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ThoughtFull brings mental health solutions to Hong Kong and Thailand

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Partners with FWD to provide science-backed and technology-enabled mental health solutions

Singapore-based startup ThoughtFull is partnering with the FWD Group Holdings Limited to launch the Mind Strength Support programme, a first-in-the-market platform to provide individuals with a convenient and confidential way to access digital solutions to strengthen their mental health. The programme is launched in Hong Kong and Thailand, with other selected FWD markets to follow in the future.

ThoughtFull's successive partnering with industry-leading insurance providers, such as AIA and FWD, reinforces its trailblazing position in enabling insurance coverage for mental health and underscores the insurance industry's recognition of its unique science-backed and technology-enabled mental health solutions.

The numerous collaborations also highlight the increasing demand for science-based mental health solutions that can provide a more empowering experience for people to manage their mental well-being.

This recent collaboration will see FWD tapping on Thoughtfull's proprietary mobile platform, *ThoughtFullChat*, that leverages artificial intelligence (AI)-powered technology for seamless and personalised access to mental healthcare solutions.

Based on the individual's needs, users can opt to find their best-fit mental health professional for video therapy, daily one-on-one, bite-sized coaching via text and audio messaging, and/or engage with dynamic science-backed content and emotional health trackers. The wide range of tools are available for use at their own pace.