

Indian Health Organisation by Aetna International aims INR 300cr revenue from vHealth launch in India

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India selected as the first market for Global launch of Digital Primary Healthcare service 'vHealth by Aetna'



Aetna International, one of the world's largest health benefits businesses, has announced the first phase of the global launch of 'vHealth by Aetna'.

India is the first market in the world to see the launch of 'vHealth by Aetna' and is set to become the centre of excellence for global expansion of this service, with subsequent launches planned in other key global markets later this year. The Indian Health Organisation, Aetna International's fully owned subsidiary in India, plans to have 4 million members in India by 2020, with revenue of INR 300 cr.

'vHealth by Aetna' is set to transform health care across the world. The service is set to give patients a very different experience when they see a doctor, designed so that doctors have extended time with patients, to listen to their concerns, and treat them with courtesy and professionalism. Consultations are delivered virtually, through a new mobile app, where they can communicate with in-house primary doctors by video call, or by telephone call.

The doctors can prescribe, refer to specialists, and advise on medical concerns. Not only does this innovative service provide comprehensive, accessible primary health care, it also paves the way for a fully connected care package, reducing the need for hospital visits, and allowing members to manage their own health and keep all their health care records in one place.

As well as the clear benefit of fast access to a doctor from any convenient location, 'vHealth by Aetna' is also very cost effective, reducing the need for a physical consultation by an average of 47%. Patients can rate their doctors immediately, and each doctor is carefully audited to ensure only the highest care, whilst maintaining complete confidentiality.

In India, 'vHealth by Aetna' will be available at an annual subscription cost of Rs. 2400 for a family of four. This will entitle members to unlimited primary care consultations, to include the management of chronic conditions, treatment of minor illnesses, advice on alternate treatment options, interpretation of diagnostic reports and guidance to stay healthy. Diagnostic tests can be arranged at the member's home and medication can be delivered to their door. Doctors will also refer members to appropriate medical specialists at our partner centres at discounted prices where appropriate.

Dr Sneh Khemka, President of Population Health, Aetna International said, "At Aetna International, we believe that new innovations and technology will fundamentally change the way health care is managed and delivered. India has a reputation for rapid acceptance of technology, including smartphones, making it a perfect market for the launch of such an innovative tool, which we believe will revolutionize the primary care system. The combination of our 'vHealth by Aetna' centre, our clinical expertise and our extensive network of medical partners, allows us to provide a uniquely integrated healthcare journey, which we believe will be of enormous benefit to our members. We are very excited for India to be leading the way with this first launch of 'vHealth by Aetna'."

Manasije Mishra, Managing Director, Indian Health Organisation & Aetna India said, "Health care can appear complex and hard to navigate. 'vHealth by Aetna' can be a guide and partner in managing your family's health." He continues, "Our doctors are trained and certified as per Swiss tele-medicine standards, and follow robust clinical protocols built by Medgate A.G., a Swiss market leader in tele-medicine for over 15 years. These protocols, customised for India, enable our doctors to provide evidence based diagnosis and care. We believe that the resulting clinical quality, together with the breadth and convenience of this service will be unparalleled in the Indian health care market."