callwell

Press Release

THE FUTURE OF DIGITAL HEALTHCARE

The **digital healthcare industry is transforming the way people access medical services** by combining technology, medical expertise, and personalized treatment options. Companies such as CallWell are part of this growing trend, offering **digital platforms designed to make healthcare more accessible, convenient, and discreet.**

CallWell is a digital healthcare service that connects patients with healthcare professionals through an online platform. Its services focus on simplifying access to medical consultations and treatment options. By providing a digital-first experience, CallWell aims to reduce traditional barriers to healthcare and make the process of seeking treatment more convenient for patients.

CallWell's offerings include treatments in four areas: **weight and metabolism, hair and skin, hormonal balance, and longevity and sleep**, each guided by a licensed doctor. The company combines online consultations, personalized treatment plans, and prescription services where appropriate to create a more convenient healthcare experience. Digital health platforms reflect a broader shift toward **consumer-oriented healthcare**, in which digital access, convenience, and personalized services play an increasingly important role. By enabling patients to connect with healthcare professionals online, CallWell seeks to make certain healthcare services easier to access without requiring every interaction to take place in a traditional clinical setting.

As demand for convenient healthcare solutions continues to evolve, **companies such as CallWell illustrate how technology is reshaping the relationship between patients and healthcare providers**. Their business models reflect the **growing role of digital health** in providing convenient access to consultations and treatment options, while highlighting the importance of responsible, **patient-centered healthcare.**

Beyond digital consultations and treatment services, CallWell is expanding its vision of modern healthcare through **The CallWell Health Club, an innovative concept designed to make preventive medicine and personalized health management** an integral part of everyday life.

The Health Club aims to combine state-of-the-art medical technology, regular health screenings, and professional medical guidance to help individuals better understand, monitor, and proactively manage their health. By facilitating regular assessments of key health indicators, the concept seeks to support the early identification of potential health risks and encourage preventive action before health issues become more serious.

A central element of The CallWell Health Club is the integration of **advanced diagnostic technologies and personalized health assessments** with ongoing medical consultation. Based on individual health profiles, screening results, and personal risk factors, **members can receive tailored recommendations** and, where medically appropriate, **individualized treatment strategies**. Rather than focusing exclusively on treating existing conditions, **The Health Club aims to establish a more proactive and continuous approach to healthcare and longevity protocols**. By combining digital health services with regular screenings and personalized medical guidance, CallWell seeks to bridge the gap between traditional reactive healthcare and a more preventive, data-informed model of medicine.

The long-term vision is to create a seamless healthcare experience in which technology, medical expertise, and personalized support work together to help individuals make more informed decisions about their health, well-being, and long-term quality of life.



"Technology and AI should bring medical expertise closer to the individual. We make long-term personalized and preventive care part of everyday health."

MAXIMILIAN CARL FRIEDE



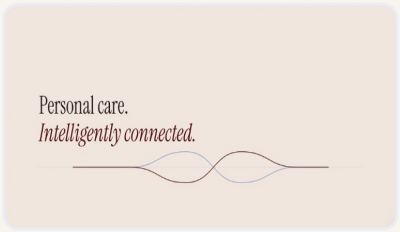
"As a surgeon, I see how medicine is at its best when it doesn't wait for illness. Advanced diagnostics and personal insight help us act early to improve our quality of life."

DR. VOLKER RIPPMANN

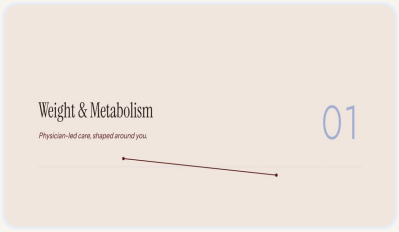
callwell

VIDEO AND IMAGE MATERIAL

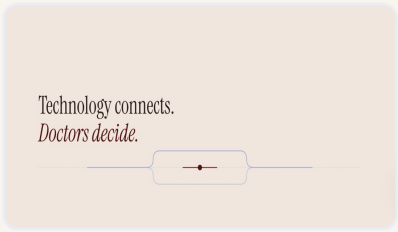
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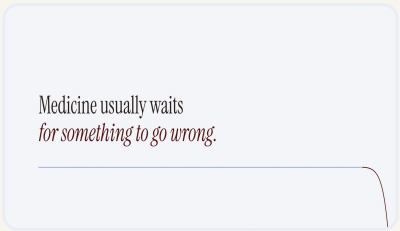
Brand film, Screenshot 1: “Personal care.”



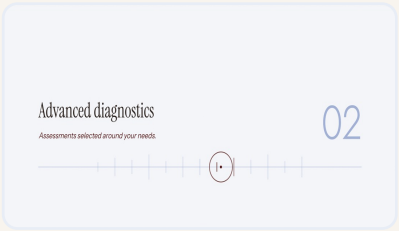
Screenshot 2: “Weight & Metabolism.”



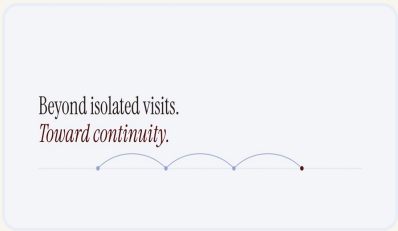
Screenshot 3: “Technology connects.”



Health Club film, Screenshot 1: “Medicine waits“



Screenshot 2: “Advanced diagnostics“



Screenshot 3: “Beyond isolated results“

LOGO	CallWell wordmark in SVG and PNG, for light and dark backgrounds (assets/logos)
STILLS	Seven stills from the brand film, 1920 × 1080 pixels, JPG (assets/images)
BRAND FILM	92 seconds, silent, 1080p MP4—available for editorial use (assets/film)
DOCTORS’ FILM	79 seconds, silent, 1080p MP4—how doctors work with CallWell; for editorial use (assets/film)
PORTRAITS	Portraits of Maximilian Carl Friede and Dr. Volker Rippmann:





PRESSEKONTAKT

Anfragen bitte per E-Mail an press@callwell.med

Bild- und Filmmaterial: www.callwell.med/press

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