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Dr Reddy's, ICICI Lombard launch cashless digital health solution

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Partnership aimed at rolling out a pilot programme in Hyderabad and Vizag with a subsequent scale-up to key metros and tier 1 cities

SVAAS Wellness, a wholly-owned subsidiary of Dr Reddy's Laboratories and ICICI Lombard General Insurance Company have announced a partnership for the pilot launch of a first-of-its-kind cashless outpatient offering in India.

The partnership marks the launch of Dr Reddy's digital health solution 'SVAAS' and demonstrates ICICI Lombard's deeper foray into the wellness space.

For Dr Reddy's, it will bring together four key touchpoints in the journey of outpatient healthcare and wellness – doctor consultations, pathology laboratories and diagnostic services, pharmacies, and insurance – through various suitable collaborations.

For ICICI Lombard, it will enable it to offer its wellness solutions through its comprehensive ILTakeCare app to a larger set of health-conscious consumers.

The services will be provided in the cities of Hyderabad and Visakhapatnam. It will be scaled up to key metros and tier I cities in the coming months. As part of the pilot, these holistic offerings will be available through ICICI Lombard's unique wellness and insurance-related app, ILTakeCare.

Users will benefit from cashless access to consultation. It offers options of in-person as well as remote tele/video consultations, home sample collections and medicine deliveries, digital health record management and a comprehensive support and fulfilment system.