



## **DrGo and Quality HealthCare Medical Services jointly launch “Care for Osteoporosis” campaign to address rising cases possibly linked to COVID-19**

*Campaign aims to encourage high risk individuals to take part in bone density scans*

**HKT (SEHK: 6823) – HONG KONG, 20 October 2022** - HKT’s one-stop telemedicine platform DrGo announces a collaboration with Quality HealthCare Medical Services (QHMS) to introduce “Care for Osteoporosis”, a dedicated osteoporosis awareness campaign launching on World Osteoporosis Day. Aimed to increase public awareness of bone health and reduce bone density-related fracture risks, the campaign will sponsor 100 high-risk individuals to undergo bone-density tests offered by QHMS.

### **Bone density test e-coupon of HK\$800 to be presented to 100 high-risk individuals**

Osteoporosis is a common disease in Hong Kong. Due to weak bone density, people living with osteoporosis are prone to fractures, which could severely impact their daily life and even increase their risk of mortality<sup>1</sup>.

To join the “Care for Osteoporosis” campaign, users can simply login to the DrGo application to take part in a quick osteoporosis self-assessment test. A total of 100 qualified users will be subsidised to take part in designated a bone density scan programme offered by QHMS, which includes a dual energy x-ray absorptiometry (DEXA) scan, as well as a follow-up report consultation with a medical doctor.

Ms Teresa Ng, Chief Commercial Officer of DrGo, said, “Since osteoporosis does not have any noticeable symptoms, it can be easily missed. As one of the key healthcare platforms in Hong Kong, DrGo strives to go beyond video consultation and medication delivery services. We hope to expand our services to cover preventive healthcare and health screening. The “Care for Osteoporosis” campaign combines the strengths of our technology and our partners’ outstanding medical network to offer an exclusive “one-stop” service. Through a single platform, users will be able to understand their osteoporosis risks and purchase the relevant health screening services. This not only brings greater convenience to community health management, but also increases awareness of bone health.”

### **COVID-19 infection could lead to increased risk of osteoporosis**

As a long-term partner of DrGo, QHMS believes that it is of paramount importance to heighten local awareness on the risks of osteoporosis, especially since there is an upward trend of diagnosed cases after the pandemic. Dr Geoffrey Lau Yue-young, Medical Director of QHMS, said, “Osteoporosis is characterised by bone mass loss that leads to bone fragility and consequent increase in the risk of fractures. Despite being a preventable and treatable condition, based on our observation, a lot of people were only given a diagnosis of osteoporosis after suffering from bone fractures. A recent clinical study indicated that osteoporosis diagnoses among recovered COVID-19 patients who were hospitalised have doubled, which may be due to the COVID-19 viral infection and its treatment<sup>2</sup>. Together with DrGo, we hope to encourage people to find out more about their bone health and safeguard their overall wellbeing.”

*cont’d...*

*an HKT service*

## Early detection of osteoporosis helps prevent fractures

The elderly population is most impacted by osteoporosis. Fractures caused by the disease can lead to a huge health burden that adversely impact their daily lives. Ms Jessie Ho, Chair of Silver Hair Healthcare Concern Group, said, "One of my most memorable cases was a female patient who was used to going on walks or enjoying visits to restaurants on her own. However, after an accidental hip fracture due to osteoporosis, she was bedridden for a long period of time. She had to rely on a walking stick even after discharge from hospital, which left her in low spirits. The "Care for Osteoporosis" campaign organised by DrGo and QHMS will be an optimal platform for the public to become more aware of their bone health. In fact, timely diagnosis can help patients improve bone their density with different prescription medicines and prevent possible bone fractures as early as possible."

During the campaign period, new members of the DrGo application will receive an e-coupon valued at HK\$200 for use with DrGo video consultation services and another e-coupon valued at HK\$30 for use at the DrGo Health Store. To register, please download the DrGo application from [drgohkt.page.link/download\\_app](http://drgohkt.page.link/download_app). For more details about DrGo services, please call our service hotline at +852 2380 2323 or visit [www.drgo.com.hk](http://www.drgo.com.hk).



