

## Prime Bank partners with LifePlus to enhance digital healthcare access

- A Monitor Report

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Dhaka : Prime Bank PLC signed an agreement with LifePlus Bangladesh Ltd, a sister concern of Labaid Group, to expand digital healthcare access for Prime Bank customers through an integrated digital platform. The agreement signing ceremony was held recently at Prime Aspire in the capital.

Under this partnership, Prime Bank customers will be able to directly access the Life Plus app through the MyPrime Internet Banking Portal, enabling them to conveniently avail a wide range of healthcare services. This collaboration aims to simplify access to digital healthcare solutions and promote better health management for customers.

Joarder Tanvir Faisal, Head of Cards and Retail Assets of Prime Bank PLC, and Sharif Md Abid, Chief Executive Officer of LifePlus Bangladesh Limited signed the agreement on behalf of their respective

organizations. AZM Fouz Ullah Chowdhury, SVP and Head of Digital Channels of Prime Bank PLC; Md Al-Hasib, Head of Business of LifePlus Bangladesh Ltd, along with senior officials from both organizations were present at the event.

This strategic partnership reflects Prime Bank's commitment to digital innovation and customer-centric services, while reinforcing LifePlus Bangladesh's mission to make quality healthcare more accessible through technology.