

United India's new initiative

Corporate Reporter

CHENNAI: United India Insurance Company, second largest non-life insurer, on Thursday launched Hello Healthy, an automated personalised hand-holding service for better health for its policy holders.

Addressing presspersons here, G. Srinivasan, Chairman and Managing Director, said United India, as a major insurance provider, equally concerned over the health of its policy holders. With this objective in mind, the company, in association with PurpleTeal Technologies India introduced this new initiative. The cell phone-based service would prompt policy holders through SMS messages to go in for preventive screening tests for conditions such as cholesterol, high BP, diabetes, breast cancer and the like.

This customer-focussed initiative was introduced in tune with the company's ob-

Launches Hello Healthy, an automated personalised service

jective of providing corporate value-added service, he added. The CMD said initially the service would be available to high-sum assured customers. Over one lakh customers, under Rs. 3 lakh and above category, would benefit out of this new initiative.

Narayanan Ram, CEO, PurpleTeal Technologies India, said the company would generate personalised health messages and reminders as per the policy holders' data provided by United India.

PurpleTeal Technologies India is a wholly-owned subsidiary of PurpleTeal of the U.S. The service has been implemented by a number of hospitals, financial institutions and others in the U.S.