Caption: DrGo sponsors DEXA bone density test to 100 individuals who are at high risk of osteoporosis.

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1. Source: Centers for Disease Control and Prevention  
[www.cdc.gov/genomics/disease/osteoporosis.htm?CDC\\_AA\\_refVal=https%3A%2F%2Fwww.cdc.gov%2Ffeatures%2Fosteoporosis%2Findex.html](https://www.cdc.gov/genomics/disease/osteoporosis.htm?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Ffeatures%2Fosteoporosis%2Findex.html)
2. Source: Berktaş BM, Gökçek A, Hoca NT, Koyuncu A. COVID-19 illness and treatment decrease bone mineral density of surviving hospitalized patients. *Eur Rev Med Pharmacol Sci*. 2022 Apr;26(8):3046-3056. doi: 10.26355/eurrev\_202204\_28636

## About HKT

HKT (SEHK: 6823) is Hong Kong's premier telecommunications service provider and a leading innovator. Its fixed-line, broadband, mobile communication and media entertainment services offer a unique quadruple-play experience. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, enterprise solutions, FinTech, e-commerce, big data analytics, media entertainment including the provision of interactive pay-TV services, and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting and contact centres.

HKT is the first local mobile operator to launch a true 5G network in Hong Kong with differentiated value-added services. Backed by its substantial holding of 5G spectrum across all bands and a robust and extensive fibre backhaul infrastructure, HKT is committed to providing comprehensive 5G network coverage across the city.

HKT delivers end-to-end integrated solutions employing emerging technologies such as 5G, cloud computing, Internet of Things (“IoT”) and artificial intelligence (“AI”) to accelerate the digital transformation of enterprises and contribute to Hong Kong’s development into a smart city.

Riding on its massive loyal customer base, HKT has also built a digital ecosystem integrating its loyalty programme, e-commerce, travel, insurance, big data analytics, FinTech and HealthTech services. The ecosystem deepens HKT’s relationship with its customers, thereby enhancing customer retention and engagement.

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## **About DrGo**

DrGo is an end-to-end app-based platform connecting users with Hong Kong registered medical practitioners, Hong Kong registered / listed Chinese medicine practitioners and other healthcare professionals who will provide medical and healthcare consultation services and advice via video consultation on mobile device. Certain prescribed medicine will be delivered to the user’s designated address. DrGo is the first HealthTech platform pioneered by HKT, offering convenient telehealthcare services via an end-to-end app-based platform developed and managed locally by HKT professionals. With HKT’s advanced technologies, the entire consultation journey, including service registration, appointment booking, video consultation and payment will take place with encryption, aiming at protecting users’ privacy.

DrGo users in Hong Kong can get access to a one-stop healthcare consultation via their mobile devices. They can speak to medical practitioners, Hong Kong registered / listed Chinese medicine practitioners or other healthcare professional from their home or workplace without the need to making a physical visit or queuing at a hospital or clinic. Remote consultation provides sense of ease and convenience, which is particularly important at a time when social distancing is critical during the current pandemic. Furthermore, DrGo received the “Technology - Best Telemedicine Mobile App” award from The Global Economics Awards 2022 and took Silver in the “Public Affairs and Social Innovation” category of Asia Smart App Awards 2021. These significant global awards are testament to DrGo’s cutting-edge innovation and professional service standard, which have earned the trust of its customers.

At present, DrGo is partnering with over 100 healthcare professionals from the below medical organisations to provide remote telemedicine and healthcare services: Amazing Medical, Ascendo Health, EC Healthcare, Gleneagles Hospital, HealthKit Medical Centre, Human Health, MAX Medical Centre, Medical Concierge, Precious Blood Hospital (Caritas), Quality Healthcare, River Cam Chinese Medicine & Acupuncture Clinic.



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