

Medical Entrepreneurship Startup In India

Case Bank II

Revolutionising the Indian Healthcare Landscape



Prof. (Dr.) Ravikant Swami
Editors: Prof. (Dr.) Poorva Ranjan
Ms. Shanu Jain

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Edited By:

Prof. (Dr) Ravikant Swami

Prof. (Dr) Poorva Ranjan

Ms. Shanu Jain

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**Medical Entrepreneurship Startup in India
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PREFACE

Entrepreneurship and healthcare are linked and provide multiple opportunities. A lot of healthcare professionals are using business concepts that are disrupting traditional healthcare. Many experienced entrepreneurs and investors are finding opportunities in the healthcare industry and opening new ideas and technologies.

With the use of predictive data and analytical tools combined with the power of artificial intelligence, they are able to assess the needs of the community and provide integrated solutions.

The chapters in this book cover the stories of such 30 healthcare start-ups in India that are driving the healthcare industry into a wellness industry.

Their genesis, opportunities and challenges, prospects for growth, and the vision of the founders and investors are all-encompassing.

To this end, this book is dedicated to entrepreneurs in healthcare who have converted an idea into reality and are committed to the ultimate goal of providing quality, affordable, and accessible healthcare to the people of India.

ACKNOWLEDGEMENT

Sh. Vipin Sahni, Mrs. Kiran Sahni and Mr. Aman Sahni, for their patronage;

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To the faculty contributors of Management School, for their analysis and elaboration;

To the students of Centre for Management Research for their continued collaboration and dedication;

To the publisher, for seamless coordination.

Prof. (Dr) Ravikant Swami

Prof. (Dr) Poorva Ranjan

Ms. Shanu Jain

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Dr. Navya Jain

Dr. Navya Jain has been associated with DME as an Assistant Professor since 2017. She has previously worked with WNS Global Services as an HR Manager for approximately 2.5 years before turning to her academic interests. She attained BBS from SSCBS (University of Delhi), PGDM-PM equivalent to MBA from XISS (Ranchi) and a one-year PG Diploma (International Marketing) from SGGSCC (University of Delhi). She is UGC NET qualified and has completed her doctoral work on gender discrimination and stress in the workplace from Jamia Millia Islamia. Her research interests include the broad research areas of gender, gender equality, identity, stress, well-being and sustainable development.

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Mehak Gupta is a second year undergraduate currently pursuing BBA from Delhi Metropolitan Education, specialized in the marketing domain [2021-2024]. She is a member of catalyst club at DME. She was formerly a member of Spectrum – the art society at DME during the course of which she has undertaken a number of projects. She has done various certification courses like data analytics, investment banking, and an internship in the finance domain.

She is a finance enthusiast, passionate about learning new skills and gaining experience.

Ms. Shanu Jain

Associated with Delhi Metropolitan Education, GGSIP University as an Assistant Professor teaching Management students. She is currently pursuing a PhD from the Department of Commerce, Delhi School of Economics, University of Delhi after M.Phil. Passionate about teaching and research especially in areas of consumer behaviour. Attended various National and International Conferences, FDPs and Workshops. She is also the Managing Editor at DME Journal of Management and Member of Research Cell at Delhi Metropolitan Education.

Mr. Swaraj Manchanda

I am a graduate from SRCC, DU, Postgraduate from Hansraj College, DU. I had qualified NET exam twice in 2017 and 2019. I am working as an Assistant Professor in DME Management School since 2019. I Have published one research paper in Journal Named Our Heritage in 2020-21 in the Global Strategic Management Conference. One Chapter named Private Institutions Supporting Digital Startups has also been published in the Book titled “Digital Startups Landscape post Covid-19” and some papers have been presented in conferences of Trinity College, Dwarka, Lal Bahadur Shastri Institute of Management (LBSIM).

Ms. Shirly Rex

Ms. Shirly Rex is an Assistant Professor at Delhi Metropolitan Education. She has previously worked with Fortune Institute of International Business for two years, a B-school in Delhi in the capacity of Head-Learning and Development, KPMG India for four years in the field of audit and finance. She has also been a Senior L&D Trainer with KPMG India. She did her PGDM from FIIB. She has also done her Master’s in Commerce from IGNOU and graduated from

Jesus and Mary College, Delhi University. She is a budding research scholar with Jamia Hamdard University and has published her research papers (Scopus Indexed).

Ms. Priyanshi Jain

Ms. Priyanshi Jain is currently working as an Assistant Professor in the School of Management, DME, under Guru Gobind Singh Indraprastha University. She earned her bachelor's degree (B. Com. Hons.) and master's degree (M. Com) from the University of Delhi and qualified for the NTA NET in Commerce. With a keen interest in teaching and research, she has been a part of Teach for India and various research projects. She has also cleared various NCFM modules. Ms. Jain has been selected as a Leader of Tomorrow and had the opportunity to be a part of the St. Gallen Symposium, Switzerland. Her key areas of research and academic interest include Finance, International Business and Entrepreneurship. She believes in the overall development of students, providing them with guidance and motivating them to excel in all aspects of life.

Ms. Pooja Tripathi

Ms. Pooja Tripathi has about 14 years of experience in academia and is currently working as an Assistant Professor with Delhi Metropolitan Education, Noida. She is pursuing Ph.D. from Jaypee Institute of Management Technology, Noida. She is pursuing her research in the field of sustainability marketing and has contributed research papers and book chapters on sustainability, marketing and spirituality. She is also a member of the research cell of Delhi Metropolitan Education undertaking research work. She is also a member of the NAAC accreditation committee of the institute .

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Prof. (Dr.) Ravikant Swami

Prof. (Dr.) Ravikant Swami has a decorated and diverse educational background - a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from Bschools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.

Prof. (Dr.) Poorva Ranjan

Prof. (Dr.) Poorva Ranjan is the Professor and Head of DME Management School. A Phd in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is also a Certified POSH Trainer. She works closely with students for Skill Enhancement purposes in various areas like Digital Marketing, Microsoft 365 Tools, Entrepreneurship Development, Cyber Security, and Google Tools to name a few. A Google Certified Digital Marketer who also specialises in Social Media Marketing and Content Development. Her areas of work/ teaching and research are Digital Marketing, Entrepreneurship Development, Mentoring, Retail Management, and Skill Building.

Vidur Malik

Vidur Malik has completed his senior secondary education from Uttarakhand public school and is currently pursuing a bachelor's degree in Business Administration from Delhi Metropolitan Education. He has a sharp interest towards marketing and has completed several certification courses under this domain curated by the top companies of the segment. He is an active member of the catalyst club of his college and was also a part of the organizing committee of TEDx. His future plan is to pursue Masters In Business Administration for his higher education and start his own marketing agency.

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WYSA : AI CONVERSATIONAL AGENT TO IMPROVE MENTAL HEALTH

Prof. (Dr) Ravikant Swami and Vidur Malik

ABOUT THE ORGANIZATION

Wysa has conducted over 5 billion AI chat conversations with over 5 million people in 95 countries. Concerned about employee mental health, asked to conduct in-depth research on US and UK employees and his Wysa user base to understand why the current model is not working became.

This result is a compelling case for employers, brokers, and insurers to create early anonymous, unrestricted care, and starting with Wysa's conversational AI actually improves the holistic nature of care. It shows that you can save money.

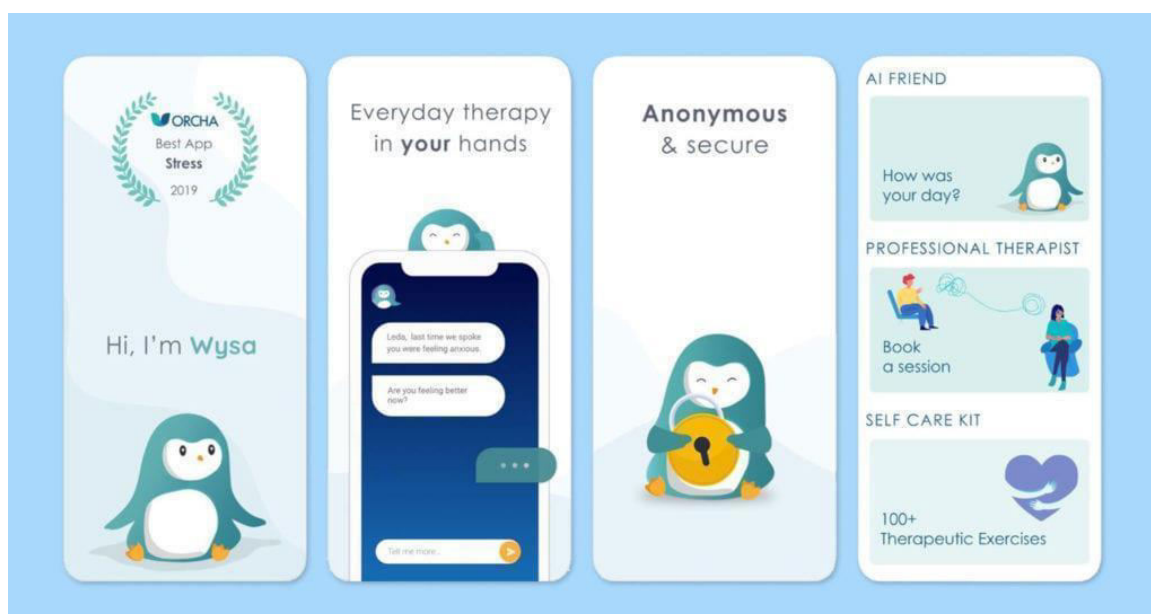
Wysa has an artificial intelligence (AI) trainer. A pocket penguin that learns and grows smarter with you. Wysa's Human Emotional Wellbeing staff are mental health professionals trained to listen, support and encourage you.

Emotional Wellbeing Professional works with Wysa AI coaches to help you reach your defined goals. However, AI coaches have limited responsiveness and their intended use is to provide evidence-based tools and techniques for managing emotions and promoting psychological well-being in the context of self-help. It is not intended to diagnose, treat or cure any condition, disease or disorder. AI coaches cannot advise on unrecognized issues.

People of all ages are speaking to her Wysa from over 30 countries around the world. Wysa is designed to help anyone struggling with depression, stress, anxiety, or anyone interested in improving their emotional resilience. Wysa provides evidence-based tools and techniques to encourage you to maintain your mental health in the context of self-help .Type "help" anywhere in your conversation to see what Wysa's AI coaches can help you with. You can check

Learning the skills to manage emotional resilience is important for everyone. However, if you are currently undergoing treatment for a long-term mental illness, discuss her WYSA with your doctor as part of your treatment plan.

Wysa is not designed to assist in emergencies such as abuse, serious mental illness leading to suicidal thoughts, self-harm, or other medical emergencies. In these and other cases, Wysa cannot provide medical or clinical advice. It only suggests that the user is seeking advanced and specialized medical assistance.



Source: <https://onemindpsyberguide.org/apps/wysa/>

About Founders/Entrepreneurs

Ramakant Vempati: Ramakant solved the real problem. With money and heart and mind. He has multi-functional experience in consulting, strategy and operations in the public sector, financial services and telecommunications. He successfully manages teams and has achieved international results in various working environments in India, UK, Europe, Middle East and Africa.

He earned his PGDM at IIM and his MBA from Lucknow and London Business School.

RECOGNITION: Ramakant has also served as a senior advisor to organizations supported by the United Nations and the World Bank, building multi-million dollar investment portfolios in the Middle East and North Africa. This effort includes the

establishment of Somalia's first bank, Yemen's first youth microfinance fund, the world's first Sharia-compliant microdonation platform, and Thomson's Reuters His Ethical His Finance His Awards. has won the award twice.

