

Blue Cross highlights need for affordable medicines during COVID-19

07 September 2020 | News

Blue Cross people with certain health conditions can now get their medication at almost 60% less cost



C Com Digital, a Mumbai based integrated digital agency supporting Blue Cross Laboratories Pvt. Ltd., recently came up with a hard-hitting campaign highlighting how people were not consuming their medicines during Covid-19 for various reasons. The pandemic has impacted jobs and salaries due to which people with health complications like diabetes and heart disease are avoiding buying their medicines, which are often expensive. The idea was to raise awareness among doctors and explore alternatives.

The campaign undertaken by Blue Cross is the outcome of feedback received from the market by various medical representatives. The video shows how a father is ready to forego his important diabetes & heart medicines for his son who is working from home on a lesser pay due to Covid-19. Through this, the video brings home the fact that no matter what, medications are essential and something needs to be done about the issue.

Blue Cross has also reached out to doctors and through their efforts encouraged them to think about exploring alternatives to resolve the issue. Through them and medical representatives, word gradually spread about the availability of cheaper medicines from Blue Cross – at almost 60% lesser cost.

The campaign was a genuine effort to empower people in these tough times. The noble initiative has also been lauded by many people for bringing out the messaging in a subtle yet impactful manner.