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# MY LYF CARE launches â??Virtual Test Bookingâ?? based on B2B model

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**The virtual centre feature empowers its accomplices to book various tests on the MY LYF CARE app**

MY LYF CARE, a health-tech startup, has launched a 'Virtual Test Booking' feature integrated into their app for their verified partners, with a vision to bring lab online, with its services at the doorstep of the patients in Delhi and its NCR.

The 'Virtual Test Booking' is a B2B initiative wherein the brand opens its door to its partners like the doctors, pharmacists, lab and institutions to come together on a single platform for the benefits of the end-user. The virtual centre feature enables its partners to book various tests on the MY LYF CARE app on behalf of the patients. And empower them to take payments on its behalf under B2C mode but pay MY LYF under B2B mode and earn on every booking thus made. Henceforth things ranging from the sample collection to report delivery will be taken care of by the MY LYF CARE, making the entire process hassle-free for the patients.

MY LYF CARE, based on the OTO (Offline-to-online) model, born out of pandemic, intends to provide users with a wide range of medical care services readily available at their fingertips and ensure that each individual gets simple access to medical healthcare.