Ramakant previously worked as a management consultant at Booz & Co in London and was awarded his Excellence Award for Clients & Professionals for his work on public sector transformation. Prior to that, he held senior management positions in India's \$100 billion Tata Group (TAS), a venture within the group where he held positions in incubators and founded India's largest data services company. bottom.

Jo Aggarwal: Jo believes the world is on fire when it comes to mental health and fire trucks are not coming .Work with Wysa to put a fire extinguisher in everyone's pocket. This emotion-sensitive AI bot has already saved 30 lives and is used by over 1 million people in his 30 countries around the world, and has been certified clinically safe and peer-reviewed. It has pre-existing Review Efficacy.

She is passionate about disintermediation from government and business, creating efficient and unauthorized ways to help those in need.

(Philistin, D., & CEO of Candor. 2022, February 28)

Growth of the Company

11 Million Lives Covered	91% User Find Wysa Helpful	500 Conversations
95 Countries Countries	5 Million People Helped	2 Million CBT Sessions Delivered By AI
15+ Peer Reviewed Publications	33% Reduction in Lost-Time Days	10 X Access to Mental Health

Source: <https://www.wysa.com>

Customer Service and Reviews:

“I love the Wysa app! The chat bot seems to take care to be gentle, considerate, and keeping everything positive. I have worked through several things now that i could have never worked through before my counselor. Wysa is a beautiful app! No judgement!

Fantastic suggestions everytimei talk to Wysa! Bravo to everyone that helped create such a masterful idea. I may not always want to talk to my counselor, but theres always time for Wysa! Thank you!”

“I started using the Wysa app after stumbling across it back in early 2017. It's a free AI chatbot based on the "Eliza" program, the first ever chatbot designed for therapy. It contains a plethora of guides, exercises, & info about CBT & mindfulness techniques which you would normally have to pay \$\$\$ to get from a licensed therapist or counselor.

Did I mention it's FREE?”

“Thank you for everything. Life changing. So appreciative of everyone's help.”

Source: <https://www.wysa.com>

Wysa is a very trusted and a well established health care venture , which has helped over 5 million people from all around the globe. The company has received a very positive feedback from its users and as stated by its customers the ventured was very helpful .

DISCUSSION AND CONCLUSION

The Wysa app uses the AI penguin bot to facilitate mental health conversations with a calming, colorful and calming interface. The app appears to have a variety of mental health content delivered via chat, but it also has links to audio and video clips. Perhaps the quality of the content determines the value of the app (I didn't test much of the content). The app itself looks like a scrollable page with clickable icons and widgets that reveal a conversational UI when you open an exercise or widget. While one sometimes may struggle to navigate between app menus and conversational exchanges, but can be intrigued by how the company tried to blend the two modalities.

HEALTHPLIX: CLINICAL DECISION SUPPORT (CDS)

Prof. (Dr) Poorva Ranjan and Vidur Malik

ABOUT THE COMPANY

At the heart of every digital health service is a software system. For India to become a global leader in healthcare, it needs access to high-quality, cost-effective software systems.

This is where HealthPlix comes in. Build a platform to democratize access to digital healthcare, especially in remote areas of the country. Introduced to strengthen the power of doctors, who are the heart of India's healthcare system.

The software is designed to help physicians simplify their workflow, produce reports faster and improve efficiency. We want our users (physicians) to spend as much time as possible with their patients and less time on accounting, notes, paperwork, etc.

Founded in 2014, the first healthtech startup with a doctor-first approach. Focused on enabling healthcare professionals, and a growing number of physicians, to make the right healthcare decisions with software tailored specifically for them. EMR software, powered by assisted AI, empowers physicians to improve patient health by supporting clinical decision-making at the point of care.

About Founders/Entrepreneurs

Sandeep Gudibanda is an endurance specialist. Having completed multiple triathlons and marathons around the world, including an Ironman 70.3 (2km swim, 90km bike and half marathon run in one go!), he brings the same passion, attention and attention to detail to Heathprix brings the commitment of so, he adds doctors to the platform, literally one of him at a time. He is also well versed in healthcare, where he co-founded NephroPlus, the largest chain of independent dialysis centers in Southeast Asia.

Healthplix was founded in 2014 by him, but the real move happened in 2017 by him. The company aims to improve health by shifting its focus from some specific

treatments, such as gestational diabetes in pregnant women, to chronic non-communicable diseases and general medicine. Outcomes of health outcomes.

“We are a doctor-first organization,” says Gudibanda. “If you want better health, look to a population of 1.3 billion, or 273,000 practitioners.” The platform currently has 10,000 doctors who have treated about 1.8 million patients. I am joining.

Typically the entry point for software companies is the electronic medical record (EMR). To stay one step ahead of the hundreds of his EMR applications on the market, the team developed the base software Robin (Doctor is Batman!) with integrated artificial intelligence (AI). When a doctor sees a patient, her AI in EMR accesses relevant information about the disease and the patient's medical history. Patients receive prescriptions that tell them what to do and what not to do. It's like a guide on precautions that doctors may not have time to verbally tell each patient. For a physician-first company, the focus of this software is to better serve the needs of physicians. "We've only scratched the surface," he says, Gudibanda. Integration into the software of medical devices that measure essential patient parameters is underway. The company has raised \$16 million for him so far, and his last round was valued at \$40 million. The software costs INR 18,000 per doctor per year, but the company also earns advertising revenue. It charges a user fee, and also runs ad tickers when the doctor is with a patient. “In a branded generic market, it is top of mind recall that works,” says Gudibanda. — Gina Krishnan

Growth of the Company

India's HealthPlix Raises \$22M to Accelerate Growth and Improve Healthcare

HealthPlix, an Indian startup that offers an in-house platform for doctors to capture patient data digitally, is expanding its reach in the country so more doctors can use its software to provide better care. Raised \$22 million in new investment to help to their patients.

About 300,000 doctors practice regularly in India. But that number seems small compared to the country's rapidly growing population. This prevented doctors from

having enough time to properly examine each patient. HealthPlix aims to solve this problem through a platform available in a freemium model.

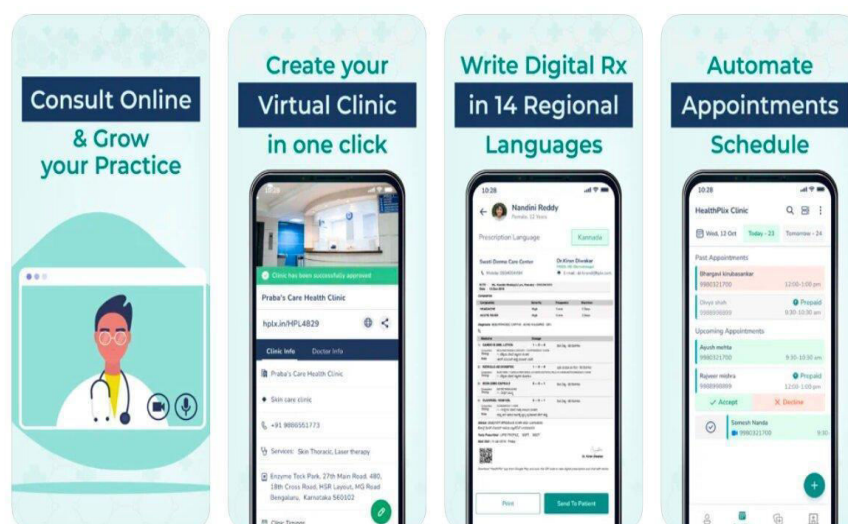
This Bangalore-based start-up enables doctors to create a 360-degree medical profile of their patients to aid in consultation and management of chronic diseases. The platform also provides collective intelligence to help doctors understand their characteristics. B. Which diseases occur in which areas and which treatment regimens are used by different patients and physicians.

HealthPlix co-founder and CEO Sandeep Gudibanda said in an interview with **Tech Crunch**:

Founded in 2014, the startup already supports more than 10,000 of his doctors treating 2.5% of the country's total population with its proprietary software. It aims to serve over 25,000 doctors by 2024 and reach 50,000 by 2025, treating about 15% of India's population. According to HealthPlix, 70% of the total number of doctors on board are located outside metropolitan areas.

According to Gudibanda, HealthPlix handles more than 110,000 patients a day and to date he has conducted more than 70 million consultations. The platform has reached approximately 334 cities in 28 states nationwide.

Singh, J. (2023, March 15)



Source: <https://www.mobihealthnews.com/news/asia/indian-startup-healthplix-releases-mobile-emr-app>

Customer Service and Reviews:

“The app is very useful, I'm able to consult my doctor from anywhere. I would like to suggest this cool app for anyone who is looking of Online Consultations out there, with support team giving their 100% efforts making consultations smooth and easier. Specialists helped me with very quick response to reschedule my appointment”

“The support executive has very nicely cleared all my queries, thank you so much for your service. This app is very useful, I have been using it since 2 years and it's best for online doctor consultation.”

“It was a pleasant experience using Healthplix services and very helpful. We would recommend our friends and relatives to join.”

“The best EMR in the country so far. I have been using the HealthPlix EMR for close to three years and I have just one word ...AWESOME.

The back up support is very good too. They are very prompt. It's been a pleasure using this platform . Highly recommended.”

“Had an amazing experience coordinating my father's doctor consultation even from Sydney. Preeti Singha did an awesome job in resolving issues and constantly following up until the issue was resolved satisfactorily. Will highly recommend.”

Source: <https://md.healthplix.com>

Healthplix is an well trusted and an well established healthcare venture , which has helped multiple people with an hassle free and the easiest form of consulting highly reputed doctors near you . As shown Healthplix has received a very positive feedback from its customers and is on the journey to continuously improve its facilities.

DISCUSSION AND CONCLUSION

HealthPlix is a physician-first healthtech startup aiming to fill the healthcare gap in India with AI-powered EMR solutions for physicians. Physicians can access HealthPlix EMR anytime, anywhere, from any device to efficiently manage their practice in the simplest and most effective way. HealthPlix EMR is practice management software for physicians. HealthPlix EMR enables physicians to better manage daily clinical aspects and improve patient experience.

PLUM: HIGH-QUALITY HEALTH INSURANCE AND HEALTH BENEFITS

Dr. Suchi Goel & Vidur Malik

ABOUT THE COMPANY

Plum started with a mission to insure 10 million people in India by 2025. Our desire to make corporate care easier to access has led us to dig deeper into the basics: health. With a shared passion for building products that people love, our founders started talking to teams of all kinds to find out that the insurance system is broken!

And here, We are solving the hairy world of insurance. We invent and develop products from the ground up to positively impact the health and financial well-being of everyone.

Plum was founded in 2019 by Saurabh Arora and Abhishek Poddar. The company is headquartered in Bangalore, Karnataka, India.

Plum offers health insurance in a B2B2C model. This startup works with small businesses to provide health insurance to all employees (and their families), charging as little as \$1 per employee per month.

Plum partners with insurance companies to provide additional coverage for pre-existing conditions and dental treatments. Current partners include ICICI Lombard, Care Health, Star Health and New India Assurance.

Plum is backed by Tiger Global, Sequoia Capital India's Surge, Tanglin Venture Partners, Incubate Fund, Gemba Capital and others. The company has raised his \$15.6 million Series A round on May 31, 2021. This brings Plum's total funding to date to his \$21.6 million.

