

Essay

(Since the relaunch in October 2022)

For most Filipinos, health is not wealth. It means survival. Despite the Universal Healthcare Act, some breadwinners with only \$10.84 average daily wage cannot afford the cost of medical checkups. Without extra money to fall back on, some postpone doctor consultations and rely on using liniments for body pains or drinking medicinal herbs for common ailments. Missing a day at work is not an option since this means being unable to provide food on the table. In some remote areas, access to healthcare means traveling for hours to reach the nearest clinic. When the condition worsens, the cost of hospitalization push people into serious debt. Lack of access has even taken lives.

Metro Pacific Investments Corporation's mWell, the Philippines' first fully integrated health and wellness mega app, makes healthcare accessible, available, and affordable for Filipinos anytime, anywhere. Recognizing that health is the most important investment, mWell's innovative digital solutions help ensure good health for economic productivity, longevity, and nation-building.

It is the only health app that delivers holistic healthcare. Other industry players may have some of the features found in mWell but it is the first fully integrated health and wellness platform that promotes preventive health. It has an mWellness Score developed by data scientists which measures physical health based on daily activities – exercise, light activity, steps, sleep. This serves as a guide to achieving a healthy physical lifestyle for long-term health.

mWell has also designed mWellness Wearables, a line of affordable smartwatches. Paired with the mWell app, these allow anyone to easily track steps, physical activity, and sleep time.

Specialized fitness programs, including diabetes prevention and post-partum exercise for new moms are also available on the app, along with calorie-controlled recipes by nutritionists.

mWell saves patients from having to travel to clinics and hospitals. These include seniors, persons with disability, and those living in remote islands, mountainous regions, and Indigenous Peoples (IP) communities. Anyone may consult virtually with over 1,600 doctors 24/7, receive e-prescriptions, and lab referral. Home lab test and medicine delivery are also available.

To allow those without smart phones to consult doctors online, mWell has self-service digital kiosks which can also print clinical notes, e-prescription and medical certificates. These are designed to help Local Government Units provide regular healthcare services. For remote communities, there is mWell OnTheGo-- a portable digital clinic containing a tablet with app, power station, solar panels, pocket wifi, oximeter, blood pressure monitor and thermometer.

mWell serves the semi-digital, uncarded and unbanked market through over-the-counter payment for online doctor consultation through Bayad Centers nationwide and makes online consultation available in neighborhood mom-and-pop ("sari-sari") stores to reach the non-digital market without credit cards and smartphones.

mWell is the first health and wellness app available globally. Through this, millions of migrant workers who sacrifice being away from families to provide food on the tables and education for their children may conveniently speak with Filipino doctors. They can also send their families the Healthsavers Plan—an affordable health pass with online consultation for only \$7.13 with free accident insurance worth \$357.

For financial wellness, mWell partnered with financial services companies-- RCBC DiskarTech and Maya, and UnionDigital Bank. mWell users will gain valuable knowledge and guidance in managing their finances effectively. Healthcare services will be made more affordable with digital banking products, such as medical emergency loans and flexible payment terms.

mWell has over 2.5 M users with 37% from lower-income segments. It has grown in app users and engagements with an average of 3,500 daily installs. From 44k usages now at 97k usage hits in 4Q of 2023 driven by wellness content. By harnessing the power of technology, mWell promotes preventive health, improves productivity, and helps save lives.

For this category please provide

An essay of up to 625 words describing the nominated organization's innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the organization's innovative achievements in at least three (3) of the following areas: organizational management, corporate social responsibility, financial management, corporate communications, customer service, human resources and employee development, information technology, marketing, product design & development, and research & development.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

Download File (<https://asiastevieawards.secure-platform.com/file/27718/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUkIjoyNzcxOCwiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSIsImInbm9yJYu1EloYBibpdfMzR3Q-f4?Stevie%202024%20-%201.24.mp4>)

File 2

No File Uploaded

File 3

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File 7

No File Uploaded

File 8

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File 9

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File 10

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Do You Have Website URLs you would like to link to

Yes

URL 1

www.mwell.com.ph (<http://www.mwell.com.ph>)

URL 2

URL 3

URL 4

URL 5

URL 6

URL 7

URL 8

URL 9

URL 10

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