

Improving lives with Nurse @ First

Research shows that South Africa's women face a 'quadruple burden': Modern diseases such as cancer, heart disease and mental illness, combined with older diseases which remain unresolved as a result of poverty, added to the threat posed by HIV/Aids and, finally, the epidemic of injuries mean that South African women are dying younger.



1st for women

"The increasing incidence of chronic disease among South Africa's women presents an extremely worrying problem for the country," says 1st for Women Insurance's managing director, Robyn Farrell.

A lifeline has been thrown to South Africa's strong, brave, capable women in the form of 1st for Women Insurance's new product called Nurse @ First.

"Nurse @ First is a personal health advice line that will offer the 1st for Women policyholder a better understanding of various chronic ailments such as cancer, HIV/Aids, diabetes, asthma and other conditions. It offers specific treatment to help the patient, and those around her, cope better with her circumstances," says Farrell.

Multi-role approach

This product is designed to address chronic illnesses as well as women's health issues, pregnancy, child care, addiction and more.

All nurses are trained counsellors and can offer advice on coping skills or refer policyholders to appropriate medical care clinics.

"The product offers women's health assist, pregnancy assist, baby health assist, teen assist, as well as access to a drug database and poisoning protocols, thereby assisting the policyholder with information on specific drugs, the contra-indications, when it should be taken and whether there are any dietary specifications linked to the usage of the drug," advises Farrell.

In case of a medical emergency, the nurse is equipped and trained to dispatch an emergency response vehicle or refer the patient to the closest, most appropriate medical facility.

For teens too

Teenagers also benefit from this unique service. Nurses offer advice to teens and counsel them about any physical, emotional and sexual questions and problems they may be experiencing. The caller is spoken to in his/her home language and advice given includes drug-related questions, coping with studies, peer pressure and living with HIV/Aids.

"Calls are offered in confidence and a safe environment is created where women feel comfortable to speak

openly about their health concerns," notes Farrell.

Policyholders receive the peace of mind that comes with knowing they have access to a professional assistance service that will deal with any health query any time of the day and any day of the year.

For more information go to www.firstforwomen.co.za.

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