BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Apollo hospitals and Airtel join forces to break Covid-19 chain

14 April 2020 | News

Apollo 24|7 AI based COVID-19 test with Airtel Thanks app, enabling millions of Airtel customers across India to assess their risk profile



As part of its mission to use its networks and digital tech for the good of society, Bharti Airtel (“Airtel”) has announced an innovative collaboration with Apollo 24|7, the digital business unit of The Apollo Hospitals Group to support India’s battle against the COVID-19 pandemic.

The partnership aims to bring together Airtel’s pan-India network reach and Apollo Hospital’s industry leading digital healthcare platform – Apollo 24/7 to raise awareness and break the chain of spread of COVID-19.

Apollo 24|7 has launched a FREE digital self-assessment test on Airtel Thanks app to enable its customers to check their COVID-19 risk profile. The test, which has been developed by Apollo 24/7, uses AI based technologies to allow users to assess their COVID-19 risk profile by answering a few simple questions.

Based on the user responses, the digital tool generates a risk score and suggests next best action including online consults on Apollo 24|7 free, dialling COVID non-prescriptive helpline from the app itself, self-care tips, social distancing guidelines and other important prevention steps as suggested by WHO and MOHFW.

Apollo 24|7 free COVID helpline has over 100 Apollo expert doctors answering questions and clearing doubts of all those who are taking the scan. These initiatives are designed to help millions of Airtel customers alleviate any anxieties or doubts relating to COVID-19 and ensuring that the country, at large, stays safe.

Ms. Shobana Kamineni, Executive Vice Chairperson of The Apollo Hospitals Group said, “Apollo 24|7 truly empowers individuals to protect their health. With the free COVID19 scan AI tool, Airtel customers across India will get validated data and Apollo’s resources to take care of their health, well-being and safety. Our association with Airtel should help us Touch more lives.”

Gopal Vittal, MD & CEO (India and South Asia) Bharti Airtel said: “These are unprecedented times and we are working hard with our partners such as Apollo 24|7 to leverage digital technologies to help the nation. Airtel Thanks platform reaches millions of people in India and we hope this innovative tool can provide a sense of urgency around the need for social distancing to help prevent the spread of the COVID-19. Airtel remains fully committed to serving the nation in this difficult hour and support the efforts of the Government.”

Through a deeper integration, the tool also allows users to also check the COVID-19 risk profile of their region through an India wide COVID-19 heat map grading regions from high to low risk based on aggregated responses from these locations. This enables users to be more aware of the evolution of the situation within the country, and be more adept at maintaining social distancing to break the COVID-19 chain

Patients at risk and falling under the ICMR approved testing parameters will be guided to the authorized testing centers for the COVID-19 test. The scan is not meant to replace a doctor and the interaction is not be taken as expert medical advice. Any information shared is be kept strictly confidential. The quick risk scan can be taken across platforms including mobile smartphones, laptops and desktops.

At a time when patients are facing difficulties in travelling to clinics and hospitals for their regular consultations, Apollo 24/7 allows doctors to conduct tele-consults for the patients so that they need not come to the hospital for follow up care and remain in the safety of their homes. In less than 2 months since national launch, Apollo 24/7 has organically acquired over 600 thousand registered users.

In addition, Airtel customers will now be available to recharge their Airtel connections at over 3000 Apollo Pharmacy stores across India. This offers added convenience to Airtel customers looking at offline recharge options.