

Telehealth company launches Singapore's first online lactation consultation service

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Nursing mothers in Singapore can now video call Lactation Consultants on demand through their phone to get guidance and advice, wherever they are.



Singapore – Doctor Anywhere, a Singapore-based telehealth company that connects care-seekers with healthcare professionals, announced the launch of the first online Lactation Consultation (LC) service in Singapore. This service was developed to support breastfeeding mothers in the critical stage of their new-born's development, following the online

General Practitioner (GP) Consultation module launched in October 2017.

“Breastfeeding provides the greatest nourishment to boost your baby's health, but we know how stressful it can be when the little one is not feeding well,” said Ms. Athena Lee, Chief Executive Officer (CEO) of Doctor Anywhere. “Each year, the Breastfeeding Mothers' Support Group receives more than 2,000 calls and 800 e-mails from worried mothers looking for breastfeeding support. We developed this video service to provide them with a quick and convenient way to get help and advice, or for follow-ups after a house visit.”

Mothers seeking breastfeeding and nursing advice can now video call a Lactation Consultant instantly through Doctor Anywhere's mobile app, whenever they need. At a flat fee of SGD \$10 for a 10-minute consultation, the new LC service aims to complement the current care system through the following:

- Improve accessibility by providing an online consultation option for breastfeeding mothers
- Save time by slashing the need for travel, appointment booking and waiting
- Support integrated care through in-app assessment, treatment and referral tools

Apart from the new LC service, Doctor Anywhere also offers online GP consultations with Singapore-registered doctors through video call on the mobile app, with online payment and medication delivery. This supports doctors in their care for patients and provides care-seekers with an additional option to engage with doctors. The GP service can be used for medical advice, prescription refills or follow-up consultations. The company plans to expand into other health and wellness sectors within the year.