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Malaysia takes digital healthcare to next level

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Great Eastern, Columbia Asia, Thomson Hospital Kota Damansara Ink MOA with DoctorOnCall



DoctorOnCall, Malaysia's first and largest digital health platform has announced partnerships with insurance companies and health industry stalwarts in ensuring that Malaysians are given digital access to healthcare amidst the rising COVID-19 cases in Malaysia.

Great Eastern Life Malaysia and Great Eastern Takaful Berhad are the first insurer and takaful operator respectively, in Malaysia to partner with DoctorOnCall to include telemedicine as an optional benefit in their medical suite of products. With this partnership, their customers will not only be able to seek medical advice with a general practitioner, but also purchase medication through prescription online with free delivery. Customers are able to book an appointment with a specialist for online or in-clinic consultation, and also book a slot for home screening such as COVID-19 test and health screening, among others.

Dato Koh Yaw Hui, CEO of Great Eastern Life Assurance (Malaysia) Berhad said, "We are delighted to announce our very timely strategic partnership with DoctorOnCall, allowing us to provide our customers access to healthcare in a safe and convenient manner. We constantly strive to go the extra mile to help support our customers during times when healthcare is of utmost importance to them. Additionally, our customers can also look forward to exclusive offers on health related items through this partnership."

Digital Health as a business model is shifting the paradigm within the healthcare industry. Medical institutions play a major role in both the social and economic vitality of the community they are in and have an increased role to sustain themselves while giving their patients top notch medical services. For them to continuously stay in touch with the rapid growth of technology, serving patients and answering to their stakeholders, hospitals are jumping on the bandwagon in offering Telehealth in their quest to serve their patients better by ensuring access to medical care at all times. Thomson Hospital Kota Damansara and Columbia Asia have inked a partnership agreement with DoctorOnCall in pursuit of providing immediate access to patients via DoctorOnCall's Digital Health Platform.

DoctorOnCall is currently looking forward to more partnerships in 2021, targeting to garner more market share