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HiDoc launches app for women's health and wellness

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Nectar's Ask The Expert function allows users to receive answers to health and wellness related queries, health and wellness content, and personalized women's health plans

Singapore's HiDoc Pte Ltd ("HiDoc"), a healthcare technology start-up providing web-based and mobile app solutions for women and families, has announced the launch of Nectar, a community platform dedicated to women's health and wellness.

Since 2019, NTUC in collaboration with the Smart Nation and Digital Government Office under the Prime Minister's Office has organised the Smart Nation & U Festival which seeks to educate and engage the wider community on the benefits of digital technologies in their everyday lives.

Nectar was born out of the COVID-19 pandemic when HiDoc Co-Founders Dr Christina Low and Ms Carolyn Goh noticed a rising trend on the HiDoc platform.

At its core, Nectar was created to inspire women of all ages to achieve optimal health through self and preventive care while aiming to catalyze the formation of a community focused on supporting women's health in wellness across the Asia-Pacific region.

Backed by an ecosystem of healthcare partners, Nectar is a web-based application that boasts prominent features such as its Ask the Expert function which allows users to receive answers to health and wellness related queries.

In addition, Nectar users have access to a vast amount of health and wellness content curated specifically to their profile. Weekly articles on key healthcare topics are written specifically for each member, allowing Nectar users to stay on top of their healthcare needs.

Within Nectar, users are also able to gain exclusive access to health webinars to keep them informed of prevailing health issues for women. Finally, Nectar members are able to access personalised health and wellness plans designed specifically for each member. Following an initial soft launch in January, the app has already accumulated 3,000 registered users.

Commenting on today's official launch of Nectar, Dr Christina Low, CEO and Co-Founder of HiDoc said, "We want to empower women with the right knowledge to achieve optimal health through self and preventive care. Nectar aims to catalyse the formation of a community-backed by experts focused on supporting women in their health and wellness journey. It is a place for ladies to comfortably share their experiences and walk their life journey together".