

Home > ICT Enterprises > Connecting patients, physicians and payers

Pitch Perfect: Accelerator programme hothouses international entrepreneurs

July 17, 2014

Read your customers' minds - with the help of Big Data and Analytics

July 17, 2014

Staying ahead of the bad

 Previous article

Next article 

ICT Enterprises

Connecting patients, physicians and payers

July 3, 2014



MyFitnessWallet enables Indian expatriates to ensure that loved ones back home receive the medical care that they need.

For Indian expatriates, making sure that their loved ones back home receive the medical care that they

Get Newsletter

Sign up for updates on the news, events and developments that are making an impact in Singapore infocomm industry.

Do you telecommute for work at least once a month?

- Yes
- No, and I prefer not to
- No, but I would love to

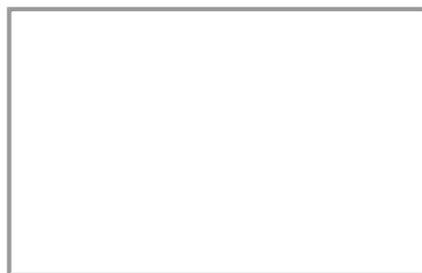
Vote

[View Results](#)

 Twitter

Tweets by [@twitterapi](#)

Featured Video



When Mobile, Big Data and Cloud converge
17 Jun 2014

[View more >](#)

For Indian expatriates, making sure that their loved ones back home receive the medical care that they need has been made more convenient with the launch of OurHealthMate, an innovative product by a tech start-up MyFitnessWallet.

“Distance may keep you from your loved ones but distance shouldn’t keep your loved ones from the doctor,” said Ms Kanu Asthana, Sales and Marketing Manager of MyFitnessWallet. “Our portal connects three parties: patients, physicians and payers. It lets payers find, book and pay physicians on behalf of their loved ones – the patients. Payers get visibility into the feedback from the physicians in a simple and secure way.”

MyFitnessWallet was founded by Mr Abhinav Krishna and Dr Akash Kumar in 2013. Being Indian expatriates themselves, with both of them having been away from home for more than 15 years, they found that there was no reliable way to ensure that family members were receiving the healthcare that they needed, and there was no system in place to channel information back from the doctor to the family after the appointment. To address this, they set up MyFitnessWallet, which focuses on developing health and fitness-related applications incorporating ecommerce and cloud-based data storage.

In February 2013, the start-up received a boost when it participated in an accelerator programme run by Joyful Frog Digital Incubator (JFDI).

“Our focus was to move from idea to solving a customer problem,” said Mr Krishna (pictured above). Through the process of meeting people, talking to them and understanding their needs, the company was able to define its core product and focus its development effort on it. In May, it launched its first offering, OurHealthMate, with 50 clinics on board.

OurHealthMate geographically locates the medical centre which is nearest to the person in need of care and books an appointment. It also provides digital record management which helps the hospitals to manage their schedules and data.

Today, the company says its footprint has expanded to include over 5,500 doctors and 800 medical centres from more than 100 cities across India as of end May 2014.

The market opportunity is significant. India has a significant number of its citizens employed abroad and, according to Reserve Bank of India, some 22 million non-resident Indians remit US\$65 billion home each year. Of this about US\$10 billion goes towards family healthcare, and the numbers continue to climb, said Ms Asthana.

Singapore lays groundwork to be world's first smart nation

June 18, 2014

Singapore lays foundation for smart nation

June 19, 2014

Healthcare analytics in action

While there are other players in the online health space in India which are focused on intra-national health financing, MyFitnessWallet provides the unique value proposition of allowing expatriates to receive feedback about their loved ones' medical condition directly from the doctor.

From its base in Singapore, the company also hopes to expand its geographical reach in the region. "Currently our main focus is in India but since we are based in Singapore, we are centrally located to replicate in the near future, this business initiative to service the Philippines and Indonesia markets as well," said Ms Asthana.

Related topics: [accelerator](#), [startp-up](#)

Related stories:

- > [Pitch Perfect: Accelerator programme hothouses international entrepreneurs](#)
- > [Singapore start-up ecosystem needs accelerator support](#)
- > [Micro storage with door-step delivery](#)
- > [Training on-the-go just got easier](#)

[<](#) Previous article

Next article [>](#)



0



Tweet

0



0



Share

0 Comments [iN.SG](#)

Sort by Newest ▾



Start the discussion...

Be the first to comment.

 [Subscribe](#)

 [Add Disqus to your site](#)

© 2013 Info-communications Development Authority of Singapore. All Rights Reserved.
[About us](#) | [Terms & Conditions](#) | [Privacy Statement](#)