to the automatic fare collection systems of the heavy rail, Light Rail and MTR Bus with facilities enhancements including for entry/exit gates at MTR stations, Octopus processors and the backend systems.

After the Octopus numbers of missing persons with dementia or elderly persons provided by the Police are input in the MTR system, alerts will be sent to staff when the missing person enters the MTR network with the Octopus. Staff will then inform the Police of the whereabouts of the missing person as quickly as possible. Once staff are alerted that the passenger is a missing person, they will inform the Police to follow up at the station. The missing person will not be able to pass through an exit gate at MTR station with the Octopus registered on the system.

“Caring for Dementia” includes collaboration between the Corporation and other organisations as well. For example, mobile tablets at 95 Customer Service Centres at MTR stations and the Light Rail have been installed with the “Dementia’s Secret Angel” app of the Jockey Club Centre for Positive Ageing to assist caretakers in locating their missing family members with dementia.

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In addition to enhanced facilities, over 3,000 MTR frontline staff have received training designed by the Jockey Club Centre for Positive Ageing and the Corporation to enhance their communication in order to provide caring services to persons with dementia and elderly passengers.

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## About MTR Corporation

To Keep Cities Moving, MTR makes encounters happen and rendezvous for a more connected tomorrow. As a recognised world-class operator of sustainable rail transport services, we are a leader in safety, reliability, customer service and efficiency.

MTR has extensive end-to-end railway expertise with more than 40 years of railway projects experience from design to planning and construction through to commissioning, maintenance and operations. Going beyond railway delivery and operation, MTR also creates and manages dynamic communities around its network through seamless integration of rail, commercial and property development.

With more than 40,000 dedicated staff\*, MTR carries over 13 million passenger journeys worldwide every weekday in Hong Kong, the United Kingdom, Sweden, Australia and Mainland China. Together, we Go Smart and Go Beyond.

For more information about MTR Corporation, please visit [www.mtr.com.hk](http://www.mtr.com.hk)

\*includes our subsidiaries, associates and joint ventures in Hong Kong and worldwide

Photo captions:

1. Ms Annie Leung, General Manager – Marketing & Customer Experience of MTR Corporation and Mr Ricky Tsui, Chief Inspector of Police (Field) (Support Branch) jointly introduce the new collaboration about MTR assisting the Police in locating missing persons with dementia or elderly persons.



- Ms Annie Leung, General Manager – Marketing & Customer Experience of MTR Corporation demonstrates that a missing person with dementia or elderly passenger will not be able to pass through an exit gate at MTR station. When the passenger makes an enquiry about his/her Octopus at a Customer Service Centre, staff will be alerted via the computer connecting the automatic fare collection system.

