

Healthcare hotline expands to Cameroon

Orange Cameroon customers will be able to access personalised advice on contraception, HIV/AIDS, sexuality and STDs from specialists by texting 929 between 8am-10pm on any day of the week.



In less than one hour, the service will reportedly provide them with reliable medical information at XOF 200 per text message, i.e. EUR 0.25.

The operator will anonymise all questions, then transmit them to a medical service consisting of Cameroonian nurses and doctors. After analysis, the answer produced by the healthcare professionals will be sent back to the customer by Orange.

My Healthline is to be provided in French, English and Pidgin (the main local dialect in Cameroon).

A service meeting Cameroonians' requirements

With two doctors per 10,000 inhabitants (against 33 in France^[1]) and half the population living in rural areas^[2], access to medical facilities is currently very difficult in Cameroon.

As Orange Cameroon has 6,500,000 customers, My Healthline will be able to reach a large proportion of the population.

Orange Healthcare has collaborated closely with the Corporate Social Responsibility Department of Orange Cameroon and the Cameroonian Ministry for Health to achieve the best possible fit between the service and local needs. The subjects covered are themes often considered sensitive, or even taboo, on which people need reliable, non-judgmental information.

In this way, My Healthline will aim to help improve preventive medicine throughout the country in partnership with medical

professionals.

[1] Source: www.statistiques-mondiales.com

[2] Source: WHO

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