

TATA Health augments digital ecosystem for online consultations pan India

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InstaDoc, provides 24*7 instant online consultations with physicians across 15 specialities



TATA Health, the digital health arm of the TATA Group, announced the PAN-India availability of its digital health platform InstaDoc. Launched in Bengaluru, the online consultation App helped more than six lakh people. TATA Health has specialists and super-specialists in over 15 specialities and general medicine doctors are available 24x7.

The doctors on the app are selected after a rigorous multi-step selection process. These curated doctors deliver personalised care with empathy, understand patient needs and only prescribe what is necessary. Users have access to a personal, pin protected health locker, which stores all their medical records safely online. This allows patients to access and share their medical information when needed. The App also enables pharma purchase as well as the home collection of samples for lab tests with certified labs in select locations.

TATA Health App has a whole range of functionalities including a steps tracker for users to track their daily steps and set goals to stay fit, medicine reminders to ensure consumers regularly take medicines and also personalised content specific to user needs.

TATA Health has also launched a campaign to educate people in seeking timely medical advice for symptoms that may be confusing. The #SochMatPoochLe digital campaign encourages people to take action and address their health concerns by consulting with curated doctors through an easy to access platform.