BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

Personalised digital wellness services across Asia by Prudential and Tictrac

June 4, 2019 | News

Prudential offers 24/7 health and wellness app engagement on Pulse digital health platform to Asian consumers for holistic health management with self-help tools and real-time information



Hong Kong headquartered Prudential Corporation Asia, on 31 May 2019, announced the establishment of its strategic partnership with UK-based health technology and services company Tictrac to provide personalised wellness services to consumers in Asia, engaging them on their lifestyle goals and helping them lead healthier longer lives. The collaboration reinforces Prudential's broader commitment to making healthcare affordable and accessible across the region by leveraging digital health technologies and best-in-class partnerships.

Prudential is a leading Asian life insurer and asset manager with over 15 million customers and £151 billion in assets under management in the region. Tictrac, which serves clients and their users across the US, Europe, Latin America and Asia, offers a digital platform that helps users manage their wellness round the clock. Users can set and achieve health goals, track physical and nutrition activities, receive feedback, coaching and guidance on their health and fitness, as well as access useful content and insights.

Tictrac will be one of Prudential's partners in Pulse by Prudential, a digital health app that is the first of its kind to offer holistic health management to Asian consumers. Using Artificial Intelligence-powered self-help tools and real-time information, the app serves as a 24/7 health and wellness partner to users, helping them prevent, postpone, and protect against the onset of diseases. Tictrac's services will be available in select Asian markets, empowering consumers to take control of their health and wellbeing anytime, anywhere.

Mr Nic Nicandrou, Chief Executive of Prudential Corporation Asia, said, "For over 95 years, Prudential has been committed to helping Asians lead healthier, wealthier and more fulfilling lives. Tictrac adds to a growing suite of services on Prudential's Pulse platform, which aims to provide affordable digital health and wellness services to consumers across the region.

"Today, over 90% of the drivers of healthcare consumption in the region are linked to genetic, lifestyle and environment-related factors. We are expanding our health and wellness platform to preserve the health of consumers, in addition to protecting and enhancing their financial security," Mr Nicandrou added.

Mr Martin Blinder, Chief Executive of Tictrac, said, "Prudential is one of Asia's leading insurance providers, and we are delighted to have been selected as a key partner in further strengthening Prudential's digital health ecosystem. We look forward to working with one of the most innovative and progressive leadership teams in insurance and to expand our proposition in Asia."

Recently previewed in Malaysia, Pulse by Prudential will soon be available across the region, supported by a growing suite of regional and local service providers such as Babylon Health (symptom checker and health assessment), DoctorOnCall (online consultation in Malaysia), AIME (dengue tracker in Malaysia) and Boost (e-wallet in Malaysia).

Market-specific details and launch dates for Tictrac's digital wellness engagement services will be announced in due course.