Dr Now Announces Rebrand to Now GP

Tuesday 17 May, 2016

Now Healthcare Group (NHG) is delighted to announce that its flagship product Dr Now is to be rebranded as Now GP in the United Kingdom.

A new logo accompanies the rebrand, as well as the adoption of tagline “Tomorrow’s healthcare now.” The name and trademark ‘Dr Now’ will be retained and used for the growing international mHealth market, now worth $59bn globally. NHG has ambitions to penetrate several international markets in 2016-17, including Asia and the Middle East.

Extensive customer research was conducted by NHG in preparation for this switchover, with 92% of 2,000 patients agreeing that the name ‘Now GP’ was better suited to the UK market due to its strong links to primary care and general practice.

Dr Now was first launched in the UK in August 2015 as the world’s first app to diagnose and deliver medicines from its own integrated online pharmacy distribution hub, Now Pharmacy. This makes the app a one-stop solution for the majority of primary healthcare issues.

It connects users to a UK-based GP through smartphone video consultation, with appointments usually available within a ten minute window and next day delivery of medicines guaranteed. In central London, medicines are delivered in as little as 2-4 hours.

NHG has recently partnered with a number of high-profile business and insurance clients to supply their customer base with this fantastic medical benefit.

As part of ongoing strategic planning, NHG has also appointed GP Bullhound – a leading investment banking firm - as corporate advisors. Firm director Nick Horrocks said:

“GP Bullhound is delighted to be working with Lee and his highly professional team at Now Healthcare Group. The business is very much at the forefront of future healthcare and will have a transformational impact on how we all view and use healthcare services.”

CEO and Founder of Now Healthcare Group, Lee Dentith, made the following statement:

“We felt it was the right time to rebrand the product as Now GP in order to keep it in line with our existing brand identity and upcoming future products. Our customers felt that ‘GP’ was more appropriate for the UK market; it’s a title that evokes trust in general practice and ensures our app is recognisable as a primary care platform operated by fully-qualified GPs.”

View the Now GP promotional video here: **https://www.youtube.com/watch?v=rHcdD0YKdbs.**

Download the Now GP app from the **App Store** and **Google Play**.

******NOTES TO EDITORS: For more information on the industry-changing Now GP product, visit www.nowgp.com or contact Founder Lee Dentith at lee.dentith@drnow.com or Jon Taylor at jon.taylor@drnow.co.uk. Lee Dentith is available for all media enquiries including phone/TV/radio and email interviews. Alternatively, contact Now Healthcare Group on 0161 820 4860.***

Media:





Related Sectors:

Business & Finance :: Health :: Medical & Pharmaceutical ::

Related Keywords:

Healthcare :: Health :: Mhealth :: Telemedicine :: Now Gp :: Dr Now :: App :: Mobile Health :: Health Tech :: Data ::

Scan Me:

Company Contact:

Now Healthcare Group Ltd.

T. 0161 820 486
E. jon.taylor@nowhealthcaregroup.com
W. https://www.nowhealthcaregroup.com/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.nowhealthcaregroup.pressat.co.uk