

iKang launches healthcare initiatives

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iKang Healthcare Group, Inc., a major provider in China's fast-growing private preventive healthcare services market, announced the launch of its key strategic initiatives, iKangCare+ and iKangPartners+ so that customer experience will be significantly improved.

Mr. Lee Ligang Zhang, Chairman and Chief Executive Officer of iKang, commented that the launch reflects iKang's recognition of the challenges that the industry is facing and customers' expectation for innovation. The company has defined strategies and are now upgrading products and services which will meet and exceed client's expectation, especially the corporate clients which make up the majority of the revenue.

iKang Group has launched iKangCare+ as a platform for corporate customers, designed for continuous upgrade and enhancement. iKang plans to embrace artificial intelligence and targeted services to communicate effectively with corporate clients and deliver robust expert healthcare management solutions.

With iKangCare+, C represents "Connecting" (connecting customers), A for "Ai" (artificial intelligence), R for "Reliable" (more reliable service and product), E for "Expert" (expert service as a whole), and + for "integrated service platform."

Through the new launch of iKangCare+ and iKangPartners+ as a truly "advisory" healthcare platform, iKang is committed to redefine the healthcare management sector with all its participating partners in China.