

## Portea Medical launches healthcare service for elderly

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### A customized healthcare plan and dedicated doctor for elderly users for complete peace of mind



Portea has launched an exclusive healthcare service for people above 65 years of age. The service line called Portea Health Prime is designed to address the comprehensive health monitoring needs of elders. Through this membership-based service, elders will get an assigned doctor for their health screening, and a personal health manager for addressing all their healthcare needs and appointments. It also includes personalized wellness plans such as lab tests, physiotherapy, dental checkups, specialist consultations, diabetes care, etc.

Coimbatore is a favorite city for retirees, due to its weather and infrastructure. However, the health care ecosystem in the city is not completely evolved to support home healthcare needs for seniors who might not want to visit a hospital for every need. Portea Health Prime is thus designed to address basic but essential requirements such as doctor supervision and assistance in getting various health care services. The membership includes a dedicated health manager for every individual and regular home visit by doctors and will prove to be a complete solution for elders.

The offerings have been further tailor-made for Coimbatore residents through a partnership with Dr Rahul Padmanabhan. He is a clinical gerontologist and wellness consultant and holds a Masters' degree in Applied Gerontology and Wellness Management from Ball State University, USA. Dr Padmanabhan has been working for eldercare in Coimbatore since more than a decade.

Speaking about this, Vaibhav Tewari, COO, Portea Medical, said, "Portea is setting new benchmarks in India's healthcare ecosystem by providing hospital-quality care at the patients' homes. Through Portea Health Prime, we aim to extend the same high-quality care to senior citizens who can benefit greatly with a customized care plan developed in consultation with their treating doctor. This service has already been launched in NCR and Bangalore and we're getting great reviews from those who have availed it for their parents. We expect to serve the large elder community of Coimbatore city through this advanced comprehensive product offering."

Dr Rahul Padmanabhan, commented on the association "When it comes to elders, preventive and primary care is the most cost-effective way to keep them healthy. Over the years, I have treated thousands of patients both at my clinic and at their homes. I feel that Portea Health Prime is the right offering to keep elders healthy and ensure the well-being of the

recuperating elders. With the right partners in place now, I am confident of raising the bar in elder healthcare not only in Coimbatore but also the entire state of Tamil Nadu.”

The new offering is developed by Portea’s doctors, geriatric consultants, and follows international protocols designed for geriatric care. Digitized health records; integrated reports and sophisticated monitoring systems will use technology to offer a medically superior patient experience.