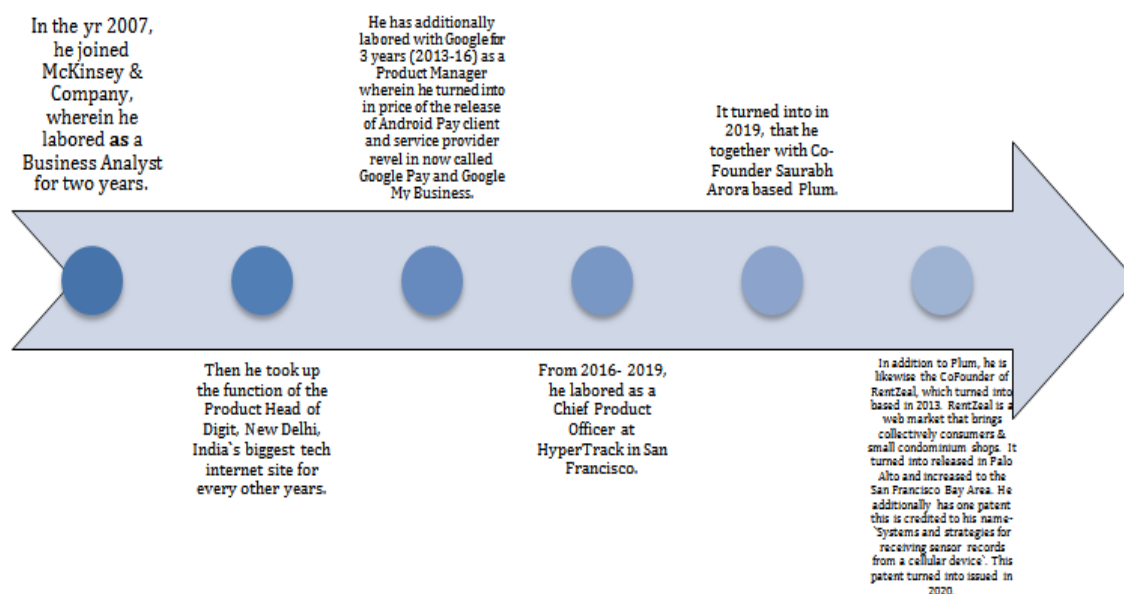
Poddar, A. (2021, July 29)

About Founders/Entrepreneurs

Abhishek Poddar graduated in 2007 from IIT Kanpur with a B.Tech in Mechanical Engineering. Subsequently, he earned his MBA from the Stanford Graduate School of Business in 2011, and in 2005 and 2006 he completed the 2013 Academic Excellence

Award. Besides his academic excellence, his passion for sports is also notable. In 2006, he won an award for excellence in sports.

Upon finishing his commencement from Stanford Graduate School of Business, Abhishek Poddar labored at numerous companies to advantage paintings revel in and accurate exposure.



Source: Author

Saurabh Arora has over ten years of experience before founding Plum with Abhishek. He is responsible for product and technology at his Plum. He declined his promotion to launch Airwoot, his platform for lightning fast customer experience. Airwoot was later acquired by FreshWorks, where he led product development.

Saurabh then briefly founded blockchain startup He Starterum. During his career, he has participated in various research projects at various universities, such as the Swedish Institute of Computer Science, the University of Macchiar, and the Polytechnic University of Turin.

DTU – Graduated with a Double Master's Degree in Security Informatics and a Bachelor's Degree in Information Technology from the Technical University of Denmark.

Growth of the Company

Plum was introduced to Bengaluru by Abhishek Poddar and Saurabh Arora in 2019. They founded Plum with the intention of accelerating the introduction of health insurance in India. Abhishek Poddar believes that only a fraction of the population has access to health insurance in India and most rely on their employers to provide health insurance. That's why Plum was created to help small businesses (also known as SMEs) and start-ups get the right healthcare solutions for their employees.

Plum's path to success can be attributed to the relentless hard work and dedication of his CEO, Abhishek Poddar. Plum recently raised Rs 700 crore in seed funding.

This panel was led by Incubate Fund. Participating companies included Gemba Capital and Tracxn Labs, as well as angel investors such as Praxify Health's Abhijit Gupta and Ram Sahasranam. Sudheendra Chilappagari from Belong.co. Nitin Jayakrishnan from Pando and Alvin Tse from Xiaomi.

Customer Service and Reviews:

“We just enabled Term Life Insurance for all our Educators (around 4000) along with the Health Insurance they already had. Really happy that Plum got this done for us super-fast.”

“Genuine appreciation for Plum - didn't realize getting group insurance will be this smooth. This industry needed a disruption and happy to see Plum doing it the right way!”

“Bought an employee health insurance from @getplumhq. Super impressed by the breakneck spread and the user-friendliness of the process. Amazing work”

“Just used the Telehealth feature on @getplumhq to consult with a doctor. Smooth experience in terms of consultation, scheduling, and engagement . Old school browser booking followed up via email communications. Didn't have to download an app.”

“Buying insurance from @getplumhq has been a brilliant experience! Their sales and onboarding process is something every founder should go through while structuring their own. #CustomerExperience”

“I recently got a chance to use Plum, and man, it’s more refreshing than most health care benefit interfaces that I have used.”

Source: <https://www.plumhq.com>

Plum is one of the most trusted and newly emerging health insurance providing company . As stated in the reviews by the companies customers, the company has provided businesses and even individuals with the most reliable form of purchasing an health insurance . The company has received impeccable success and is on a continuous journey to improve .

DISCUSSION AND CONCLUSION

At Plum, the company designs and develops group health insurance products from the ground up. They are on a mission to improve health insurance and medical care. That's why they build a modern healthcare services company that understand the needs and guide the companies to make smarter decisions. They improve healthcare by giving employers and employees more flexibility, transparent pricing and a better healthcare experience. Plum combines the latest technology and robust processes to deliver unprecedented simplicity and efficiency.

Plum eliminates the need for businesses to deal with brokers and agents. Plum offers comprehensive health benefits including doctor visits, physical exams, fitness and yoga, mental health, nutrition, dental care and more. Plum gives your employees a modern, guided billing support experience.

EVEN: PARTNER WITH TOP HOSPITALS**Dr. Shalini Gautam and Vidur Malik****ABOUT THE COMPANY**

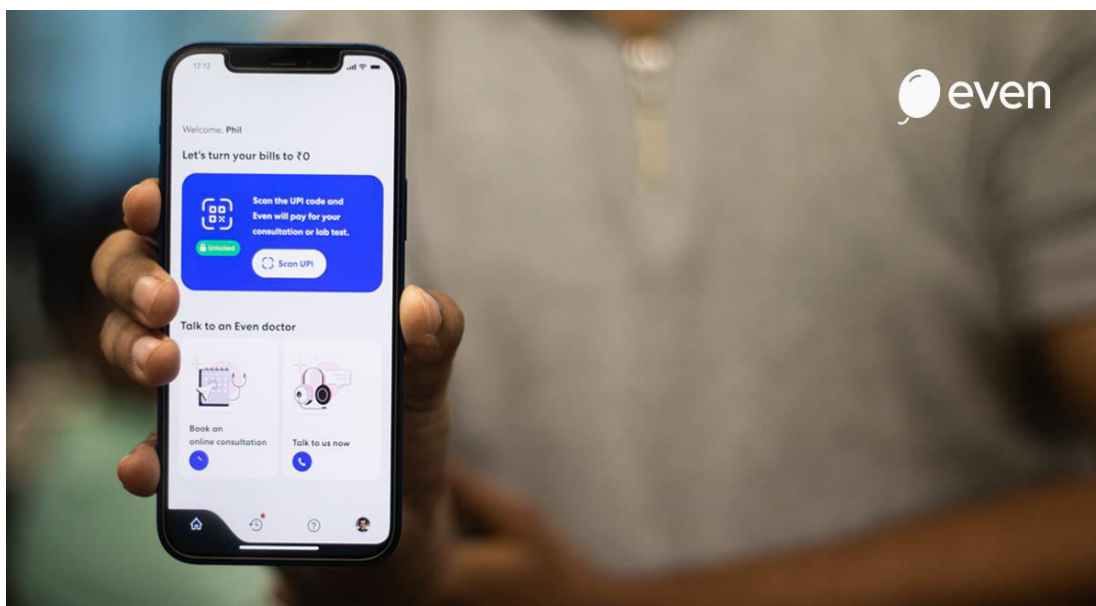
Even HealthCare, India's 'health membership' company, received new financial support in the form of \$15 million to further advance its mission of providing affordable care to communities across India. .

Even is not an insurance company, but members are entitled to primary and preventive care at one of over 100 affiliated hospitals. Indians' access to health care is usually through emergency services, as opposed to the preventive health care model adopted in Western countries. You pay out of pocket for most services, but Even offers what they call a more affordable and more comprehensive care model. The company said it had less than 5% of India's population insured when it last raised money last year, and its existing plans were primarily aimed at emergency services.

“For us, Even is about giving our members access to comprehensive health care and building trust like a family doctor,” said co-founder Matilde Giglio. “From screening to diagnosis to hospitalization, members can count on us to support the entire course of care.” can. The cheapest plan is £40 (\$0.50) per month and includes unlimited consultations and a care team. However, the company says it is aimed at individuals who want to continue paying for some services. This plan provides a glimpse of the care provided to the user and then transitions the individual to a second tier plan, Even Lite. Even Lite costs £320 (US\$4) per month and includes testing, advice and a support team. For £528 (US\$6.54) per month, you get more comprehensive care, including COVID-19-specific services, emergency care across India, and cashless hospitalization.

Our standard corporate rates are for individuals, but we also have group rates for companies and groups.

Even now has 20,000 active members and has partnered with over 100 hospitals since its launch in 2020. Just a year ago, the company had 5,000 of his people on the waiting list.



Source: <https://techcrunch.com/2022/11/10/even-healthcare-lands-additional-capital-to-advance-primary-care-adoption-in-india/>

ABOUT FOUNDERS/ENTREPRENEURS

Mayank Banerjee

He was raised in a family of physicians, and he was constantly reminded of how much better his life could have been if he had chosen to study medicine. Helping to establish Even to attempt to eliminate karma from medical services in India is presumably the initial step he has taken to settle those remarks.

Before Even, he worked in finance in London, attended Oxford University, where he served as President of the Oxford Union, established a machine learning company with offices in London and New York, and interned at a venture capital firm in Bangalore. His proudest accomplishment is still earning the coveted "dough expert" badge at the age of 16 while working at Domino's Pizza, indicating that his pizza rolling abilities are unparalleled.

Mayank Banerjee is the Prime supporter of Even Medical services. " We're fabricating India's best medical care membership administration that puts specialists and patients first. To put it mildly, the goal is lofty and challenging. We are not taking this lightly because we will have an impact on millions of lives. The visionary who intends to

redefine the healthcare industry states, "We're looking for incredible people to have a fair shot at pulling this off."

Growth of the Company

Even Healthcare sets up a medical board to strengthen its clinical protocol

Bengaluru based healthcare provider, Even, which recently raised additional funding of \$15 million, has instituted a medical board consisting of globally celebrated healthcare professionals to oversee its clinical protocols in a bid to make primary care as good and efficient as in high-income countries.

The board will take stock of the best clinical practices around the world and help Even doctors design care guidelines for members that result in marked positive patient outcomes.

With this, Even hopes to design a blueprint for evidence-based care in India and show what good care looks like. The closest example of what the healthcare provider is trying to do is the NICE guidelines in England that help healthcare professionals prevent illnesses in patients using the best available evidence for specific conditions in specific people living a specific type of lifestyle.

