

Doctor Anywhere launches online mental health consultation service in Singapore

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Collaboration with Singapore based agency GERMS on creative campaign to change public perception towards seeking professional help for mental wellness



Doctor Anywhere, a tech-enabled omni-channel healthcare provider with operations in Southeast Asia, launched an online mental health video consultation service.

This is in addition to a suite of other tele-health services including GP consultation, lactation consultancy, and an in-app Marketplace with a range of wellness products and services, including booking appointments for home-based healthcare services.

This new service allows users to choose from a panel of registered psychologists and counsellors and book therapy sessions over video consultation on the Doctor Anywhere app. The 60-minute sessions can be conducted in the privacy of the user's own home via calls that are end-to-end encrypted, and patient records are kept confidential.

The fees for using this service are, on average, 50 percent lower compared to face-to-face therapy sessions. Users from anywhere in the world are able to use this service to seek support from experienced mental health practitioners.

Lim Wai Mun, founder and CEO of Doctor Anywhere, Singapore said: "The unique challenges created by the pandemic have brought about an unprecedented level of stress, anxiety and other symptoms of poor mental health to the world. Since the pandemic started, we've observed more users consulting our doctors for stress-related issues such as insomnia. Access to support for mental wellbeing is more critical now than ever before.

Collaboration with award-winning creative agency GERMS to develop communication campaign

The objective of the campaign is to highlight the importance of addressing issues that people may experience in varying degrees in their daily life, such as stress, procrastination, lack of motivation or self-doubt. Our collaboration aims to provide information in bite-sized pieces to engage the audience in an interactive and accessible way.

Titled #NotAnExpert, the campaign uses relatable scenarios with a touch of local humour to highlight the importance of

receiving mental well-being advice from credible sources while working against the stigma of speaking to a professional.