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Aircel launches health helpline in 6 districts

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Bhubaneswar: Mobile network operator Aircel in association with Gramin Healthcare, a project of Paridyam Healthcare Pvt Ltd, on Thursday launched a primary care health helpline called the Gramin Healthcare Line for its customers in the state. Through the helpline, Aircel network users can get medical advice from doctors instantly by dialling 55557. The company will charge Rs 6 per minute to activate the service.

The service has been launched in six districts — Puri, Cuttack, Jagatsinghpur, Kendrapada, Nayagarh and Khurda — of the state. "We have started the healthcare line from Odisha as a pilot project. Later, it will be implemented in other parts of the country," said Aircel business head for the state, Rajiv Gupta.

* Gupta said customers can avail the service between 6am and 10pm in Odia and Hindi. "If we get more customers, we will make the service 24/7," he added. Gramin Healthcare Line project assistant director Deeksha Sethi said they have tied up with more 200 hospitals in six districts. "At present, more than 200 doctors are on the line to give advice on different types of diseases," she said.

Sethi added that customers who come through the helpline can avail medical services at a discounted price in the partner hospitals. "Aircel will fix the appointments," she added.

"We are giving a platform for the service to our 45 lakh customers in the state," said Gupta.