

## Apollo Hospitals Group brings comprehensive health management program

18 September 2019 | News | By Manbeena Chawla

### Apollo ProHealth has been launched in Chennai and Hyderabad



Apollo Hospitals Group, India's first multi-speciality chain of hospitals, has launched Apollo ProHealth Program – the most powerful, proactive Health Management program. **Apollo ProHealth** will be a first of its kind, comprehensive health program, powered by pHRA (personalised Health Risk Assessment), enabled by Artificial Intelligence.

This program is specially curated and conceptualised by Apollo's experts and innovators in preventive healthcare, basis the experience & learning of over 20 million health checks conducted by Apollo. **ProHealth** empowers individuals & businesses with actionable health analytics, to know & eradicate health risks, and, lead healthier & happier lives. The program brings technology & human elements together by providing a personal Health Mentor to guide each individual to stay focussed on health track and gain better health & lasting happiness.

Speaking on the occasion, **Dr. Prathap C Reddy, Chairman, Apollo Hospitals Group** said, "We all are focussed on cure not care. I want people to focus on the CARE in HealthCare. Treating diseases is not the only way to health. If we Care for our health we will not need to cure anything ever. World is facing tsunami of NCDs (Non-communicable diseases), that is threatening even our young generations. An economy like ours, which is both ambitious and aggressive, needs healthy citizens to realise its true potential. This is not possible with the growing menace of lifestyle diseases or NCDs. Cancer, Diabetes, Strokes, Obesity, Smoking are increasingly impact our capability, which in turn impacts our productivity & economic growth. Apollo ProHealth is an innovative giant step towards changing the way we treat our health. A true healer heals before there is need to heal."

Apollo Hospitals Group had introduced to the country its first 'Personalized Preventive Health Check' over four decades ago, and now we are introducing the world's most powerful preventive health management program to redefine newer dimensions of healthcare today. About 80% of NCDs mortality is preventable, and, Apollo ProHealth program will help prevent these preventable deaths." he added.

Preetha Reddy, Vice Chairperson, Apollo Hospitals Group said, "Non-communicable diseases pose the greatest healthcare

challenge. The WHO has emphasized that chronic lifestyle ailments are best managed via preventive measures. Preventive healthcare in the form of personalised and health management programs can play a vital role in detecting diseases in their early stages. Apollo ProHealth is designed on the three principles of Predict, Prevent and Overcome to ensure tangible, measurable changes in the lives of people. The use of AI to assess risk is backed by learning gained from over 20 million health checks and the program will transform the concept of preventive healthcare in the country. With the AI enabled personalised Health Risk Assessment (pHRA), Health Mentor and appropriate clinical and life style interventions every individual is guided at every step on to the pathway towards healthy living.”

Upasana Kemineni Konidela, Vice Chairperson, Apollo Foundation, Apollo Hospitals Enterprise Limited, said on the occasion, “Work life dynamics are fast changing around us. Challenges of the lifestyle diseases or NCDs (Non- Communicable Diseases) is on an up rise. Our workforce is fast succumbing to tsunami of NCDs, suffering from preventable deaths and disability due to Stroke, Diabetes, Cancer, Obesity, sleep deprivation, Cardiac ailments etc. The situation is critical and alarming given more people at increasingly younger ages falling prey to them. It is imperative to bring Health into the main stream of business planning by corporate organisations. Preventing workforce from the ill effects of tsunami of NCDs using predictive tools to mitigate issues at an early stage is essential given that this tsunami can strike anyone anytime. In today's complex and fast-changing health care environment, visionary employers must taking lead in providing innovative approaches for employee health and well-being while realizing real results. I'm certain that a small shift from curative to preventive health-watch with a mid to long term view will better the health index of employees”.

Dr. Prathap C Reddy added, “Life is Priceless! The notional value of a human body as indicated by scientists is in excess of 6 trillion dollars! This is what it would cost if we had the ability to make a human being. It is our responsibility to protect that which is truly priceless – our body and health! Let's together declare war on NCDs and ensure good health and happiness for all!”

Apollo ProHealth has been launched in Chennai and Hyderabad and plans are in place to cover all the metro cities by subsequently. Apollo ProHealth will be launched and available across the Apollo ecosystem by the end of the year.