

pinkWhale Launches the First Comprehensive Online Healthcare Services in India

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Category: [Health & Medicine](#)

Press release from: [pinkWhale Healthcare Services Pvt. Ltd.](#)



Bangalore, Karnataka, India, Wednesday, September 01, 2010 -- (Business Wire India)

pinkWhale Healthcare Services, today announced the launch of its comprehensive range of services for individuals who would like to consult Specialists and doctors remotely for their health ailments. pinkWhales integrated personal healthcare solutions allow users access to doctors anytime and anywhere, by providing facilities like Call a Doc (consultation over the phone) or Web Consult (Live chat with the doctor) . The other key service is, members can request Expert/ Second Opinion from a panel of experienced Specialists who are associated with leading hospitals.

pinkWhales eHealth services are targeted at individuals who would like to access healthcare from the convenience of their homes or while on the go. Also, people who miss their physicians after getting relocated to other parts of the country or overseas can benefit from these services. The key benefits to members are 1) Convenience in resolving minor medical queries 2) Easy Access to Experienced Specialists 3) Anonymity for those who seek privacy in their consultations 4) Ability to manage lifestyle related issues remotely

pinkWhale has formed strategic partnerships with various service providers to offer premium home-based healthcare services such as collecting blood and urines samples for diagnostic tests from home. A number of preventive Test packages are available as part of these services.

pinkWhale also allows individuals to manage their Personal Health Records online. Users can manage the complete lifecycle of their personal healthcare by creating and updating their personal health records (PHR) on their customized web portal.

According to Anita Shet, Founder and CEO, pinkWhale has used advanced web-based technologies and telephony to develop a unified eHealth management platform aimed at overcoming traditional barriers to healthcare access, including geography, mobility and time constraints. The motivation behind creating such a platform was to relieve individuals from the hassle of stressful travel and to provide them access to qualified and cost-effective medical advice anytime, anywhere. Also, today getting access to a phone or Internet is easier than access to good healthcare. We believe pinkWhale, will bridge that gap, connecting remote areas with no access to proper healthcare to specialized medical professionals.

The company already has a number of users around the World, who are extremely happy with pinkWhales online eHealth services.

Tina , a Businesswoman based in New Zealand said, Recently, I was lucky to be the recipient of the excellent diagnostic skills of Dr Santosh Bhavimani of Pink Whale whom I consulted for a medical problem that had puzzled my GP here in New Zealand. Dr Bhavimani gave me his immediate attention and pointed out various underlying factors that could have contributed to causing the condition. He also suggested a list of remedial measures which eventually helped me decide on the exact changes in diet and lifestyle I needed to undertake to address the problem and to affect a cure. Though we were separated by hundreds of thousands of miles, I was extremely impressed with his spot on analysis and the brilliant service I received.

The eHealth services can be accessed by logging into the pinkWhale website www.pinkwhalehealthcare.com

pinkWhale Healthcare Services Pvt. Ltd. headquartered in Bangalore, India is an online healthcare services company that provides integrated personal healthcare solutions, using state of the art technology anytime, anywhere. pinkWhale believes that its service will complement the present healthcare system and aims to revolutionize the way healthcare services are being delivered and managed.

For more information - Please visit www.pinkwhalehealthcare.com

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