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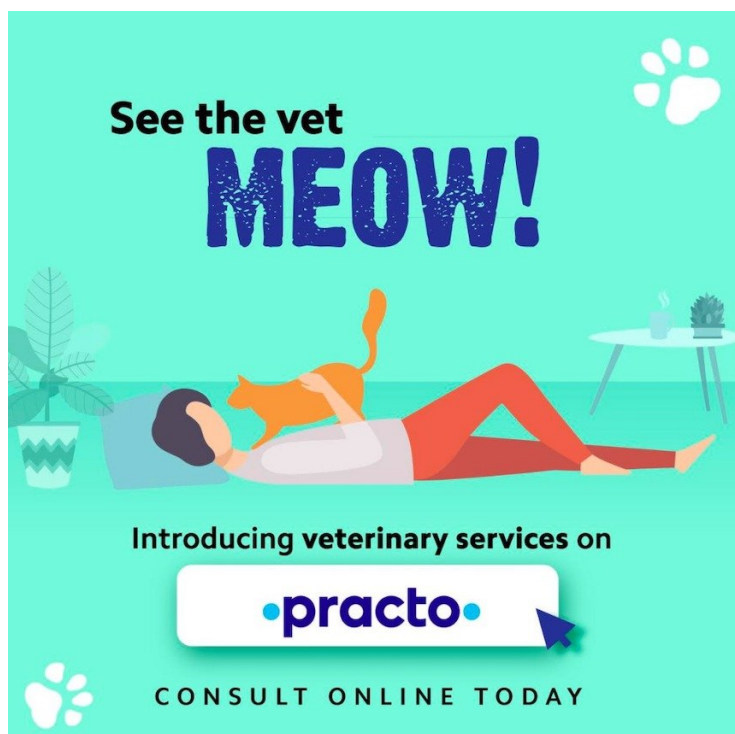
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Practo launches veterinary telemedicine service

24 March 2021 | News

Launched as a pilot project last month, Practo recorded nearlyÂ two lakh search queries from pet parents



Practo has launched veterinary telemedicine service on its platform. Teaming with licensed veterinarians across the country, the company will be offering 24*7 online consultation services for pets.

Launched as a pilot project last month, Practo recorded nearly two lakh search queries from pet parents. Buoyed by the positive response, the speciality was launched officially as a part of the company's telemedicine services. Most of the veterinary queries revolved around diet management for pets, medication for fleas and ticks, food allergies among pets, and behavioural problems among pets. Queries came in from more than 40 cities with Bengaluru, Hyderabad, Delhi NCR, and Mumbai topping the list.

Commenting on the new initiative, Siddhartha Nihalani, VP - Product, Practo, said, "Our foray into virtual veterinary care aligns with our larger vision of improving access to quality healthcare. With many people taking care of pets for the first time during the Coronavirus-induced lockdown, and several others anxious about visiting a clinic amid this pandemic, we want to enable them with a convenient yet reliable solution."

Dr Daisy Rani, a veterinarian from Chennai with 25 years of experience, said, "I am glad that a company like Practo is going the extra mile for the well-being of pets by adding veterinary services as a part of its telemedicine platform."

With Practo's veterinary telemedicine service, pet parents can connect with a verified veterinarian via audio or video call or even text messages - anytime, anywhere - in just 60 seconds. Not only is this convenient, but also crucial to get timely advice on common but potentially harmful ailments. The service will be available both on Practo's app as well as the website.