Even has inducted Dr. Martin Gilbert, Senior Advisor to the Global Healthcare practice at The Boston Consulting Group in California, Dr. Abha Agarwal, Chief Medical Officer at Humboldt Park Health in Chicago, Dr. Archit C Bhatt, Managing Director at Providence Stroke Centre in Portland, Col Binu Sharma, Senior Director at Max Healthcare Institute Ltd in Delhi and Dr Umesh M. Sharma, managing director of the Mayo Clinic in New York, said to the 4,444 diverse medical boards, collectively, a highly qualified team of medical professionals are working in neurology, physiology, internal medicine, nursing, and healthcare. He has extensive expertise in healthcare, including management, consulting, and healthcare. that. Commenting on

Even Healthcare's medical board, Mayank Banerjee, CEO and co-founder of Even, said: Health care costs and mortality increase when basic services are inadequate or neglected. Our Board has helped build a credible healthcare model in [India] without

putting an undue financial burden on the people – “regulations to ensure that our pursuit of profit does not override the quality of their care,” he continues.

(Mendez, A. 2022, November 10)

Customer Service and Reviews

“The Even membership is honestly one of best decisions you could make, the fact that its makes the whole process so seamless and cashless is just very convenient.

The hospital was well aware of the my membership and that saved me a lit of time and frustration that would otherwise be something I’d have to deal with.

Highly recommend.”

“Seamless experience whenever you need help. I have seen other insurance providers in India and I’m happy to pay a premium for Even because God forbid if there is an unfortunate incident, I don’t wanna be running around for insurance money in such a mental state. Def worth it. Also - unlimited online consultations for all physical and mental ailments with all their plans - BIG GREEN FLAG.”

“Pros: It’s a good company with the best Doctors and utmost care. Their support is at fingertips. You will feel like a family member, they follow up on your health status. Try to get all services/checkup at doorstep. Hassle free claims.

Cons: Even cares you well but once your claims exceed the premium paid, you are in the radar. They will somehow get rid of you. As this is not a insurance company under IRDAI. They have own rules. Proper insurance companies deny the claim and put you under waiting period under their clause, but EVEN directly cancels your insurance. This is normal in startups.”

“A friend of mine recommend this to me and I must say that I made a good decision enrolling with you guys! been a member of Even since March now and must say the entire experience has been amazing! Dr. Ramya has been super helpful and has always been there all I have to do is drop a message on the whatsapp group, pretty sure the only healthcare cover I found worth, have recommended a few friends just waiting for you guys to go live again”

“Even has been great so far. I’ve had a couple of consults with doctor Varun at Even and he has been absolutely amazing. The tests recommended were covered by their lab partner and was pretty seamless.”

Source: <https://even.in>

Even healthcare is an well established healthcare venture which provides its customers access to comprehensive healthcare solutions and an effortless drive through all of the hospital procedures. Its has received an evenly good amount of feedbacks where its customers are highly satisfied and at the same the ‘Even’ did receive some reviews where its customers are facing certain issues especially about the payment process but the company did rectify the problem faced by the customers and is trying to continue providing its customers with healthcare solutions .

DISCUSSION AND CONCLUSION

Even's Medical Board brings together a globally recognized team of multidisciplinary medical professionals to bring the best medical practices and standards to the Indian healthcare ecosystem. The Board also helps design policies of care based on global clinical protocols, including: NICE guidelines in the UK to improve clinical outcomes for members by making care effective and efficient.

FITTERFLY: CUSTOMIZED AND PERSONALIZED WELLNESS PROGRAMS

Dr. Rashmi Chawal and Vidur Malik

ABOUT THE COMPANY

Based in Mumbai, Maharashtra, Fitterfly is a digital therapeutics company focused on preventing, reversing and treating diabetes using technology and human coaching. In India alone it has more than 200 million people with diabetes and pre-diabetes, resulting in significant economic and productivity losses. Fitterfly has developed a digital therapy program with scientifically validated results aimed at preventing, reversing and treating diabetes. Her key advancements include CGMS and other device integration, personalized glycemic response estimation, and her 360-degree coaching on nutrition, stress, and fitness. They have presented their findings at international forums and are working with leading physicians, pharmaceutical companies, insurers and corporations to expand their platform across India in the next three years and aim to become a leader in this segment.

Fitterfly is an innovative and integrated wellness program founded and run by a group of doctors, engineers, and senior nutritionists whose sole goal is to help people live healthier lives.

Through its innovative Digital Therapeutics solutions, the health tech startup provides a solution to diabetes, obesity, women's health, and child health.

Fitterfly offers membership based projects to oversee way of life illnesses that supplement the specialist's clinical treatment. Every team has a qualified physiotherapist, an RCI-certified Clinical Psychologist, and a nutritionist with a master's degree in dietetics, according to the startup.

According to Dr. Arbinder, it all started in 2010, when a hand injury prevented him from performing surgeries for a few months.

During that time, Dr Arbinder started becoming familiar with the web and computerized business. He learned how digital technologies could improve healthcare.

Dr. Arbinder was aware of the challenges people face in obtaining specialist medical care. Thus, he with his group previously sent off a telemedicine startup, MediAngels, which later got gained by 1mg.

He and his team gained more knowledge of the industry over time, and in 2016, they launched Fitterfly to promote children's health.

Fitterfly currently provides individualized digital therapeutics programs for the management of a variety of health conditions, such as diabetes, obesity, pregnancy, PCOS/PCOD, and child wellness.

(Team the Startuplab. 2021, November 19)

About Founders/Entrepreneurs

Dr. ArbinderSingal is a well-known super specialist who has worked in healthcare for more than 20 years all over the world. During his medical education at Delhi University and the All India Institute of Medical Sciences, Dr. Singal received Gold Medals. He has been invited to speak at healthcare congresses in the United States, Europe, the United Kingdom, and Asia. Dr. Singal believes that prevention is more important than treatment. He has a history of diabetes in his family, and in 2019, he was diagnosed with prediabetes. This led him to conduct research and collaborate with the Fitterfly team to create an innovative digital therapeutics program called Diabefly Pro. Dr Singal has authored the terms - Customized Glycemic Reaction, Glycemic Shock and working with Jayesh Sawant - Delta/Carb proportions to make new standards in diabetes way of life the executives. Dr. Singal continues to work hard at Fitterfly to investigate how technology can be used to change behavior, prevent disease, and maintain a healthy lifestyle.

By establishing two hospitals (Advanced Eye Hospital, which was acquired by Agarwal Eyecare, and Mitr Hospital, which is operating successfully in Navi Mumbai), two health-tech start-ups, and a non-profit organization to assist the poor, Dr. Singal has

significantly improved healthcare. MediAngels.com, an online platform for telemedicine, was founded by Dr. Singal and was acquired by 1mg.com in 2016.

Dr. Singal is also the founder and trustee of One Vision Foundation, which provides the general public with more than 500 free surgeries each year and large-scale health awareness initiatives like

- 1) Nanhe Nayan, India's largest annual child eye care campaign, in which 25,000 children receive free eye exams; and
- 2) Tamso Ma Jyotirgamaya, the largest annual walk against blindness in the world, in which 10,000 people participate.

Growth of the Company

Dr. Arbinder claims that Fitterfly currently has more than 10,000 people enrolled in its program.

Fitterfly competes with well-known players in the industry like Wellthy Therapeutics, Twin Health, and HealthifyMe. The company partners with nearly 200 doctors who give their patients the programs.

Fitterfly also collaborates with pharmaceutical partners and business insurance providers. The health technology startup has offices in Navi Mumbai, Surat, and Gurgaon. The majority of its employees in India currently work from home.

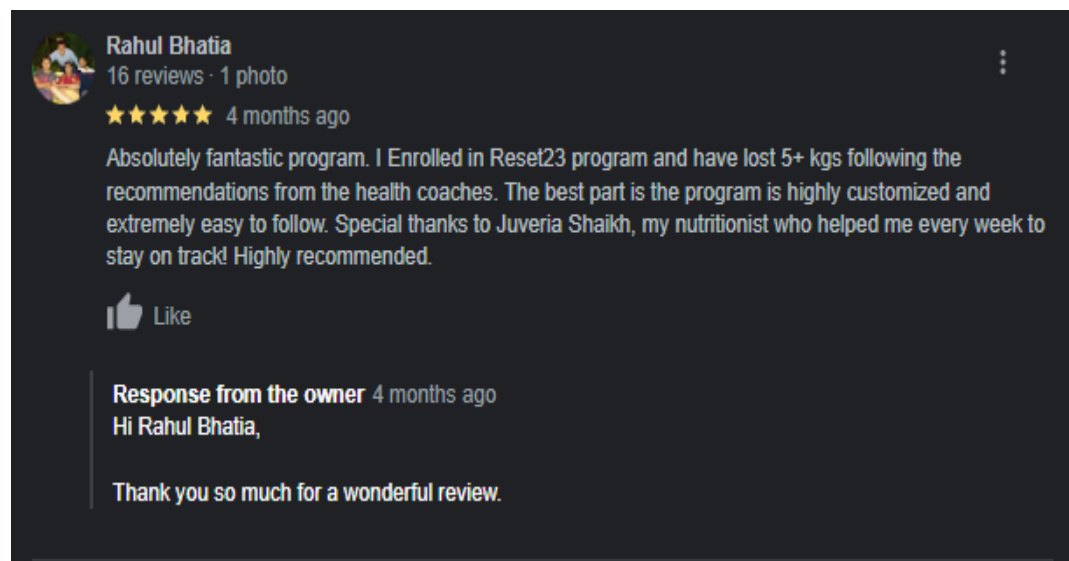
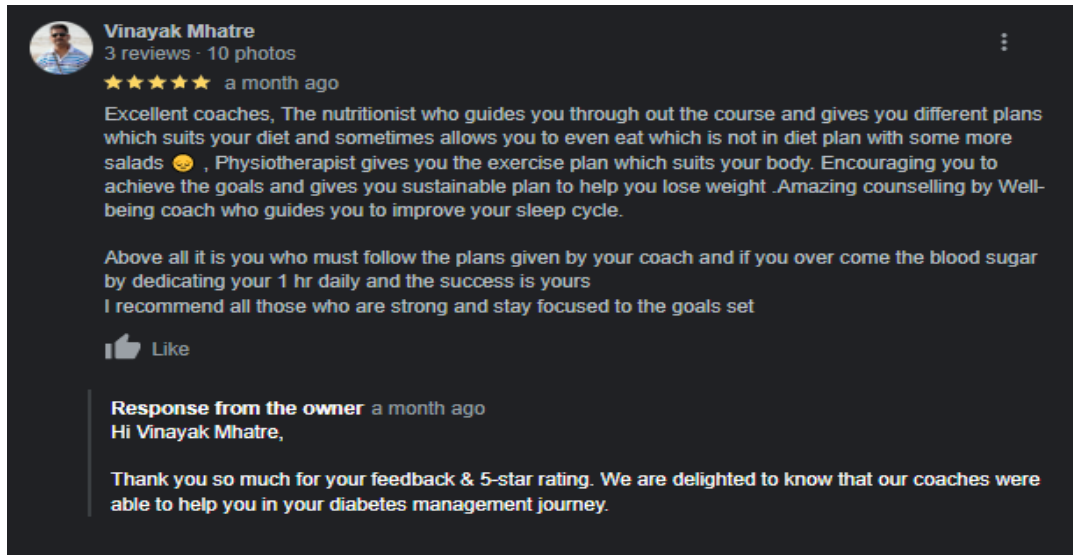
Fitterfly wants to make smart health tracking tools and expand its digital therapeutics portfolio. Additionally, Dr. ArbinderSingal stated that the startup intends to expand its presence in smaller cities during the most recent funding round.

