

The Tribune

App for quick aid in medical emergency

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MUrgency, a mobile app for faster help in a medical emergency, was launched here today. With one tap, the nearest trained and validated doctor, nurse or paramedic (medical responder) will come to the rescue of the patient and provide medical help.

Sweta Mangal, director, MUrgency Inc., said "We are excited to launch this app

here in Ludhiana, the largest city in the state. MUrgency is making it easy to get fast and reliable emergency help. People have been using MUrgency app for small medical emergencies like fever and stomach upset to serious ailments."

Conceived and founded by social entrepreneur Shaffi Mather, the venture is backed by Ratan Tata and Infosys co-founders Kris Gopalakrishnan and SD Shibulal. Shaffi Mather, founder and CEO,

said "We strive to make MUrgency a one-stop solution for emergency response and healthcare."

MUrgency app has been downloaded over 16,000 times, and receives an average of 25 requests per day. MUrgency has partnered with 100 hospitals, including Pancham Hospital, NK Aggarwal Joint and Spine Centre, Solti Neuro and Super Speciality Hospital, Bansal Neuro Centre, Kulwant Heart Centre,

AIMC Bassi Hospital, Aastha Kidney & Super Speciality Hospital and Sidhu Hospital here.

MUrgency is now offering medical care at home and a doctor, nurse, patient attendant, physiotherapist, and even ambulances can be booked easily on the mobile app. The most popular feature on the app, Ask a Doctor, allows you to chat with a MUrgency network doctor, and get reply within 15 minutes, 24/7, free of cost.

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