



Abi

Making AI-powered  
healthcare accessible for all



Today, we expect knowledge and services to be available at our fingertips. And with digital technology shaping our everyday lives – with everything from work to socialising moving online – it's no surprise that many people want to have fast access to healthcare direct from their phones, too.

Of course, matching virtual healthcare options to a multinational's global footprint is a key challenge for companies like yours. So, a virtual care platform powered by artificial intelligence (AI) to connect your people to a local healthcare professional in 40 seconds or less might sound like a futuristic proposition. But it's already here.

Employees are increasingly prioritising digital tools to manage their wellbeing, with 45% saying access to these tools were helpful to them and their families.<sup>1</sup> So, by tapping into the exciting world of AI technology, employers today can help to lower barriers to healthcare access by putting it at their people's fingertips – right where they already expect it.

Access to virtual healthcare is vital not only to the employees of today – but the workforce of the future, too. Experts say the rising popularity of digital wellbeing apps presents an opportunity for employers to support workers' mental health via their employee benefits (EB) programmes.<sup>2</sup> Virtual mental health solutions are likely to prove especially valuable to Generation Z employees, who rate mental health as a top concern.<sup>3</sup> But it's not only younger employees who approve of telemedicine. Another survey found most employees globally view virtual health consultation services favourably, in comparison to in-person appointments.<sup>4</sup>

That's why we've partnered with Abi Global Health (Abi)<sup>5</sup> – an on-demand virtual care platform which meets employee demand for healthcare anywhere by connecting patients across the world with healthcare professionals using AI in a matter of seconds.

Abi's allocation algorithm ensures that the best available healthcare professional is selected for each patient within 40 seconds, providing near-instant access to healthcare, 24 hours a day, seven days a week. Its AI-augmented care also ensures the delivery of quality professional healthcare that is cost-effective, helping you look after your people, while managing your costs. Abi's solution is designed to deliver excellent service to users, regardless of how many people are using it at once, making it effective for multinationals with large numbers of employees.

It does this by partnering with public and private payers, consumer health and pharmaceutical companies to put access to professional healthcare at its customers' fingertips. Its offering can help you lower your people's barriers to healthcare by connecting them to services designed to be available at the moment of need.

At a time of rising medical inflation in many markets, digital technology solutions are being cited as preventative health services.<sup>4</sup> By integrating its solution with the apps and websites your people already use, supported by AI and machine learning technology, Abi can give your people access to care that helps them proactively take charge of their own health and wellbeing, and you take charge of your spending.

## What solutions does Abi provide?

### Abi can help with:

- **micro consultations** – on-demand and available straight from popular messaging apps or via your existing customer app. Patients can attach photos or documents as part of their query. Abi's AI and machine learning technology matches each query with the most appropriate healthcare professional in seconds.
- **video consultations** – offering your employees the added interaction of a secure, high quality virtual consultation that is simple and convenient, so your people can engage safely and privately with the right healthcare professional at a scheduled time.
- **voice consultations** – your people can speak directly to a qualified physician or other healthcare professional. An AI-matching service ensures they can access a personalised, evidence-based phone consultation with the right local practitioner for their query.
- **mental health reviews** – remove the barriers to mental health support for your people. Each user receives a recommendation and personalised report from a qualified psychiatrist using proven, evidence-based techniques.
- **medication prescriptions** – Abi's fast, secure and convenient unique AI technology platform and smart app ensures each request is quickly matched with the right physician from their extensive network, allowing the process to be completed in minutes
- **patient matching** – by using Abi's AI-powered Health Navigator users can explain in their own words what they are seeking support for, and this tool guides them to the appropriate healthcare services by analysing the symptoms and directing them to the right specialist, information or nearby facilities.<sup>6</sup>

1 Anon. Mercer Marsh Benefits (2024) MMB Health Trends 2024 <https://www.mercer.com/insights/total-rewards/employee-benefits-optimization/mmb-health-trends/> (Sourced: July 2024)