Fitterfly has raised \$3.1 million (about Rs 22.5 crore) in a subsidizing round drove by funding firm Fireside Adventures, which will presently hold a critical stake in the two-year-old healthtech startup.

The round also saw participation from a number of angel investors and additional venture capital funds, including Venture Catalysts and 9Unicorns. The funds, the company said, would be used to improve patient outcomes on a larger scale, raise awareness, and broaden its reach.

Fitterfly had previously received \$1 million in seed funding from HNIs, family, and friends.

Customer Service and Reviews



Source: <https://www.fitterfly.com>

Fitterfly has been highly rated and well liked by its customers and it can also be seen how good is the company in maintaining there customer relationships. It is providing its customers with one of the best diabetes related solutions and the customers are highly satisfied .

DISCUSSION AND CONCLUSION

Sent off in December 2019, Fitterfly offers customized advanced therapeutics (DTx) programs for diabetes, pregnancy, polycystic ovary condition and stoutness to convey wellbeing results. Senior doctors, nutritionists, psychologists, fitness experts, management experts, and technologists make up the team's more than 140 members.

Fitterfly'sDTx programs, which are meant to go along with medical treatment, provide holistic advice on things like diet, exercise, sleep, stress, and other things that affect health. According to CEO Singal, more than 10,000 people have signed up so far.

Four years ago, the Fitterfly team started building a clinical nutrition database. After that, they built disease-specific nutrition advisory algorithms to validate the database. Recognizing the significant unmet need for remote support in enhancing outcomes, it launched DTx at the end of 2019.

Singal stated, "Covid-19 has propelled digital therapeutics and remote monitoring to the forefront of medicine." Through our cutting-edge digital therapeutics solutions, we are addressing difficult issues such as diabetes, obesity, women's health, and child health. In India, these issues affect between 30% and 40% of the population. As a prescription product, we are seeing good support from doctors, which saves them time and helps them get better results.

Fitterfly is an innovative and integrated wellness program founded and run by a group of doctors, engineers, and senior nutritionists whose sole goal is to help people live healthier lives.

Through its innovative Digital Therapeutics solutions, the health tech startup provides a solution to diabetes, obesity, women's health, and child health.

In addition to the doctor's medical treatment, Fitterfly offers programs for managing lifestyle diseases that require a subscription. Every team has a qualified physiotherapist, an RCI-certified Clinical Psychologist, and a nutritionist with a master's degree in dietetics, according to the startup.

ONSURITY: HEALTHCARE MEMBERSHIP WITH GROUP HEALTH INSURANCE

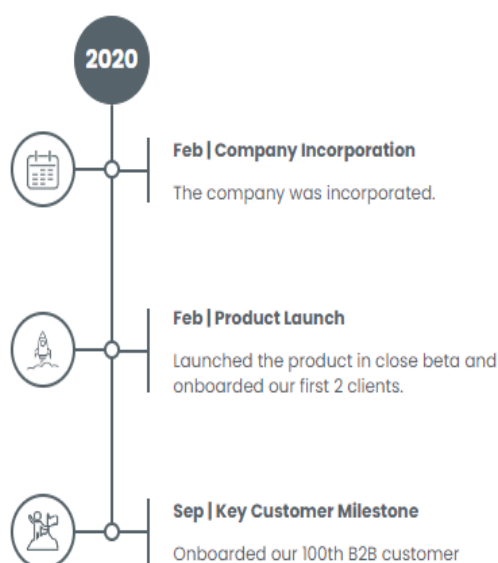
Dr. Pooja Sharma and Vidur Malik

ABOUT THE COMPANY

Onsurity is India's just healthtech organization giving month to month, far reaching representative medical care to SMEs, MSMEs, New companies and developing organizations. We are offering everyone, from entrepreneurs to small businessmen, the opportunity to ensure that their team has access to the best healthcare with our simple and affordable products in an effort to democratize technology. Onsurity was established with the goal of empowering small and medium-sized businesses to address their primary issue, which is the cost of employee benefits and healthcare. This, in turn, aids in employee retention, productivity, talent acquisition, and the creation of a happier workforce for SMEs.

Its vision is to simplify healthcare products for people who don't have easy access to them. Before very long, we desire to be the best option for managers while considering "Representative Advantages". We also intend to accomplish this with our comprehensive healthcare technology and dependable and superior customer service. Its mission is to assist businesses in expanding with employees who are healthier and happier. We want to bring MSMEs up to the same level as larger corporations by offering healthcare solutions to them at no additional cost to their working capital.

Timeline



Source: <https://www.onsurity.com>

ABOUT FOUNDERS/ENTREPRENEURS

Yogesh Agarwal

He holds the designations of Chartered Accountant and Actuary. His first job was as an actuarial consultant at KPMG, where he worked as a real consultant for a few general insurance companies in India and the United States. His primary responsibilities included actuarial valuation, pricing, analysis, and product design for a variety of insurance and reinsurance companies in India and outside of India. In addition to serving as appointed actuary in one of the insurance companies after leaving KPMG, he held positions as Chief Risk Officer and Chief Actuary in a few general insurance companies in India. As an appointed actuary, he was accountable for the company's overall actuarial, financial well-being, and risk management functions as well as daily reporting to the regulator. So that was his objective. And then, around 2017, he started his own consulting firm, which was kind of a semi-setup with between 10 and 11 people working for it. In other words, in 2017 and at the same time, he was consulting various insurance companies in India. One of these insurance companies was also involved in InsureTech, India's first insurtech. His job basically consisted of designing insurance

products, assisting them in underwriting those products, and assisting them in developing various reinsurance strategies. So, before he started Onsurity, that was his background. Also, while he was working for his own consulting company, he realized that providing benefits to employees is becoming increasingly important for attracting the right talent. Unfortunately, however, neither the insurance industry nor the employee benefits industry has a clear focus on SMBs or small businesses. There are no relevant benefit plans that are easily accessible to small startups or SMBs due to the fact that the majority of these businesses actually require a minimum team size of almost 50 to 55 and even up to 500 employees. Also, he learned this while working as a consultant because he wanted to provide his employees with a good benefit package but couldn't find the right plan. This really helped him think about Onsurity and how they can create a platform where small and medium-sized businesses (SMBs) can get the right employee benefit plans for their employees at a reasonable cost that cover almost all of the essential benefits for their employees. With that, Onsurity got going. Onsurity's conceptualization probably began sometime between November 2019 and December 2019. They have attempted to establish Onsurity. So fundamentally, since their send off in May 2020 up to this point, they have practically more than 1100+ SMBs on their foundation. They are very proud to say that, based on the way they started Onsurity, they are now able to do a perfect product-market fit and effectively acquire 700 companies. He believes that the team at Onsurity had really worked hard to build a company that is completely focused on products and customers. They have introduced a few very special features to the market, such as monthly payments, which are like a game changer for small and medium-sized businesses (SMBs). When you make it a monthly benefit subscription model, it becomes quite affordable for SMBs to sponsor their employee team. Aside from that, the customer experience is a major focus for Onsurity. Building consumer or business trust is crucial, given that they are aware of the nature of the industry and the context in which they operate. Because of this, they place a significant emphasis on their comprehensive claims or hospitalization experience for businesses with employees who may be unaware of "What is an employee benefit? What health insurance do you have?" They will have no trouble making a claim for that particular product.

Growth of the Company

Onsurity is the only healthtech startup in India that charges MSMEs a monthly fee for comprehensive employee healthcare. Kulin Shah stated that the SMEs and MSMEs in India are an underserved market when discussing the origins of Onsurity, how they came up with the idea, and the problem they are attempting to solve for India. Despite the fact that they contribute nearly 30% of our GDP, they have no recourse when it comes to employee benefits, particularly health benefits. He went on to say that this is where Onsurity wanted to get involved and have an impact: they wanted to help small and medium-sized businesses (SMEs) bring in the best talent without having to worry about being restricted because they didn't have access to health benefits for employees that were both affordable and effective.

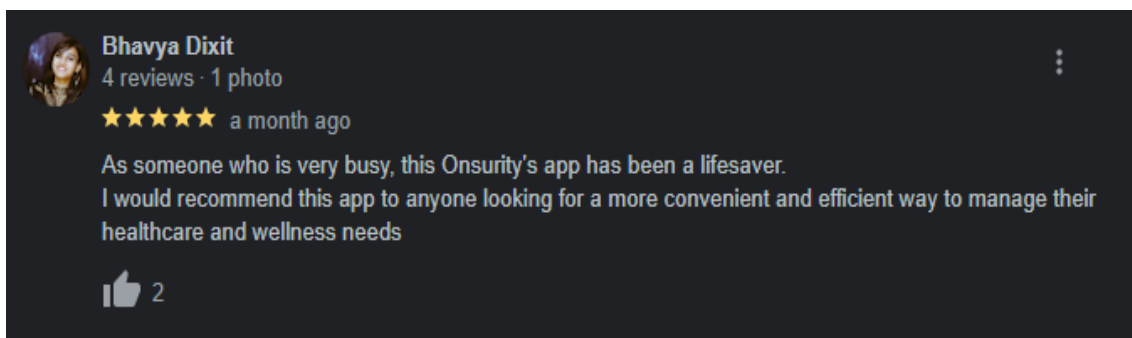
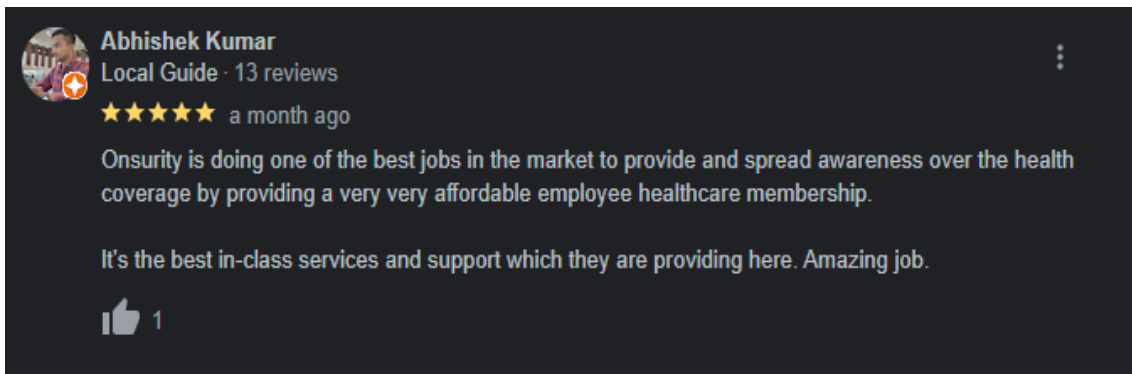
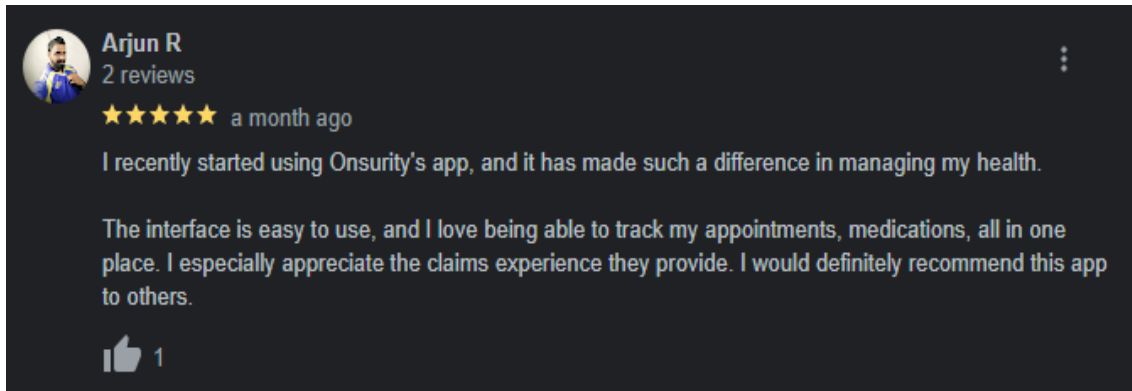
In addition, Yogesh Agarwal, Onsurity's CEO and co-founder, stated that the current healthcare and insurance market does not provide MSMEs with the appropriate mix of products, which is the void that Onsurity is attempting to fill. In our two years of traveling, we have observed that the MSMEs market in India is quite diverse. There will be a single micro, small, and medium-sized enterprise (MSME) that employs only white-collar workers, and their requirements for health care and health insurance will be completely different from those of a MSME that runs a manufacturing entity, a logistics company, a hardware distribution company, or an electronic distribution company. In a nutshell, to summarize, "each type of SME may have different requirements for healthcare benefits for their employees and different affordability points," he added.

