

DIGITAL WORKPLACE WELLNESS

Tangible Benefits

Overall, the model has presented an option for corporate buyers to reduce medical costs for employees, enhance RoV by formulating more precise health benefit programs, and improve the overall corporate health.

Hyjiya - innovation in action

Hyjiya is an innovation driven digital health and wellness company that is focussed on delivering wellness solutions online, to a world seeking better lifestyle choices and opportunities.

Customer Value

The Hyjiya digital health account is power packed with functionality, tools and content to help us live better and stay healthy. Included are personal wellness assessment tests & counselling services to design a customised wellness plan. One can connect personal trackers, upload family health information, use connected wellness and health services from licensed partners, and learn how a healthy and fitness conscious world lives. All this while having fun and getting more out of life.



The Indian Health Context

The Indian healthcare sector, one of the largest and the fastest growing market in the Asian continent, is expected to grow at a CAGR of almost 15% to \$158bn by 2017. Rising income levels, ageing population, growing health awareness and changing attitude towards preventive healthcare is expected to continue to boost the growth of the market. Medical service costs, infrastructure development and a burgeoning private sector with high quality standards has fuelled the growth of medical tourism in the country. Moreover, India has emerged as a hub for R&D Activities for many of the international healthcare and life-sciences players because of its lower cost for technical research. All of this has been supported a conducive policy regime which has encouraged FDI and provided tax benefits, both for consumers and providers.

Making workplace wellness count

In the wake of this growth, a number of new service providers and players have emerged in this market, offering innovative solutions targeting both the



Innovative delivery model

In the past, where the electronic health portals were focused more on integrated providers sharing selective information with payors and patients, the model adopted by IHO and Hyjiya in India is bringing together corporate employers and their employees to partner with payors and providers to ensure total healthcare is possible; and further optimize the costs locked in the eco-system while making healthcare affordable and accessible.

consumer and corporate sector. Hyjiya, an ICT platform provider for Integrated Personal Health Records (PHR) and Tools has been working with the Indian Health Organisation (IHO) (an AETNA company) to create the Digital Wellness Program - an eco-system of providers, payors and corporate consumers to build a new generation of Corporate Wellness programs on a subscription based model.

The platform brings together a one-stop-shop with basic services around health content & reminders for personal wellness. A number of primary healthcare provider networks are starting to participate in the platform to offer first layer of consultation services through including appointments, tele-consultations, second opinion with personal health information sharing. The platform also provides options for chronic health care monitoring with the options to buy popular gadgets, including sensors and trackers, to measure progress in activities and fitness. More importantly, over a period of time, the platform creates an online platform for digital health records, allowing the development of online and mobile hub for wellness & personal health access.

With a business model propositioned around corporate wellness programs, it allows corporate buyers to tap into an ecosystem of smart and relevant digital health services, including access to high quality network of clinical service providers, doctors, lab results, risk assessments tools, online health content, connected wearable gadgets to monitor fitness and wellness, remote monitoring and health apps. With an integrated model, the platform allows corporates to use primary healthcare providers membership cards, executive health screening, online health assessments and awareness programs, corporate health audits and reports, group counselling services, lifestyle management talks and personalized health and wellness prescriptions with a lifestyle management plan.

The model also creates a unique opportunity to amass personal health records on an online platform, sharing it not only through the corporate wellness programs, but bringing it across the network of providers and payors, thereby creating efficiencies that could go a long way in provisioning and delivery of health services through corporate health benefit schemes.