

Novel health SMS service

Sangeetha Mobiles, a large telecom retailer, has partnered with PurpleTeal, a leading mobile value added services provider to offer health-oriented services for its customers.

Sangeetha Mobiles believes in the power of the mobile to hand-hold people and help them participate more regularly in wellness and preventive health activities, follow their doctor's instructions and enjoy better overall health.

In keeping with this belief, Sangeetha Mobiles will include PurpleTeal's LiveWell service as part of every handset sold for an introductory period.

LiveWell uses mobile phones to deliver personalised health



messages and reminders to take timely and regular health actions on a day to day basis.

The service will prompt Sangeetha Mobiles customers to go for preventive screening tests for conditions (e.g. cholesterol, high BP, diabetes, breast cancer) for which they may be at risk. The service will also help those with diagnosed conditions to more consistently follow doctor's orders for medications.



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