

## HDFC, Apollo Hospitals collaborate for quality healthcare

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### Anytime doctor on call service on Apollo 24|7 platforms for HDFC customers



In a first-of-its-kind initiative India, HDFC Bank and Apollo Hospitals have joined hands to launch 'The HealthyLife Programme', a holistic healthcare solution that makes healthy life accessible and affordable on Apollo's digital platform, Apollo 24|7.

The programme is created exclusively for HDFC customers who will get round the clock access to emergency Apollo Doctor at No Cost on Apollo 24|7 along with a plethora of benefits such as choice of payment options and ease of finance for treatments at Apollo Hospitals.

The initiative was launched digitally by Aditya Puri, Managing Director, HDFC Bank and Shobana Kamineni, Executive Vice-Chairperson, Apollo Hospitals in the presence of Prathap C Reddy, Founder Chairman, Apollo Hospitals and Sashidhar Jagdishan, the MD Designate of HDFC Bank.

The two biggest challenges in a medical emergency are access to quality healthcare and easy finance at scale. The coming together of these two leading players aims to address precisely this through the combined reach of the two organizations.

About 40 per cent of India is only about 30 minutes away from an Apollo pharmacy while 95 per cent of the districts in the country are served by an HDFC Bank branch. The two organizations have the potential to initially serve 65 million existing HDFC customer along with the new ones who will be onboarded along the journey of this partnership.