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Prudential, Nervotec focus on better health to communities in Asia and Africa

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Video-based technology enables people to measure vital signs and track stress levels on Pulse app



Prudential has partnered with Singapore-based Nervotec, a digital health company, to help people better manage and monitor their health and stress levels on a daily basis.

Users of the Pulse by Prudential app (Pulse) will be able to measure their vital signs, such as heart rate, heart rate variability, respiration rate and oxygen saturation levels simply by scanning their face with a mobile phone. These measurements, which can be obtained instantly, can be used to determine daily stress levels, emotional well-being and general fitness levels.

The new feature, named "My Pulse Daily", will be made available first to consumers in The Philippines and Singapore. Pulse is an AI - powered mobile app designed to bring holistic health and wealth solutions to Prudential's customers and the communities in its markets across Asia and Africa.

When taken together, the measurements of stress level and vital signs can enable users to assess their overall sense of well-being and whether they are fit to work for the day. This is especially relevant in industries where shift work is prevalent, and where roles are physically demanding or customer-facing.

Pulse is part of Prudential's strategy to provide affordable and accessible healthcare and to make financial planning simpler to everyone throughout Asia and Africa. Launched in Malaysia in August 2019, Pulse is now active in 17 markets and 11 languages in Asia and Africa, and has been downloaded more than 32 million times. It features a growing suite of health, wealth and wellness services such as a symptom checker and health assessment, personal wellness services, and video consultations with certified doctors and specialists.