

BookDoc, Special Olympics Apac to boost intellectual disabled lifestyle

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BookDoc signed a memorandum of understanding with Special Olympics Asia Pacific. The partnership aims to improve the health and fitness of people with intellectual disabilities across the Asia Pacific region by allowing them to keep track of their daily activity through BookDoc's wellness reward application, BookDoc Activ.

The progress of 750 athletes with intellectual disabilities across Southeast Asia will be monitored during the pilot phase of the project. The health data collected will be analysed and used to further engage and improve their health and sports performance.

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"People with intellectual disabilities are one of the most underserved populations in the world, and we aim to equip them with the right tools so that they can achieve their fullest potential, both on and off the sports field," he added.

BookDoc Activ rewards users according to their average daily steps, which are tiered at bronze, silver, gold and platinum. It is able to sync with other health applications such as Apple Health, Samsung Health, Google Fit, Fitbit and Garmin, which enables users to efficiently keep track of their daily exercise and get rewarded for it. By maintaining a high level of activity, users will be able to redeem monthly discounts or freebies from major retailers and service providers across 12 countries.

"We hope that through this partnership, athletes with intellectual disabilities will be able to perform at their best with more advanced monitoring and intervention programs," said BookDoc founder and CEO Dato' Chevy Beh. "BookDoc was first started to help users locate and arrange their medical appointments. But I believe prevention is better than cure. BookDoc Activ was launched with the aim of starting a social fitness movement to motivate users to start living healthier lifestyles at no cost."

