

# Now Health International Launches Digital Member Cards on Google Wallet via Pass2U

## Our Partners

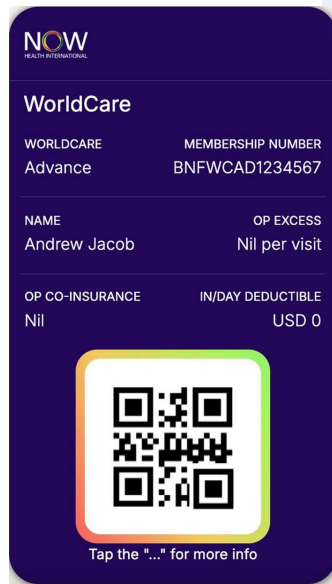
**Now Health International**, a premier global health insurer servicing over 125,000 members worldwide, partnered with **Pass2U** to digitize their member experience. By integrating with Google Wallet, they replaced physical cards with a secure, mobile-first ecosystem that ensures instant, global distribution and a premium user experience.

## The Challenge

**Access Barriers:** Physical card dependency led to friction during medical verifications and service delays.

**Static Data:** Policy renewals and updates relied on postal delivery, leaving members with outdated information.

**Environmental Impact:** High operational costs and a significant carbon footprint caused by the mass production and mailing of plastic membership cards.



## The Solution

Now Health International integrated a one-click "Add to Google Wallet" flow, providing members with instant offline access to their policy. The solution utilizes real-time API synchronization, ensuring that policy renewals and plan updates are dynamically reflected on the digital pass, eliminating the need for manual reissuance.

## Outcomes

**Data Integrity:** Leveraged dynamic updates to ensure members always hold current policy details, achieving **100%** data accuracy and eliminating service gaps during medical visits

**High Digital Adoption:** Over **70%** of members voluntarily transitioned to the digital-first plan, validating strong user demand for mobile convenience over physical cards.

**Cost Reduction:** Reduced physical card production by **30%** and administrative workload by **90%**—eliminating recurring material, warehousing, and global distribution.



**Simon Chen**

CEO | MicroMacro Mobile Inc. (Pass2U)

*"Pass2U has issued hundreds of millions of mobile passes worldwide — delivering enterprise-grade reliability and responsive support that make the shift from physical to digital effortless."*

**Ashwin Surendran**

Head of IT | Now Health International

*"With the Pass2U solution, our members now have a digital card that's always up to date in their Google Wallet, automatically synced with our system to ensure seamless access to care wherever they are."*

