

From nurse to top insurance agent

Having witnessed the trauma of patients who could not afford expensive medical treatment has inspired ex-nurse Jenny Yeoh to turn to insurance as a career to help people. **KARINA FOO** writes.



YEOH: Happy to help people live longer and happier lives

JENNY Yeoh is one of the top Prudential Insurance agents today not because she was driven by the monetary rewards but by the passion to help others. It didn't quite start off this way as Yeoh was a nurse and midwife for almost 20 years. She decided to join Prudential after seeing how the financial problems of patients caused them and their families emotional anguish.

"The turning point for me was when I had enough of seeing patients give up because they don't have enough money to pay for treatment or operations and their families become so helpless," she said.

"Using my medical knowledge as a nurse, I found myself not only able to help them through the process of treatment and rehabilitation but also relieve them of the burden of expenses."

Yeoh, from Penang, started her career as a nurse in one of the Sate's charity hospitals in 1987.

In 1991, she worked as a midwife for one year in a government hospital in Klang, followed by another seven years in the Subang Jaya Medical Centre (SJMC).

She also felt a stronger "calling" to help others when she experienced unfortunate events that happened to two people who were close to her.

"My sister-in-law was diagnosed with lung cancer and her family couldn't afford treatment so nothing could be done until she

became physically disabled. My best friend who used to work with me in SJMC developed colon cancer but didn't realise it until it was too late as it initially started off as food poisoning symptoms," she said.

"I'll never go back to nursing, but I have learnt from working in hospitals. It's not all about treating patients but also forming good relationships with them and this should come naturally," she said.

She cited the case of a patient who suffered from kidney failure while his children were overseas and the doctors said he had only a few weeks to live.

"He became so emaciated that his bones were jutting out, he was so weak, depressed and lonely.

I did all I could and came in after working hours to spend time with him and soon we became friends. He began to recover slowly and was soon discharged from the hospital and lived for another seven years!"

Since then, Yeoh has sold insurance to this patient's relatives and friends while still keeping in contact with them.

It is hard not to be inspired by Yeoh with her compassionate and warm disposition. This is also a woman who is humble and grateful even after overcoming many obstacles.

"Many people think that nurses have gotten used to seeing their patients pass away but it really has a huge effect on us.

I am so happy right now that I can help people who are my former patients, their family members, my own loved ones and others live longer and happier lives.

"I like challenges and I face them everyday because some people are reluctant to buy insurance and this drives me to persevere even more," she said.

"You can see that the public has become more educated and are very cautious about insurance.

"As for me, I am what I am today because I've followed my mantra for success which are the Five P's: to have a sense of (P)urpose, sincerely care for (P)eople, live out the (P)rofession and share it with others, have good (P)rinciples which are to respect and love others and to ultimately have faith in God".

Yeoh believes that women have the natural abilities for this occupation.

"They have the special traits of nurturing and understanding and that's what you need not only to be a successful insurance agent, but a good friend as well."

