Relationships with You at Heart

We care for Relationships.

We believe that the key to better healthcare is in knowing people, eventually forming deep and long-lasting relationships with our members. We accompany them as they work towards holistic health and wellness day-to-day. To be there for members at times of need is already a given.

This emphasis on relationships guides our most basic interactions and correspondences, across various touchpoints.

We relate to you with care at our core.
The Principles and Values that Guide our Relationships
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Our relationships last precisely because they are founded on Honesty and Integrity.

Trust that we will always be truthful and objective.

Our decisions are based on sound data and careful assessment.

Our brand of care beats with Compassion.

While our day to day is governed by rational decisions grounded on Fairness, we always make sure to keep this in check with empathy and heart.

Your Healthcare is a promise we keep through Hard Work.

We promise to be there for you at times of need, but more importantly, to guide your intelligent health choices day in, day out.

Through it all, we believe in compassionate healthcare that ensures that health and life play onward.

We do our part to ensure Humanity Endures.
Complaints Management Policy
We receive queries, complaints, and requests across various touchpoints:

**E-mail**
When you send us an email, expect our acknowledgement within 24 to 48 hours. We try to get queries resolved as quickly as we can. For more complex concerns, we will get back to you on a manageable timeline for turnaround.

**Calls**
Our hotlines are available 24/7 barring any unforeseen technical problems. We try to get queries resolved as quickly as we can. For more complex concerns, we will get back to you on a manageable timeline for turnaround.

**Mobile Messaging**
When you send us a text, we will get back to you within 24 to 48 hours.

**Social Media**
We have different platforms we attend to and manage. Generally, we try to acknowledge your correspondence within 24 to 48 hours. However, this may vary during weekends and holidays. General queries get attended to immediately. For more complex concerns, we turn them over to our Membership Services Department for them to take over.

**Direct / Physical Interaction**
As relationships are at our core, this is our most fundamental touchpoint. Individual members of our company may take note of concerns, queries, and complaints directly. They may address it promptly to the best of their knowledge or abilities. However, it is their responsibility to raise the concern with designated teams for proper handling, monitoring, and resolution.

**Social Listening**
Routinely, we engage in social listening, especially for queries, concerns, and complaints mentioning our brand but not directly addressing us. From the point of monitoring, these types of interactions are shared immediately to concerned departments for their handling.

**App reviews**
Our technology department routinely monitors App reviews, addressing concerns directly on this platform (metrics).
2 Through whatever touchpoint, our first step is acknowledgment of the correspondence.

3 Each correspondence is then assessed in terms of:

3.1 Completeness or pertinence of the details.

3.2 The nature of the query (i.e., Customer Service query, Sales inquiry, etc.)

3.3 The departments involved in resolving the concern raised.

3.4 The seriousness or urgency of the query.

3.5 Establishing a preferred and secure point of correspondence.

3.6 Informing Client of Data Privacy
A respective case or ticket number is developed for easy tracking and updating of status up to such point that it is satisfactorily resolved with the customer.

For turnaround times, for simple concerns, we provide immediate feedback within twenty-four (24) to forty-eight (48) hours. Resolution may extend up to one (1) week depending on the complexity of the issue or concern.

Beyond resolution, all correspondences, including the respective data and information gathered will stay securely within our system for a general period of ten (10) years. Depending on the nature of the data, we could hold on to it for a shorter or longer period of time.
We harness healthcare data and information for the better by routine insight gathering. From these, we establish learnings all geared towards how we can make our overall service better.

We are eager to hear from our customers. We engage in feedback gathering from time to time, harnessing the information towards improvement in service and bettering our manpower (i.e., re-training).
Relationship Guidelines
ON CUSTOMER CARE AND SERVICE

1 Heart Work and Hard Work sum up our commitment to care.

2 We are in touch constantly, 24/7.

3 We handle complaints with a calm and empathic demeanor all the time.

4 We aim to respond in a timely manner to every call for help or assistance.

5 For simple queries or concerns, we focus on immediate resolution.

6 For complex concerns, we manage the time that we get back to members to the best that we can.

7 We deliver what we promise. When we commit to get back to you within the given time, we will.

8 We do the right thing and we walk the talk.
ON ACCOUNT/RELATIONSHIP MANAGEMENT AND RETENTION

1. Consistency in service delivery and being there for members is key to our everyday.

2. We sustain relationships through attentiveness and devotion to Clients’ needs.

3. Building your trust is crucial, it cements our partnership.

4. We listen with empathy.

5. We document our interactions as a means to ensure we are keeping to our word.

6. We make sure to follow through.
NEW RELATIONSHIPS / BUSINESS

1. At every opportunity to cover more lives, we make sure to never compromise our offer just to seal the deal.

2. We believe in and stand by Integrity Pricing. We never over commit. We never underdeliver.

3. We get to know Clients well, ensuring that they get to experience our brand of care from the first point of contact onwards.