

## AffordPlan remarks 300% growth in maternity patient base

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**Healthcare Fintech Platform 'AffordPlan' partners with 800 healthcare merchants across India**



AffordPlan, a first-of-its-kind financial technology platform that enables healthcare savings for individuals, registers an annual growth of 300 percent in maternity patient care. Set up in 2016, AffordPlan has expanded its presence in five key cities including Delhi, Bangalore, Mumbai, Pune and Ahmedabad. Of the total cost incurred during a treatment in private hospitals, 90 percent costs is out-of-pocket expenses which includes ultrasound scans, X-rays, medicines, etc. The fintech platform has received an overwhelming response from the hospitals and patients because of the unique nature of the product and services as it brings down the overall cost (including out-of-pocket expenses) of treatments by as much as 15-20 percent.

AffordPlan has partnered with 800 hospitals and healthcare ancillaries like pharmacies, path labs, etc. across the country. It has successfully tied up with over 60 percent hospitals in the small and midsize category in New Delhi NCR, helping patients to plan, save, and pay for planned, non-emergency, medical procedures, such as maternity, dental, cataract surgery and more. It smoothenes the cash flow for the patient by breaking up the lump sum amount into smaller manageable instalments.

AffordPlan allows patients to save an amount they are comfortable with on a daily, weekly, or monthly basis and to make payments as per their convenience through a number of platforms including cash payment at the AffordPlan desk or the local pharmacy; bank transfer and online payment; or the payments can even be collected from the customer's doorstep.