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<p>KLCC</p> <p>INTO THE BLUE - E ② 11.30, 1.35, 4.20, 6.45, 9.10, 11.30 pm</p> <p>THE SKELETON KEY - E ② 11.40, 2.00, 4.20, 6.40, 9.00, 11.35 pm</p> <p>THE LONGEST YARD - E ② 11.00, 1.35, 4.10, 6.45, 9.20, 11.55 pm</p> <p>FLIGHT PLAN - E ② 11.00, 1.10, 3.20, 5.30, 7.40, 9.50, 11.55 pm</p> <p>THE MYTH - C ② 10.45, 12.30, 1.20, 3.10, 4.00, 5.50, 6.40, 8.20, 9.20, 11.35 pm</p> <p>RED SHOES - K ② 12.10, 2.30, 4.50, 7.10, 9.30, 11.50 pm</p> <p>LAND OF THE DEAD - E ② 11.00, 1.10, 3.20, 5.30, 7.40, 9.50, 11.55 pm</p> <p>NO ENTRY - H ② 10.50, 5.10 pm</p> <p>CINDERELLA MAN - E ② 10.40, 1.45, 6.20 pm</p> <p>HL MENJERIT 1 - BM ② 11.10, 2.30, 4.50, 7.10, 9.30 pm</p> <p>SALAAH NAMASTE - H ② 1.55, 6.15, 11.30 pm</p> <p>CREEP - E ② 1.40, 4.45, 11.50 pm</p> <p>SKY HIGH - E ② 11.10 pm</p> <p>SAINT ANGE - E ② 11.45 pm</p>	<p>LAND OF THE DEAD - E ② 12.50, 3.00, 5.10, 7.20, 9.30, 11.55 pm</p> <p>HL MENJERIT 1 - BM ② 12.15, 2.35, 4.55, 7.15, 9.35 pm</p> <p>SKY HIGH - E ② 11.40 pm</p> <p>BUKIT RAJA</p> <p>INTO THE BLUE - E ② 11.20, 1.45, 4.10, 6.35, 9.00, 11.25 pm</p> <p>THE SKELETON KEY - E ② 11.50, 2.10, 4.30, 6.50, 9.10, 11.30 pm</p> <p>OH AJJINI - T ② 1.45, 5.00, 8.15, 11.30 pm</p> <p>THE LONGEST YARD - E ② 11.00, 1.35, 4.10, 6.45, 9.20, 11.55 pm</p> <p>THE MYTH - C ② 10.45, 1.10, 3.20, 5.30, 7.40, 9.50, 11.55 pm</p> <p>FLIGHT PLAN - E ② 11.00, 1.10, 3.20, 5.30, 7.40, 9.50, 11.55 pm</p> <p>RED SHOES - K ② 12.10, 2.30, 4.50, 7.10, 9.30, 11.50 pm</p> <p>OH AJJINI - T ② 1.45, 5.00, 8.15, 11.30 pm</p> <p>THE MYTH - C ② 10.45, 12.30, 1.20, 3.10, 4.00, 5.50, 6.40, 8.20, 9.20, 11.35 pm</p> <p>RED SHOES - K ② 12.10, 2.30, 4.50, 7.10, 9.30, 11.50 pm</p> <p>LAND OF THE DEAD - E ② 11.20, 1.45, 4.10, 6.35, 9.00, 11.55 pm</p> <p>HL MENJERIT 1 - BM ② 12.15, 2.35, 4.55, 7.15, 9.35 pm</p> <p>CINDERELLA MAN - E ② 1.10, 4.20 pm</p>	<p>RED SHOES - K ② 11.50, 2.10, 4.30, 6.50, 9.10 pm</p> <p>LAND OF THE DEAD - E ② 11.00, 4.10, 9.20 pm</p> <p>CINDERELLA MAN - E ② 1.10, 4.20 pm</p> <p>SUNWAY PYRAMID</p> <p>INTO THE BLUE - E ② 11.20, 1.45, 4.10, 6.35, 9.00, 11.25 pm</p> <p>THE SKELETON KEY - E ② 11.50, 2.10, 4.30, 6.50, 9.10, 11.30 pm</p> <p>THE LONGEST YARD - E ② 11.00, 1.35, 4.10, 6.45, 9.20, 11.55 pm</p> <p>OH AJJINI - T ② 1.45, 5.00, 8.15, 11.30 pm</p> <p>THE MYTH - C ② 10.45, 12.30, 1.20, 3.10, 4.00, 5.50, 6.40, 8.20, 9.20, 11.35 pm</p> <p>FLIGHT PLAN - E ② 11.00, 1.10, 3.20, 5.30, 7.40, 9.50, 11.55 pm</p> <p>RED SHOES - K ② 12.10, 2.30, 4.50, 7.10, 9.30, 11.50 pm</p> <p>LAND OF THE DEAD - E ② 11.20, 1.45, 4.10, 6.35, 9.00, 11.55 pm</p> <p>CINDERELLA MAN - E ② 1.10, 4.20 pm</p> <p>SALAAH NAMASTE - H ② 1.45, 5.00, 8.15, 11.30 pm</p> <p>CREEP - E ② 11.40, 4.50, 11.35 pm</p> <p>SKY HIGH - E ② 11.05 pm</p>	<p>THE LONGEST YARD - E ② 11.00, 1.35, 4.10, 6.45, 9.20, 11.55 pm</p> <p>THE MYTH - C ② 10.45, 1.20, 4.00, 6.40, 9.20, 11.55 pm</p> <p>FLIGHT PLAN - E ② 12.50, 3.00, 5.10, 7.20, 9.30, 11.45 pm</p> <p>LAND OF THE DEAD - E ② 11.00, 1.35, 4.10, 6.45, 9.20, 11.55 pm</p> <p>CINDERELLA MAN - E ② 1.15, 6.35 pm</p> <p>SKY HIGH - E ② 11.40 pm</p> <p>JUSCO SEREMBAN2</p> <p>THE LONGEST YARD - E ② 11.00, 1.35, 4.10, 6.45, 9.20, 11.55 pm</p> <p>THE SKELETON KEY - E ② 11.40, 2.00, 4.20, 6.40, 9.00 pm</p> <p>SAINT ANGE - E SNEAK PREVIEW</p> <p>SEASONS</p> <p>TSV MovieTime 03-7492 2929 (KLANG VALLEY) 05-547 7999 (IPOH)</p> <p>ALL MOVIES UNLESS INDICATED OTHERWISE THE BEST MOVIES AVAILABLE V.O.S.</p> <p>SESSION TIMES ARE SUBJECT TO CHANGE</p>
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