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Policybazaar invests $50 M in healthcare biz

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DocPrime is a monthly subscription service that will provide complete coverage of outpatient department (OPD) expenses.



DocPrime, the latest healthcare venture by Policybazaar and Paisabazaar parent EtechAces Marketing and Consulting (Policybazaar Group), has received an initial internal funding of $50 million from the parent company.

In June 2018, the Policybazaar Group marked its entry into the healthcare business with DocPrime, while announcing a delay in its IPO plans as well. This was also a time when the Policybazaar Group raised more than $200 million funding led by SoftBank Vision Fund and InfoEdge.

DocPrime is a monthly subscription service that will provide complete coverage of outpatient department (OPD) expenses incurred by users, covering all doctor calls, medical checks, and tests, barring surgeries and pharmacy-related expenses.

Its core offerings include free consultation services through chat and phone with in-house doctors and offer discounted doctor and lab appointment bookings to encourage consumers to seek expert medical advice and get the right treatment healthcare in a timely manner. The platform also aims to bring in a unique OPD subscription-based product, which will cover unlimited consultations and diagnostic tests.