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To create a successful wellness program, improve employee participation and increase company productivity, Fitastik, a technology company for healthcare management has tied-up with Global HealthReach, strategic partner of Best Doctors in India, the world's oldest and most reputed second medical opinion provider.

The partnership will create a comprehensive corporate health&wellness program as a one stop solution for the entire range of healthcare management services. Users can thus avail easy access to consultation with more than 53000 internationally recognized doctors for second opinion from Best Doctors - InterConsultation for expert opinion & treatment planning advice; Doc-on-Line - online answers from experts, digitization of medical records, health risk assessments, relevant content on better health management and health analytics, among others.

Explaining the need for a comprehensive corporate wellness program, Sanjay Lakhotia, Founder and Director, Fitastik, highlighted a recent report that mentions 11-30% average productivity loss stems from employees' concern over personal issues.

Talking about the tie-up between Fitastik and Global HealthReach, Mr Sanjay Lakhotia, founder and director, Fitastik said, "Both the companies complement each other in terms of their product offering and target audience. The combined product caters to the need that the customer is increasingly looking for." He further added that the effort is to create a comprehensive health management solution with best in class partnership as medical records give insight into one's health and second medical opinion provides the access to manage one's health issues in moments of crisis.

Mr Vikram Anand, founder & CEO, Global HealthReach, said, "Being a comprehensive one stop solution will help customers tremendously, as currently in India, various organizations provide different services and customers need to switch between different providers to avail them. The tie-up also helps both companies aggressively seize the opportunity in the marketplace."

Rising income and insurance facilities in India along with greater awareness of personal health and hygiene, over the years, has led to a considerable rise in demand for high-quality healthcare facilities and significant increase in expenditure on healthcare. Per capita healthcare expenditure is estimated to have grown at a CAGR of 15.4% during 2008-15 to \$88.7 by 2015.

The Indian healthcare sector, one of the fastest growing industries is expected to advance at a CAGR of 17% till 2020 to reach \$280 Billion. An interesting aspect to be noted is that currently, about 50% of spending on in-patient beds is for lifestyle diseases, increasing the demand for specialized care, preventive healthcare services, and second medical opinion.