2 Coe, E. et al. McKinsey Health Institute (April 28, 2023) Gen Z mental health: The impact of tech and social media. <https://www.mckinsey.com/mhi/our-insights/gen-z-mental-health-the-impact-of-tech-and-social-media> (Sourced: July 2024)

3 Anon. Mercer. Rethinking what we need from work (2023) Inside Employee Minds [https://www.mercer.com/assets/uk/en\\_gb/shared-assets/local/attachments/pdf-2023-rethinking-what-we-need-from-work.pdf](https://www.mercer.com/assets/uk/en_gb/shared-assets/local/attachments/pdf-2023-rethinking-what-we-need-from-work.pdf) (Sourced: July 2024)

4 Anon. Willis Towers Watson (November 28, 2023) 2024 Global Medical Trends Survey <https://www.wtwco.com/en-gb/insights/2023/11/2024-global-medical-trends-survey> (Sourced: July 2024)

5 Abi Global Health Limited, registered at Charlemont Exchange, Charlemont Street, Dublin 2, D02 VN88, Ireland

6 Anon. Abi Global Health <https://www.abiglobalhealth.com> (Sourced: August 2024)



## Who is Abi?

Abi's innovative approach connects patients with healthcare professionals by using AI, optimising resource allocation, unlocking hidden capacity, and ultimately leading to improved patient engagement and better health outcomes. Abi partners with public and private payers, consumer health companies, and pharmaceutical companies to provide their customers with on-demand access to professional healthcare. Exceptional telehealth services require an exceptional healthcare professional network. Abi's global network delivers unparalleled access to doctors, nurses and other healthcare professionals.

And it is a truly global service. Abi operates across six continents, covering more than 40 countries and offers:

- 24/7 virtual care
- in 24 languages
- from 1,000+ doctors and nurses.

## Why should you work with Abi?

Abi leverages cutting-edge AI and machine learning technology to help lower your people's barriers to healthcare access. But this smart technology does not replace the 'human touch'. Abi's innovation empowers human intelligence – the healthcare professionals who are available 24/7 to virtually guide your employees through their healthcare options.

Its features include:

- **adaptive learning:** unique human-in-the loop adaptive learning algorithms and predictive modelling helps Abi's care professionals resolve cases
- **AI:** matching, distribution and optimisation algorithms select the best available healthcare providers based on a range of factors
- **chatbot:** customers use a natural language interface, already integrated with every major chat app. Natural Language Processing & Understanding technologies parse, recognise and classify user requests
- **widget:** an interface that integrates into any third-party app or website.

By working with Abi, you can offer a globally consistent service to your people around the world, giving them peace of mind by putting access to healthcare in their pockets.

## Why MAXIS Global Wellness?

As a multinational employer, you're faced with the challenge of caring for the overall health and wellbeing of your people, wherever they are in the world. This can be even more difficult as healthcare costs continue to soar. So how can we help?

MAXIS GBN's wellness technology marketplace offers multinationals a dedicated and unique suite of digital-led health and wellness services from innovative providers all around the world.

We've done the leg work; our claims data analytics ensure your key cost drivers are addressed. We've scoured the market and selected the vendor that best meets your criteria based on our careful research – they're able to scale the world with you, matching your global footprint. And by working with MAXIS, we can help secure preferential rates with these vendors that might not be available elsewhere in the market, allowing you to offer your people better services with your wellness budget.<sup>7</sup>

You'll also be given a dedicated MAXIS manager to monitor the performance on your behalf. So, what are you waiting for?

<sup>7</sup> MAXIS GBN may receive fees, commissions and/or other remuneration from third parties in connection with the services we carry out for you.



## MAXIS GLOBAL WELLNESS

POWERED BY HEALTH DATA

For more information on how you can implement a global wellness programme with Abi, please visit [maxis-gbn.com](https://maxis-gbn.com) or contact your local MAXIS GBN representative.

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