

Aetna International launches 'vHealth by Aetna' an answer to all medical needs

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'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.



In a mega event at Le Meridien, New Delhi, Aetna International unleashed 'vHealth by Aetna', an app that provides a perfect remedy to all medical needs of the people. India became the launchpad for the 'vHealth by Aetna' and is also 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 (IHO), 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.

In order to subscribe for the service, a subscriber needs to purchase an annual subscription of Rs 2400 either by calling or logging on to IHO's website. This subscription is valid for a family of four and if a person wants to include extra individuals then he can by paying extra charges.

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 further added, "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."