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Omron Healthcare, iAPPS to provide health management serivces

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Amid increasing attention placed on preventive healthcare, HeartVoice aims to help businesses manage and improve the health of their employees.



OMRON HEALTHCARE Co., Ltd. and iAPPS Pte. Ltd. have announced the establishment of HeartVoice Pte. Ltd., a joint venture that provides health management services to businesses. Amid increasing attention placed on preventive healthcare, HeartVoice aims to help businesses manage and improve the health of their employees. Services provided by HeartVoice are designed to help employees reduce the risk of prevalent health conditions such as cardiovascular disease and diabetes.

Entrusted by the Singapore government, iAPPS develops and operates the booking and payment system, called “ActiveSG,” for more than 20 sports centers islandwide. To-date, ActiveSG membership has exceeded 1.6 million and it has grown beyond facility and programme booking to become a channel to encourage positive behavioral changes, such as making exercise a daily habit through digital communication, competitions and innovative incentive programs.

OMRON HEALTHCARE is committed to solving the social issue of soaring medical expenditures caused by chronic lifestyle diseases. In Singapore, the company markets home-use healthcare devices such as blood pressure monitors and body composition monitors, while providing healthcare support through the “OMRON connect” mobile app for health data management.

The new company HeartVoice will leverage iAPPS’s account management and financial technologies, as well as its knowhow of designing and implementing successful incentive programs and systems. The company will also draw on OMRON HEALTHCARE’s extensive portfolio of personal use healthcare devices such as blood pressure and body composition monitors, to provide key health indicators. OMRON HEALTHCARE’s expertise in home blood pressure management will also be used to develop a health management service platform, “HeartVoice”. Aimed at helping Singapore-based businesses which care for the general well-being of their employees, “HeartVoice” is designed primarily to prevent the onset and progression of hypertension and other lifestyle diseases of their employees. On the longer run, HeartVoice will adapt and extend the business experience it will acquire in Singapore to other Asian countries.