

## **Press Release**

### **COLUMBIA ASIA REFERRAL HOSPITAL - YESHWANTHPUR TIES UP WITH PURPLETEAL TO EXTEND VALUE ADD SERVICE**

**Bangalore, August 3 2009:** Columbia Asia Referral Hospital - Yeshwanthpur is teaming up with mobile content provider PurpleTeal Technologies India to provide patients with a new value added service that enable them to update their medical activities via mobile phones.

Under the proposed service, patients will receive updates, via text messages, reminding them on their healthcare management schedule such as doctor's appointments, upcoming wellness/rehab activities, going for tests, taking their medication as well as going for treatments.

PurpleTeal will be in charge of sending the alerts, via SMS, to the patients who subscribe to this service. For those who wish to unsubscribe to this service, which is free of charge, they can easily do so, at any time, by informing the customer care desk at our hospital in Yeshwanthpur.

Columbia Asia Hospitals Pvt Ltd chairman and group medical director Dr. Nandakumar Jairam said, "The collaboration with PurpleTeal is in sync with the group's vision - to provide affordable, effective and quality healthcare services to our customers. This customer-focused initiative will further boost efforts in managing patients' health conditions - even after they leave our hospital."

He said the group will extend this service to other Columbia Asia hospitals in India soon.

PurpleTeal Technologies India is a wholly-owned subsidiary of US-based Purple Teal. To date, the service has been subscribed by a number of hospitals, financial institutions and other sectors in the U.S.

#### **About Columbia Asia Referral Hospital - Yeshwanthpur**

Columbia Asia Referral Hospital – Yeshwanthpur, which opened in May 2008, is located at Gateway Center in Yeshwanthpur, a district in Northwest Bangalore. This 150-bed hospital provides comprehensive tertiary level healthcare services for cardiac disease, orthopedics, neurosciences, renal and genitor-urinary diseases and gastrointestinal diseases. In addition to

these specialties, the hospital also provides secondary level healthcare services in almost all clinical disciplines.

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