

Helping patients

GERMAN psychologist Hermann Ebbinghaus has his theory that over 60 per cent of what you are told today is lost in the deepest recesses of your memory by daybreak tomorrow. When poor memory is the most common ailment prevailing amongst all people, how can you expect patients to keep a regular tab on their health, and follow up various medical tests? This line of thought has prompted UniverCell to launch the first of its services, the Mobile Medi Alert. This facility helps people in organising their medical activities with regular SMSes asking you to take what can be your daily tablet or your bimonthly diabetic check-up.



Launching this unique initiative in Tamil Nadu was Ramesh Bharath, Vice President, UniverCell, along with Narayanan Ram, CEO, Purple Teal, which provides the service. "This facility is available to all mobile users, irrespective of the service provider or mobile band, across the state. We will be launching in the remaining states in South India this month," explained Ramesh Bharath.

The service is made available at a cost of Rs 99 for six months. An interested mobile user can get a form from any of UniverCell's outlets and get these medical alerts.

The provision also takes feedback from the user if he has undertaken the test he should have. Based on these responses, a health meter is available on the website which speaks of the extent to which he maintains his health. Regular alerts for taking medicines, undergoing medical tests and making doctor appointments can be made on the account, which will help with SMS alerts to the customer when the time arrives. These services, in fact, can be extended to sending an SMS for even the time when the customer should begin his fasting for the medical test.