

Healthy concept from UI Insurance

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CHENNAI: United India Insurance Company (UICC) on Thursday entered into a partnership with PurpleTeal to deliver an automated and personalised cell phone-based service to help its policy holders know their health condition on a day-to-day basis under the 'Hello Healthy' concept.

The service would make policyholders to go in for preventive screening tests for conditions like cholesterol, high BP, diabetes, breast cancer and other major ailments for which they might be at risk based on their age and gender.

The service would also help those with diagnosed conditions to better manage their health conditions by following the advice of doctors for medications, self-testing and follow-up appointments.

Launching the service, G Srinivasan, Chairman and Managing Director, United India Insurance Company, said that his company wanted to make the policyholders stay healthy with timely SMS messages on their need to keep their body fit and proper.

"The insurance company has completed a gross direct premium of Rs 4,277.77 crore in the year 2008-09, recording a growth rate of 14.39 per cent. With the business accretion of Rs 538.21 crore, it posted a profit of Rs 476.05 crore," he added.

With the data in the system, PurpleTree would automatically profile the policyholders and generate personalised health messages and reminders through SMS on cell phones, e-mail, Internet and other channels.

Srinivasan also said that the life-style diseases like obesity, diabetes, hypertension and cardiac problems had affected the people in large numbers and by 2020, India would become the world capital for hypertension.

Narayanan Ram, CEO, PurpleTeal, made a power point presentation on the benefits of 'Hello Healthy' concept introduced by the United India Insurance for its policyholders.