

ICICI Bank ties up with HealthAssure

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The programme offers up to 50 per cent discount on healthcare services for customers and their families in India.



ICICI Bank, a leading private sector bank in India, announced an association with 'HealthAssure', a leading primary healthcare aggregator in the country. Under this partnership, account holders of ICICI Bank's NRI Pro & Premia savings account get complimentary access to discounted healthcare services in the country for themselves and their families. The customers will get access to 'Health Pass', a personal concierge facility from HealthAssure that offers a host of exclusive healthcare benefits in India. The list of benefits include discounts of up to 50% on health checkups & consultations with specialists such as pediatricians, ophthalmologists, dentists among others at over 3000 primary health-care centers in over 1000 cities in India. Customers will also be able to avail discounts on home-care services like doctor-on-call, nurses or attendants, physiotherapists, as well as other emergency services.

Additionally, it enables the Bank's customers and their family in India to seek a second opinion from doctors around the world associated with prominent medical institutions like Johns Hopkins Hospital, Harvard Medical School, Mayo Clinic and Cleveland Clinic, among many others. The customers can book these health care services from anywhere in the globe for themselves or consultation for their families in India. They can do so digitally using the Bank's mobile banking application or through HealthAssure's mobile app and website.

Commenting on the launch, Mr. Anup Bagchi, Executive Director, ICICI Bank said, "At ICICI Bank, our focus has always been on enhancing service offerings to our customers. This offer has been designed based on the customer insights derived from serving lakhs of NRI customers across the globe over the years. The experience has given us an insight into the lifestyle and aspirations of NRIs. We understand their requirements, especially when they are away from their home and nothing could be more important than the well-being of their loved ones. We are glad to have associated with HealthAssure to provide this service to our NRI Pro and NRI Premia customers thereby helping in creating a distinctive experience for them."

"We are thrilled to partner with one of India's largest banking organisations and look forward to bringing good health closer to more people with our concerted efforts. Our vision is to build an unparalleled primary care network and make the dream of healthcare for all a reality. Collaborations like these further boost our confidence and reinforce our ability to deliver good healthcare to consumers," Varun Gera, CEO & Founder, HealthAssure.