

Practo introduces STD health package

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Witnesses 37% growth in AIDS-related queries



India has the third-largest HIV epidemic in the world, with 2.1 million people living with HIV. Even today, after all the awareness initiatives, AIDS is considered to be a taboo, and any open discussions are avoided. According to hiv.gov, the symptoms caused by the HIV Virus can be unreliable and minimal during the early stages. The only way of knowing that the person is affected is by getting it tested.

To help people quell their suspicions of a possible infection, Practo, India's leading digital healthcare company has introduced an STD health diagnostic package which includes HIV test Elisa, Anti Hepatitis C Virus (Anti HCV) Total, Herpes Simplex Virus II IgM among the others. This health package, priced at Rs 3499, is available for users across the country from 1st December 2019. Users can now seamlessly book for a home sample collection which will be collected by a certified professional. The results will be accessible on the Practo app apart from being mailed to the users.

To understand the results better, users have the option of consulting a qualified specialty doctor online. Practo insights show that patients with sexual problems have increasingly preferred online consultations as it allows them to talk about their issues without inhibitions whilst maintaining their privacy. Sexual health has emerged as one of the top concerns of teleconsult users in India, registering a growth of 97% since last year.

In the past year, Practo has witnessed 37% growth in the number of people searching for AIDS-related queries. Out of those, 55% of all the queries came from men. Most of the queries were sought by people aged between 25-34. Top cities from where the queries came from are Bangalore, Hyderabad, Chennai, Ahmedabad, Bhopal, Chandigarh and Coimbatore.

These insights signify people's growing awareness regarding HIV, the need for regular tests in case of doubts, and taking timely medical assistance from a qualified specialist. Platforms like Practo empower people with the right tools to be proactive and more in control of their health.