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APP LETS MOMS WITH BABY HEALTH QUESTIONS TEXT DOCTORS 24/7

 TELECOMMUNICATIONS

First Opinion is an app that opens up direct and instant communication between moms and doctors who are also parents, in order to offer expert advice in real time.

While services such as [BetterDoctor](#) have previously made it easier for patients to find a doctor that's better suited to their needs than their local one, it doesn't solve the problem of the laborious process that's required to register with them and arrange an appointment. [First Opinion](#) is an app that opens up direct and instant communication between moms and doctors who are also parents, in order to offer expert advice in real time.

Users downloading the free app from the [App Store](#) are matched with a friendly doctor to text with. The service uses first names only, so all conversations remain private and anonymous, giving patients the freedom to ask embarrassing questions. Although the app is aimed at mothers and pregnant women and all of its doctors have experience of pregnancy and child rearing, users can ask health questions on any topic — whether it relates to themselves or their child — and can expect an instant response. Not only this, but doctors will also check up later on to see how patients are feeling and chat in a friendly and personal manner. Instant messaging is free, but users can also pay a USD 9 a month subscription for unlimited access to their connected doctor. The video below offers a demonstration of the app:

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Are there other important services that could use this text messaging model to instantly connect customers with experts?

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