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Prudential, MyDoc launches online healthcare services in Asia

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Healthcare on the go with Pulse by Prudential



Prudential Corporation Asia ("Prudential") has announced it will partner with telemedicine provider MyDoc to offer consumers access to value-added health services on their mobile phones, including doctor consultations, electronic prescriptions and electronic medical certificates.

Prudential is a leading life insurer and asset manager in Asia with over 15 million customers and £151 billion in assets under management. Singapore-based MyDoc, founded in 2012, is a leading digital healthcare provider in Asia.

MyDoc's services will be integrated into Pulse by Prudential, the first app of its kind in the region offering holistic health management to users. Pulse features self-help health and wellness tools, a symptom checker powered by Artificial Intelligence, and other value-added services. The Pulse app will launch in 11 markets across Asia, and can be downloaded for free.

MyDoc offers patients a video consultation with a doctor through Pulse, as well as the option to book a face-to-face appointment. Electronic prescriptions, medicine delivery, electronic medical certificates and online records will be offered in selected markets as an additional service.

MyDoc's panel of doctors and pharmacy partners are all selected using stringent standards. The consulting doctors are required to have at least three years of private practice experience, additional clinical and product training, and must pass test consultations prior to certification.

Mr Nic Nicandrou, Chief Executive of Prudential Corporation Asia, said, "Prudential's partnership with MyDoc is in line with our commitment to make healthcare affordable and accessible to all. MyDoc's telemedicine services will be part of the full cycle of healthcare and wellness services on Pulse, from wellness tracking and symptom checking to online consultations and disease prevention.

"By combining revolutionary health technology and the convenience of telemedicine, MyDoc and Prudential are helping to empower consumers to take control of their health, anytime, anywhere. Prudential will continue to bring the best health and wellness services to Pulse, in tandem with our local and regional partners."

Dr Snehal Patel, CEO and co-Founder of MyDoc, said, "We are honoured and excited to be providing pioneering support to Prudential. As the leader in digital health innovations with over seven years of experience across Southeast Asia, MyDoc is uniquely positioned to deliver this important regional multi-year initiative to Prudential.

"As part of this groundbreaking project, MyDoc will help drive improved quality and better value healthcare across the region. We look forward to working with Prudential to improve the lives of their customers and over 600 million people in Southeast

Asia."

Access to physicians remains a challenge for many communities across Asia. According to World Health Organisation data, Southeast Asia has fewer physicians on average, at 6 for every 10,000 people, compared to developed economies such as Germany, which has 37.

With more than 2.8 billion people or 67% of Asia's population owning mobile phones, there is an opportunity for communities to take control of their own lives and their own health through digital healthcare. Using the digital services provided by Pulse and MyDoc, medical care, health monitoring and health management will be at peoples' fingertips.

Market-specific details and launch dates for Pulse and MyDoc's telemedicine services will be announced in due course.