

BookDoc collaborates with Chow Tai Fook

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BookDoc
Connect & Unite

Chow Tai Fook is collaborating with BookDoc, the largest integrated healthcare app in Southeast Asia by healthcare network in giving more rewards to BookDoc users for maintaining an active healthy lifestyle.

Users can now enjoy discounts and redeem freebies when they purchase jewellery from Chow Tai Fook by just staying active. For Hong Kong, user can purchase via online store ; For Singapore and Malaysia, user can purchase in any Chow Tai Fook store in respective country.

We are honored and humbled to be given this opportunity to work with Chow Tai Fook."

"When the application first started, it helps users to locate and arrange their medical appointments, but I believe prevention is better than cure, so that is why BookDoc Activ feature was launched. Now we have operational presence in five countries and collaboration with reward partners in twelve countries. The objective of this application is to motivate users to start living a healthier lifestyle," added Beh.

"BookDoc, ACTIV feature does so through positive reinforcement, and with a zero cost of entry. We hope to begin a social fitness movement to encourage user to live a healthier lifestyle," said BookDoc Founder and CEO Dato' Chevy Beh.

The ACTIV feature rewards its users according to their average daily steps, which are tiered at bronze, silver, gold and platinum. Being able to sync with other health applications such as Apple Health, Samsung Health, Google Fit, Fitbit and Garmin, which enable users to efficiently keep track of their daily exercise and get rewarded for it.

By maintaining a high level of activity, users would also get discounts or freebies from major retailers and service providers, may it be at their home country or cross-country redemption on a monthly basis.

BookDoc app is downloadable for free on the App Store or Google Play Store. BookDoc Currently have ongoing partnerships with over 70 major merchants among them Zalora, Fave (formerly known as Groupon), ShopBack, MCL Cinema Chain in Hong Kong, V Hotel in Singapore, Ajisen Ramen in Hong Kong, OldTown White Coffee, Secret Recipe just to name a few and users on monthly basis get to redeem reward if they achieve an average-daily-step threshold.