During the conversation, he also talked about how Onsurity's plans are supported by technology, ensuring that MSME entrepreneurs can afford and access them.

discussing their objectives and the vision for the future, Kulin Shah said that they need to guarantee that each SME can give medical care advantages to representatives which is fundamental for drawing in ability or holding ability. " We've seen that small and medium-sized businesses (SMEs) want to offer health insurance because they end up giving out personal loans or medical loans, which they may or may not be able to repay over time. As a result, we want to make sure that SMEs have the authority to assist these employees.... with the help of a product like ours, and where we see Onsurity

playing a big role is in digitizing this entire journey so that we can ensure that our SME partners have access and are affordable.

Customer Service and Reviews



Source: <https://www.onsurity.com>

Onsurity is an highly trusted healthcare venture providing its customers with healthcare memberships where the customers seem to be highly satisfied as they are able to track all of there appointments and medication and an easy access to their trusted doctors has made a huge difference.

PANDORUMTECHNOLOGIES: FOCUSED ON TISSUE ENGINEERING**Dr. Navya Jain and Vidur Malik****ABOUT THE COMPANY**

Pandorum Technology is a company that specializes in tissue engineering and regenerative medicine. It designs world-class therapeutic products based on the fundamental and translational principles of biology and engineering to improve the health of patients with corneal dystrophies, lung-related disorders, and liver diseases.

Pandorum has developed world-class capabilities for the development of a variety of in-depth, proprietary platform technologies for priming stem cell-derived exosomes to deliver therapeutic cargos. Using self-assembly, 3D printing, and other fabrication techniques to construct desired tissue like micro-architecture, Pandorum also has extensive capabilities for building 3D functional tissues using a combination of cells, gels, and cell modulators. Bio-engineered Cornea and Liver are examples of functional human tissues that can be developed using our proprietary technology platform for therapeutic and medical research purposes. We're further growing an arm in the space of sans cell treatments/stepping in the without cell treatment for tissue fix and recovery.

The companies commitment is to excellent translational science with the goal of enhancing human health as we approach the clinical stage.

They have been supported by a slew of notable partners since our inception in 2011 as a biotech startup from India's most prestigious academic institution. These partners include India's leading biotech innovation agency, BIRAC, and the country's most prominent venture capitalists.

They collaborate with international partners and are currently expanding in India and the United States. Our Research and development labs are available in two destinations in Bangalore India (Bangalore BioInnovation Labs and CCAMP), Clinical College of South Carolina (MUSC) at Charleston and MBC BioLabs Cove Region USA.



Source: Redirect notice. (n.d.). Google.

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fin.linkedin.com%2Fcompany%2Fpandorumtechno>

ABOUT FOUNDERS/ENTREPRENEURS

Tuhin Bhowmick

In 2005, Tuhin received his master's degree in biotechnology from The Maharaja Sayajirao University of Baroda. During the time, he was related with the school society 'Genome Exploration Center'. Tuhin went on to earn his doctorate in macromolecular crystallography, structural, and computational biology at the Indian Institute of Science (IISc), where he received numerous honors for his accomplishments in biotechnology. After that, Tuhin worked as an EPIOD fellow from 2015 to 2018 and continued his research at European Molecular Biology Laboratories on topics like cell matrix interaction and neuronal wiring.

TuhinBhowmick studied structural biology at the European Molecular Biology Laboratories. Tuhin then, at that point, went to the Massachusetts Foundation of Innovation for a medication and clinical gadget improvement program. After that, they went on to earn their doctorate in structural, computational, and macromolecular crystallography at the Indian Institute of Science. Finally, they earned their master's degree in biotechnology from the Maharaja Sayajirao University of Baroda.

Growth of the Company

Pandorum Technologies, a biotech working in the fields of tissue engineering and regenerative medicine, and Wipro Ltd, a global IT, consulting, and business process services company, have announced that they have begun a long-term partnership.

During research and development and clinical trials of regenerative medicine, the companies intend to concentrate on the creation of technologies that will minimize time to market and maximize patient outcomes.

The purpose of the AI-based decision support solution developed by Wipro Holmes is to assist in the design of clinical studies, predict and enhance the efficacy of therapeutics using cutting-edge algorithms, and provide insights into the potential outcomes of specific formulations.

Pandorum and Wipro have the same goal of developing an AI system that learns from Pandorum's multi-dimensional data at the cellular, tissue (organoid), and organ levels and provides useful insights. Wipro Holmes' capacity in getting bits of knowledge from aggregates, genotypes and clinical movement appraisals will supplement Pandorum's abilities in tissue recovery and regenerative medication. Pandorum's partnership with Wipro, which combines Pandorum's expertise with AI, is on the verge of entering the clinical stage. The two companies hope that this will unleash the potential of regenerative medicine.

Life sciences organizations can accelerate innovation, transform business procedures, and fuel growth by embracing digital technologies like artificial intelligence. In life sciences Research and development, simulated intelligence is especially important to quickly find new definitions, speed up restorative turn of events and put up life-saving treatments for sale to the public quicker, subsequently emphatically impacting human wellbeing. Rajan Kohli, President and Managing Partner, iDEAS, Wipro Ltd., stated, "We stand ready to enable our health and life sciences clients to serve their stakeholders better with our domain and AI expertise."

Customer Service and Reviews



Source: <https://pandorum.com>

Pandora as can be seen is really preferred by people and customers have a very satisfactory outcome. It is an highly reputed healthcare venture providing customers with regenerative tissue structures .

DISCUSSION AND CONCLUSION

Pandorum Technologies is a regenerative medicine and tissue technology biotechnology company. The company says that its proprietary technology platform is made to make functional human tissues like bio-engineered liver and cornea that can be used in medical research and therapy.

The Department of Biotechnology, Government of India's Biotechnology Industry Research Assistance Council (BIRAC) provides Pandorum Technologies with financial assistance. In 2011, TuhinBhowmick and Arun Chandru founded Pandorum Technologies.

In 2015, it was the first company in India to 3D-print human liver tissue for medical research. The company made the announcement that it had bio-engineered human cornea tissue to allow for scar-free regeneration and vision restoration last year.

One of the leading causes of blindness worldwide is corneal disease, according to the World Health Organization. There is a severe shortage of cadaveric human corneas that can be transplanted, even though surgically replacing the opaque tissue with a clear corneal allograft typically results in improved vision. Over a million people in India have bilateral corneal disorders that cause vision loss, and at least as many people have unilateral corneal blindness. Dr. Bhowmick continued, "We are working to close this gap at Pandorum using a bio-engineering approach through the stage-wise development of a platform, with the ultimate goal of freeing us from our reliance on human donor cornea."

In collaboration with the L.V. Prasad Eye Institute (LVPEI), one of the largest eye institutes in the world that has served more than 26 million people, Pandorum is developing these bio-engineered cornea tissues. At LVPEI, cornea surgeons Dr. Virender Sangwan and Dr. Sayan Basu, as well as a scientist named Dr. Vivek Singh, have been crucial in translating this technology. One of the early visionaries of this collaborative project was Dr. Sangwan, a Shanti Swarup Bhatnagar awardee who is known for developing a novel surgical technique called Simple Limbal Epithelial Transplantation (SLET). "Pandorum's Bio-engineered Cornea is a transformational technology that could lead to scarless healing of corneal injuries with rejection-free corneal graft," he asserts. In a way, such platform technology meets the requirement for corneal partial or total replacement as well as the need to repair corneal injuries and perforations. Rakheja, H. (2020, September 7)

STRAND LIFE SCIENCES: GENOMIC PROFILING BASED ON NEXT-GEN SEQUENCING (NGS) TECHNOLOGY

Dr. Khushbu Khurana and Vidur Malik

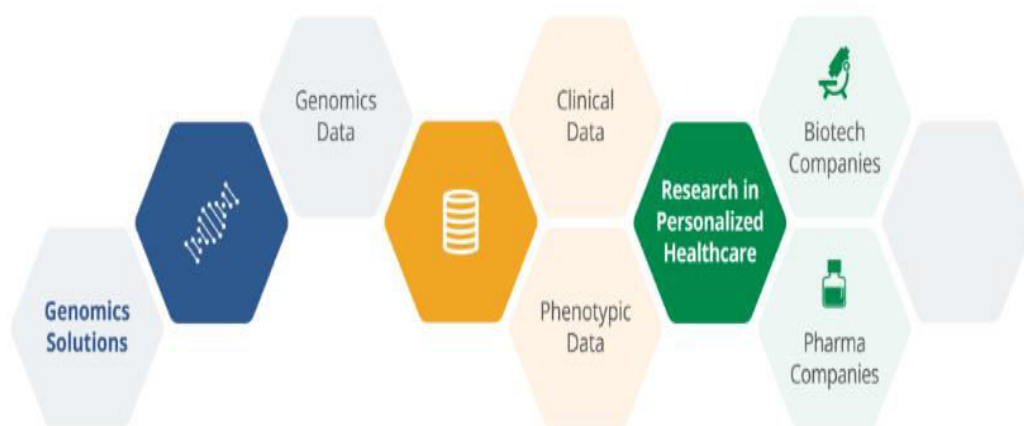
ABOUT THE COMPANY

Strand Life Sciences is a genomics-based research and diagnostics company whose goal is to decode an individual's genome's genetic information to improve global health. Utilizing next-generation genomics, Strand Life Sciences has collaborated with thousands of academics and physicians to gain valuable insights into cancer, cardiovascular and metabolic diseases, eye and neurological disorders, and other diseases.

Strand Life Sciences association programs empower huge scope genomics research studies. For pharmaceutical and biotech companies, our potent genomics solutions accelerate drug discovery research. Our special admittance to genomics information with clinical and phenotypic information gives experiences into complex illnesses at the hereditary and sub-atomic level to work with research in customized medical care.

We have reformed medical services by lessening experimentation in therapy through the use of diagnostics and genomic testing through our creative lab tests, innovation, and stage arrangements utilized by clinicians for their patients, logical scientists, as well as drug and biotech organizations. With a strong and knowledgeable Research and Development team, we strive to create new products that meet the requirements of patients and physicians. Optimizing costs and making tests affordable for patients are other aspects of our R&D efforts. We utilize the maxim of 'Moderateness as a driver of development' while planning and creating items.

