

Portea Medical launches Portea Health Prime

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Portea, India's leading consumer healthcare brand has launched an exclusive healthcare service for people above 65yrs of age. The service line is called Portea Health Prime and is designed to address the comprehensive health monitoring needs of elders. The population of seniors in the country is growing rapidly and many of them have one or more chronic conditions. This combined by the fact that most of them live on their own, and not with extended families, makes their healthcare management a rapidly growing challenge. Children living abroad, or in other cities, desire to attend to their parents' health, however, struggle to do so due to their busy lives.

Through the Portea Health Prime membership, Portea offers every family a doctor that is constantly monitoring their health needs. The doctor would carry out a comprehensive assessment and create a customized plan for the couple.

The membership comes with additional benefits like access to Portea's exclusive Care Club, Hospital partners and a tailor made social calendar for seniors. The health manager who is a single point of contact assigned to the family then ensures that the customized plan is delivered seamlessly to the family. That apart any other health needs are attended to, either at home or at a hospital as appropriate. The health manager becomes the go-to person for the children, helping them manage their parents' health in a stress-free manner.

Speaking about this, Meena Ganesh, MD and CEO, Portea Medical, said, "In the last 5 years, we've served more than 100,000 elderly patients, and the one common thread in all the cases is that the families feel that if someone had medically monitored their elders better, they would have lead a more independent and healthy lives. People need a partner in effective care of their elders' health. This is the need that Portea Health Prime will address by assigning a health manager to each member, who will then work with Patient's family and their consulting doctors. We'll also tie-up with NGOs and event agencies, to create workshops and events for the enrolled members, to enable growing elder communities in the key cities."

Portea has currently introduced these services in Delhi NCR, Mumbai, Pune, Bengaluru, and Chennai. The new offering is developed by Portea's Doctors, geriatric consultants, and follows international protocols designed for geriatric care. Digitalized health records; integrated reports and sophisticated monitoring systems will use technology to medically superior patient experience.