

# **Collinson Group partners with digital health specialist babylon giving customers free, 24/7 global access to a doctor**

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- The app will give customers free video or telephone access to a UK GP 24/7 wherever they are in the world
- Features include a symptom checker, video consultations with doctors, the ability to text a GP for free and health tracking. Prescriptions can also be issued to the nearest pharmacy or delivered within the UK
- Collinson Group has partnered with digital health specialist babylon to enhance their medical and travel insurance service suite
- The babylon app is being rolled out to Collinson Group's Columbus Direct customers initially

Collinson Group, the insurance and assistance firm behind leading brands such as Columbus Direct and Intana Global, has partnered with digital health specialist babylon to enhance their product portfolio. Through the babylon app, users will have free video or telephone access to a doctor at any time wherever they are in the world. Additional features include a symptom checker while prescriptions can be issued wherever possible to nearby pharmacies.

The new service is initially being rolled out to the group's Columbus Direct customers, with a view to offering it as an additional service to the rest of Collinson Group's client base.

Collinson Group believes there are a number of different B2B product lines that digital health can benefit, including travel insurance and international private medical insurance (iPMI) as a means to contain costs as well as being a sales and loyalty driver. As a product enhancement in the iPMI space, Collinson believes digital health can offer a significant value add to their clients by increasing loyalty and differentiation for end customers, but also by delivering cost savings for clients through reduced medical claims costs.

Rebecca White, Head of Proposition, at Collinson Group said: "Collinson Group's global footprint, assistance capability, insurance knowledge, innovation and customer insight place us in a unique position to support our partner's growth. We believe that advances in technology and digital capabilities mean that digital health will increasingly become a mainstream part of the medical and travel insurance service suite, particularly as mobile devices become more sophisticated and the options for remote diagnostics and virtual

support escalate. We are pleased to be working with babylon to provide this service to our customers and clients.”

London-based babylon is the UK’s leading digital healthcare service. The company has brought together one of the largest teams of scientists, clinicians, mathematicians and engineers to focus on combining the ever growing computing power of machines to create a highly advanced innovative healthcare service. In April this year, babylon announced a c. £50m investment to build the world’s most advanced artificial intelligence platform in healthcare, to support medical diagnosis and predict personalised health outcomes globally.

Dr Ali Parsa, CEO and Founder, babylon, said: “At babylon, we’re transforming the way people think about healthcare, and working with other leading innovators such as Collinson Group is a big part of making this happen. For example, your health is not something that stays at home when you go on holiday or abroad on business. By working with babylon, Collinson Group are now making it easier and faster for customers to seek the help they need – in turn bringing better value to their clients”.

## **ENDS**

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### About Collinson Group

Collinson Group (<http://www.collinsongroup.com>) is a global leader in influencing customer behaviour to drive revenue and value for its clients. It offers a unique blend of industry and sector specialists across four core capabilities: Loyalty, Lifestyle Benefits, Insurance and Assistance. The group has over 25 years’ experience, employing 2,000 staff, servicing over 800 clients from 26 global locations, and managing over 20 million end customers.

The group provides unrivalled insight and expertise around affluent consumers and frequent travellers, creating and delivering products and services that increase engagement, loyalty and value for customers.

Our clients are market leaders from across the globe including: 500 banks internationally, Visa, MasterCard, American Express, Barclays, Credit Mutuel, Air France KLM, Cathay Pacific, British Airways, Intercontinental Hotel Group, Hilton Hotels, and Vodafone.

We have been bringing innovation to the market since inception - launching the first independent global VIP lounge access programme, Priority Pass, being the first to sell direct travel insurance in the UK through Columbus Direct and we created the first loyalty agency of its kind in the travel sector with ICLP. Today we still invest heavily in innovation to ensure that we continue to deliver superior customer experiences.