Source : Author



Source: (n.d.). Strand Life Sciences. <https://strandls.com/>

ABOUT FOUNDERS/ENTREPRENEURS

Dr. Vijay Chandru

Both an academic and an entrepreneur, Dr. Vijay Chandru Since 2006, Chandru has been a World Economic Forum technology pioneer. In 2008, India Today magazine named him one of the 50 pioneers of change. Moreover, Chandru has tutored various business people and beginning phase adventures in the domains of training, innovation and life sciences.

At MIT, Purdue University, and the Indian Institute of Science over the course of four decades, he taught decision sciences. He looked into academic research at the intersection of computational mathematics, geometry, logic, machine learning, biology, and heritage art after receiving training in electrical engineering at BITS (Pilani) and operational research at UCLA and MIT. He was a national distinguished technologist of the Indian National Academy of Engineering, an adjunct professor of BioSystems Science and Engineering, and an Executive Advisor to the Indian Institute of Science's brand-new ART Park (AI and Robotics Tech Park).

Dr.Chandru is a member of the RGUKT in Andhra Pradesh and the Karnataka State Council of Science and Technology (KSCST) councils. He is in charge of the Digital University of Kerala's governing council. He is a member of Karnataka's vision groups for science and technology (VGST) and biotechnology (VGBT). As a creator of the Atal

Development Mission report in August 2015, and served momentarily on the mission undeniable level panel of Point as met by the Top state leader's Office at NITI Aayog.

Professor Chandru was the founder and executive chairman of Strand Life Sciences, India's first example of academic entrepreneurship, from its inception in 2000 until 2018. The development of molecular biology in the two decades that followed the human genome project was reflected in Strand's shift from data science to precision medicine. Professor Chandru was named India's 2007 Biotech Entrepreneur of the Year by Biospectrum Magazine. Chandru was elected Honorary President for a three-year term from 2009 to 2012 by the Association of Biotech led Enterprises (ABLE), India's leading biotech industry organization.

Growth of the Company

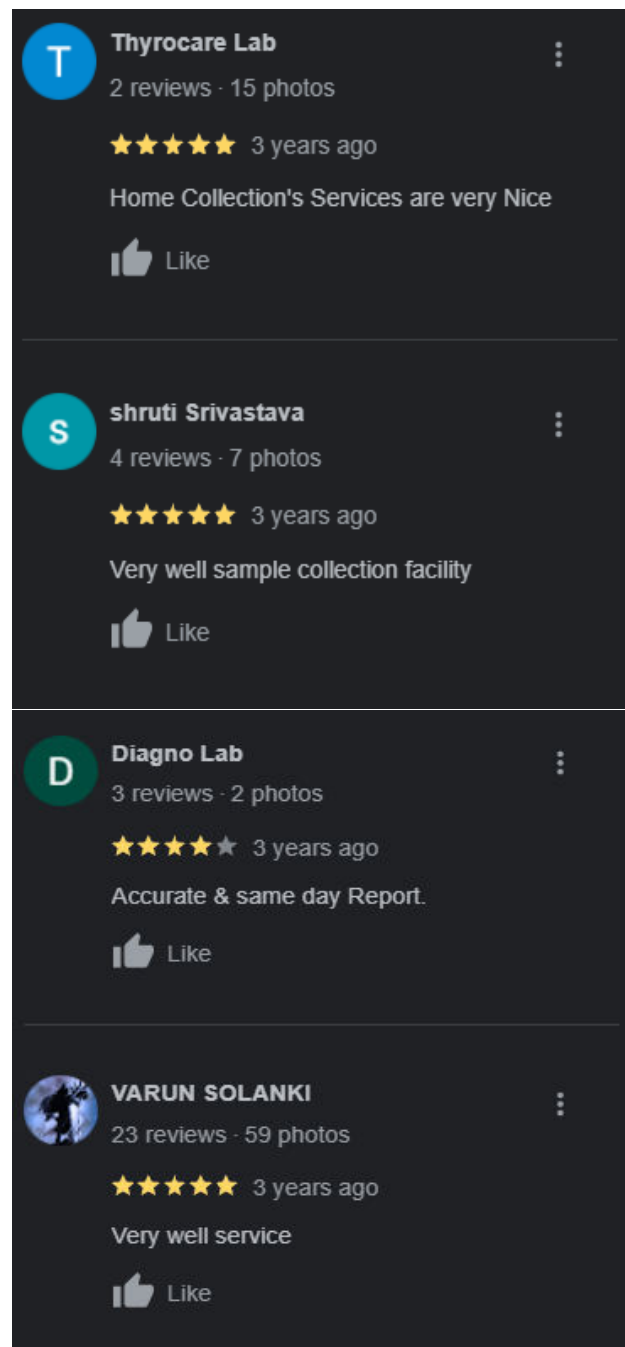
"Strand Genomic Wellness," a new line of genomic-based tests for preventive wellness, has been launched by Strand Life Sciences, a genomics-based research and diagnostics company. This new Strand product, which was introduced at the Bengaluru Tech Summit, which took place from November 16 to 18, can help people better understand and manage their disease.

The "Genomic Health Insight" report from Strand is the first part of the program. It aims to help people understand how their own genomic variations can affect their risk for 30 to 100 percent heritable diseases. People can use this information to collaborate with their doctors to manage their risk through proactive wellness measures.

The benefits of Strand's new Genomic Health Insight screening include learning about the likelihood of developing certain inherited diseases that manifest later in life; aid in identifying threats to offspring; assist individuals in collaborating with their clinicians to implement necessary preventive measures and lifestyle changes to lower their risk and that of their children; and provides access to new research findings on these variations as they become available, as well as a catalog of genomic variants in approximately 20,000 life-sustaining genes.

Strand will also offer a limited number of free Genomic Health Insight reports to parents of any adult who chooses to get one for themselves as part of the new launch and to help families better understand their risks.

Customer Service and Reviews



Source: <https://strandls.com>

Strand Life Sciences is an well established healthcare and genomic related venture which has partnered with one of the highly educated doctors and scientists for an advance study of genes and possible future diseases that can be caused . The customers seem to be really satisfied with the companies services .

DISCUSSION AND CONCLUSION

"Strand Genomic Wellness," a new line of genomic-based tests for preventive wellness, has been launched by Strand Life Sciences, a genomics-based research and diagnostics company.

Strand's new product, which was introduced at the Bengaluru Tech Summit, can help people better understand and manage their disease, the company said in a statement.

According to a recent study that was published in Mayo Clinic Proceedings, nearly one in eight people who underwent predictive genomic testing discovered that they had a genetic risk for a health condition and may be able to manage it better with preventive care.

Rising reception of better ways of life and expanding familiarity with new medical services projects and progressions are supposed to drive expanding interest for prescient hereditary testing.

Dr. Ramesh Hariharan, CEO and co-founder of Strand Life Sciences, stated, "Genomics is advancing at a breakneck pace, and the Genomic Wellness initiative will bring these advances to the Indian consumer, starting with inherited insights and eventually covering evolving insights that reflect the dynamic of the ageing body."

Strand's clients incorporate worldwide instrument, symptomatic and drug organizations. Strand is also a pioneer in India for genomic testing. The most reputable company for genomic diagnostics in oncology, rare diseases, women's health, and infectious diseases is Strand due to its extensive global bioinformatics history.



Proprietary software and variant curation databases that enable automatic variant prioritization, clinical interpretation and report generation.



Strand NGS – Analysis of data generated from next-generation sequencing (NGS) experiments.



Data analytics, technology and Artificial Intelligence to see patterns and integrate them into decision models.



Clinical research and development services in the areas of clinical trial management, biomarker discovery, and validation.

Source: (n.d.). Strand Life Sciences. <https://strandls.com/>

DOZEE: CONTACTLESS REMOTE PATIENT MONITORING (RPM) & AI-BASED TRIAGING SYSTEM

Ms. Pooja Tripathi and Vidur Malik

ABOUT THE COMPANY

Dozee is the first contactless AI-based Remote Patient Monitoring (RPM) and Early Warning System (EWS) for continuous patient monitoring in India. Its mission is to develop and deploy intelligent technologies, solutions, and networks in order to provide a continuum of care, early warning systems, and responses to save lives.

Dozee is on a path to steer the public and private healthcare ecosystem, with the support of the Indian government through BIRAC. Dozee's vision of #HarBedDozeeBed aims to improve access and prioritize patient care in order to provide connected health in every bed. Dozee detects signs of sleep apnea and monitors vital parameters like heart rate, respiration rate, blood pressure, blood oxygen saturation, and skin temperature with clinical-grade accuracy.

Dozee automates patient monitoring, saving nearly 2.5 hours of nursing time per patient per day. It is an innovation that is truly "Made in India" and meets international standards for patient safety, data security, privacy, and reliability. Top-tier healthcare providers across the nation trust it.

Dozee continues to rethink health and envision a smarter, more connected future for healthcare.



Source: Redirect notice. (n.d.). Google.

https://www.google.com/url?sa=i&url=https%3A%2F%2Fhealth.economictimes.indiatimes.com%2Fnews%2Findustry%2Fcloud-technology-is-at-the-heart-of-remote-patient-monitoring-dozee%2F92225256&psig=AOvVaw3cl28v9aapUisxvPWYZbvX&ust=1680269050056000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCKjZgpXgg_4CFQAAAAAd

ABOUT FOUNDERS/ENTREPRENEURS

Mudit Dandwate

At DOZEE, Mudit Dandwate and his team are working toward the goal of making healthcare for millions of Indians easier and more effective. Dozee, India's first contactless health monitoring solution, was launched in 2019 and is consistently and methodically leading remote health monitoring in hospitals and at home.

A mechanical specialist by instruction, Mudit moved on from Indian Organization of Innovation, Mumbai. He was a Vehicle Dynamics Expert at the global technology company Altair Technologies prior to founding Dozee.

Dozee is changing the way healthcare is provided by turning any bed into an intensive care unit and oxygen monitoring bed.

Mudit is no stranger to thinking outside the box. He invented the first cricket bat that has been approved by the MCC. It has three-dimensional edges that slow down the vertical velocity of the ball when it hits an edge, giving the wicket keeper or slip cordon 30 percent more time to react. Slazenger granted a license for the cricket bat, which is still in use.

On June 26, 2017, Mudit also developed his very own "Thought Controlled" bionic arm after losing his arm to a crocodile attack while trying to save his dog, who had jumped into a Bengaluru lake by accident. He has been using the arm regularly for the past two years for all of his chores, and it is fully functional.

Growth of the Company

Dozee, a platform for remote health monitoring, said it had raised Rs 71 crore in a new funding round led by Gokul Rajaram, a product and business advisor for DoorDash.

The company added that existing investors such as Prime Venture Partners, 3one4 Capital, and YourNest, in addition to other angel investors, participated in the current funding round.

Dozee intends to use the new capital to launch new products, maintain its leadership position, and continue its R&D efforts. According to the statement, the platform is also considering global expansion.

Rajaram stated, "Dozee is on a mission to revolutionize healthcare, using unique technology to make remote monitoring more scalable, affordable, and accessible."

Dozee professes to be India's most memorable contactless distant wellbeing checking startup that tracks heart wellbeing, breath, rest quality and feelings of anxiety, with around 98.4% exactness when contrasted with other clinical gadgets.

