MeraDoctor protects families from poor healthcare and catastrophic health expenses through 24-hour doctor advice by phone plus medical discounts and insurance. IAP funding will bring the service to 100,000 new customers.

“Top quality advice from trained, compassionate doctors – something most customers have never had.”

Less than three years ago, the team at MHealth Ventures India started building the MeraDoctor (which means “My Doctor” in Hindi) service. MeraDoctor is ground breaking because it disrupts the primary healthcare delivery system in rural India, which in many areas has been based on predatory, unqualified providers, and poorly-resourced, underutilized public clinics.

Offering qualified advice to all
In the first 18 months, more than 10,000 consultations were delivered. Consultations are priced competitively compared to what local “quacks” cost, and yet give customers top-quality advice from trained, compassionate doctors - something most MeraDoctor customers have never had before.

Patients simply make a ‘missed call’ to the call centre, which incurs no telecom charges. A doctor calls back, diagnoses the patient and creates an electronic health record with which MeraDoctor track each patient over time. After this, the patient receives an SMS with advice and a prescription for over-the-counter drugs as needed. In about 30% of cases, the patient is referred to a specialist, diagnostic center or GP.

MeraDoctor’s most recent innovation has been to combine its 24-hour phone consultations with discounts at medical establishments across Eastern U.P., and multiple insurance policies against death/disability and sudden hospitalization.

Memberships are available at retail outlets, government service centres and through agents across the state.

IAP funding will be used to roll out the service to more people in Eastern Uttar Pradesh (U.P.), and to continue to innovate and iterate its offering.