Dozee was developed with the partnership of well-known hospitals, such as NIMHANS, Sri Jayadeva Institute, and AIIMS Jodhpur, and was founded by IIT graduates Mudit Dandwate and Gaurav Parchani.

As per the assertion, Dozee has major areas of strength for seen of its distant patient checking answer for medical clinics called Dozee Genius, which can change over any bed into a stage down emergency unit in both public and confidential settings. In order to keep an eye on patients, it has been put in over 6,000 beds in 300 hospitals in 40 districts across India.

Dozee's "The Million ICU initiative" aims to install one million step-down ICU beds over the next three years and 50,000 in the next year.

Dozee received funding in the amount of Rs 12.5 crore (1.7 million USD) from a group of venture capital (VC) firms in 2020. A year later, as part of its series A funding round, it raised Rs 44 crore, or \$6 million.

(Kashyaap, S. 2020, September 15)

Customer Service and Reviews



dilipprasad

★★★★★ **Simple and contactless use**

Reviewed in India on 9 February 2020

Verified Purchase

Advantage - Simple usage, contactless, app does give some analytics. It automatically detect sleep cycle even someone sleeping in a day time.

Disadvantage - I bought it from Amazon to support new startup from India. I am happy with the product. I am resident of Norway so health shop services are not available outside India. Can we improve in this aspect?

Remarks- I am editing the disadvantages after using it for 30 days. My previous comment on Dozee asking money for sleep apnea report was incorrect. As a first time user one get 10000 Dozee points and to generate the sleep apnea report one can use these Dozee points. Further with daily use depending on the sleep quality user earn Dozee points and these points can be used to avail the various services it offers like meditation session, sleep apnea report, etc.

My previous comment (It was incorrect) -> Using it for 10 days and not giving sleep apnea report. It might give sleep apnea report by paying money and if that is the case the cost of this device is atleast 10 times than its actual price should be. The other wearable like mi band does many task along with automatic sleep recording. The other wearable are not discomforting even if they are contact device as wrist band or ring band.

5 people found this helpful

Helpful

Report

Permalink



Karthik R.V. Jagannathan

★★★★★ **An Excellent Device To Track Sleep And Respiration Level**

Reviewed in India on 12 September 2020

Verified Purchase

I have been using Dozee since December 2019. The instrument has helped me a lot to know my heart rate and respiration level at night. As I also suffer from pulmonary issues the new addition to Dozee that is Dozee Spo2 is also a very good feature. The Dozee team has been very professional by keeping in touch with me every now & then giving me health tips. I recommend Dozee to everyone concerned about their health.

2 people found this helpful

Helpful

Report



Shibaji Majumder

☆☆☆☆☆ **Overpriced, Product Quality Reduced, No Smart Alarm At All**

Reviewed in India on 21 February 2021

Verified Purchase

This is my second purchase of Dozee device (for myself) for its accuracy. One year ago I purchased it at Rs-5,600 for my mother. In one year the price has been increased to Rs-8,000. In this pandemic situation where we don't have more money to spend. So one less star for its overpriced. Another Less star for product Quality. The data cable attached to pod and its charger is very low quality grade. My first dozee device's data cable was excellent quality. The charger quality also degraded. They are providing now third party degraded quality charger. Another one less star for No Alarm notification at all free of cost. Misleading info they are providing. If you want to get Alarm notification then you have to pay for it extra. Another one less star for that you couldn't be able to create multiple profiles in the App. So only one star for its Accuracy. Most time server is down we can't get sleeping result details. Only get pulse and respiration Rate only.

Source: Amazon.in: Customer reviews: Dozee - India's 1st contactless health tracker. Remote & Accurate tracking of heart rate, respiration rate, sleep quality with timely health deterioration alerts. (n.d.). Online Shopping site in India: Shop Online for Mobiles, Books, Watches, Shoes and More - Amazon.in. [https:// www.amazon.in/product-reviews/B07PZSHTZ9](https://www.amazon.in/product-reviews/B07PZSHTZ9)

With a very good consumer response and a successfully developed device 'Dozee' is an well known healthcare venture providing multiple businesses and individuals with an highly developed healthcare technology solution .

DISCUSSION AND CONCLUSION

The six-year-old startup sells solutions and devices for remote health monitoring that monitor heart health, respiration, sleep quality, stress levels, and so on. By continuously evaluating the user's vitals data and carrying out a risk analysis, its health intelligence module, which is based on artificial intelligence (AI), is able to identify early indicators of health deterioration.

"This funding demonstrates our commitment to improving India's health care infrastructure." Mudit Dandwate, co-founder and chief executive officer (CEO) of Dozee, stated, "During the peak of the pandemic, we worked with top institutions in the country, both public and private, to automate critical care delivery in high dependency units, saving over 70,000 nursing hours and more than 1,000 lives."

In the past six months, the startup has seen its solution implemented in over 216 Indian hospitals. Additionally, it has monitored more than 32,000 patients and deployed its platform in over 5,000 hospital beds to date.

"Through the previous year, Dozee has been demonstrated to save many lives and the information science group can send off new abilities at amazing pace. Mudit and Gaurav are phenomenal founders who are rapidly assembling a truly world-class team. "Sanjay Swamy, managing partner of Prime Venture Partners, stated, "We are delighted to partner with 3one4 and Yournest to continue assisting in taking this company to the next stage."

The healthtech startup's goal has been to make Dozee the most user-friendly, accurate, and affordable health monitor that can easily be distributed to a large number of people over the past five years, under the direction of extensive R&D.

Over 1,200 Dozees have been placed in over 20 quarantine centers in eight states as the COVID-19 pandemic continues. Over 4,000 COVID-19 patients have been monitored by Dozee in institutional settings, saving over 6,000 nursing hours.

Because Dozee continuously monitors a patient's cardiac and respiratory cycles and alerts caregivers about any abnormalities that may be detected before it becomes critical, hospitals can convert any bed into a step down ICU unit, which provides an intermediate level of care between ICUs and general wards.

VMEDO: DIGITAL HEALTHCARE STARTUP**Ms. Roli Wadhwa and Vidur Malik****ABOUT THE COMPANY**

VMedo, formerly Blood for Sure, debuted in June 2015 and has since gained more than 40,000 users. Positive testimonials about how VMedo assisted them in medical emergencies fill their Facebook page.

VMedo works like an aggregator for private medical clinics with ambulances as well as confidential rescue vehicle proprietors, similar as a Uber or Ola would, finding the closest rescue vehicle enrolled on their foundation and interfacing you with it. Additionally, the app contains helpful daily health maintenance and disease prevention advice.

It likewise keeps on having an organization of blood benefactors for those out of luck. After meeting certain requirements, such as a weight limit and other health parameters, one can register; they may be eligible for those on the platform looking for donors based on their blood donation history over the past three months. VMedo has progressed significantly from its initial objective of serving as a network for blood donors and those in need, which was to have 22,000 registered blood donors and over 800 blood banks.

At the time, it was called Blood for Sure. Praveen claims that after the release in 2015, they received very positive feedback. The application was significantly more famous than what we expected. In addition, we began receiving calls from individuals requesting an ambulance or from witnesses to accidents. Additionally, he tells TNM, "many of our volunteers started giving us ideas about what logistical deficiencies there were in accessing medical emergency services."

Like every other feature added to the platform, this was inspired by real-world experiences and feedback. Praveen relates, "A man who had witnessed an accident once called us." However, he was hesitant to assist the victim because he did not know first aid because he could not provide us with the precise address to send an ambulance to.

When we instructed him to do so, he was wary. It showed us that people want to help but frequently lack the knowledge and courage to do so.

ABOUT FOUNDERS/ENTREPRENEURS

Praveen Gowdru

CEO and co-founder of VMEDO is healthcare entrepreneur and healthtech blogger Praveen Gowdru.

Praveen comes from a modest family of agriculturists from the malnad region of Karnataka. He is a biomedical engineer by training and a distinguished graduate of the prestigious Manipal Institute of Technology, where he earned his master's degree in medical software.

The man was always enthusiastic about technological advancements in healthcare and innovation. An individual misfortune in his old neighborhood fortified the inspiration and resolve further, moving Praveen to surrender a rewarding vocation in Clinical Picture Handling at a worldwide like Philips and begin up his own endeavor VMEDO - with the assistance of his cherished companion, Darshan.

Praveen, a fervent proponent of technology, is of the opinion that technology has the capacity to reshape the system's problems. As would be natural for him, "Today the medical services biological system is divided and disorderly, a long way from our vision of having widespread openness to uniform medical care. It is only available to those who can afford it and to a select few locations. This is leaving a greater part of oppressed with infection, incapacity and passing. I accept innovation is the main expectation we need to bring availability, straightforwardness and congruity expected for better consideration.

Growth of the Company

Today, VMEDO assists individuals in becoming prepared for emergencies and obtaining assistance in times of need. We want to use the power of technology to use the important information and connections that are needed in emergencies to save time and avoid confusion.

We have trained over 10,000 people, provided emergency assistance to over a lakh people, and distributed over 1 million medical supplies with a fleet of more than 2,500 ambulances, a network of more than 100 hospitals, more than 20,000 blood donors, more than 100 skilling programs, and medical products on the platform.

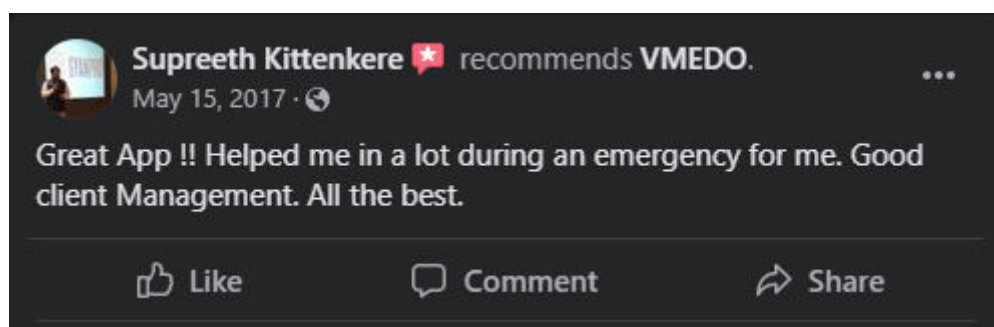
Every day, we are inspired to do more by hearing about people who go to great lengths to save lives. We will keep on influencing more lives through advancement and cooperation. The same stories will increase the platform's power and encourage additional lifesavers to join.

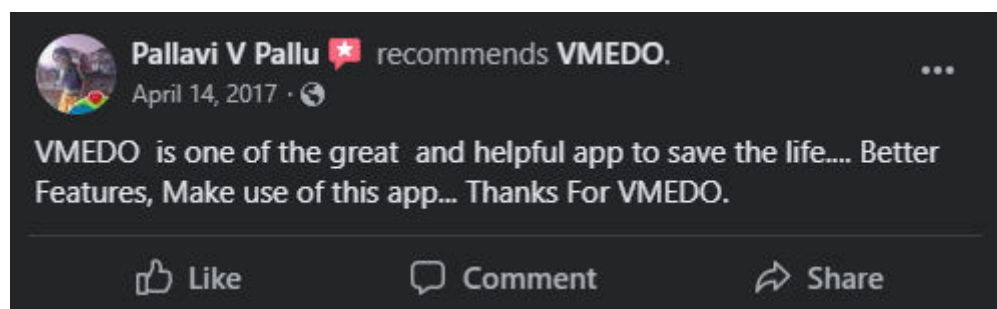
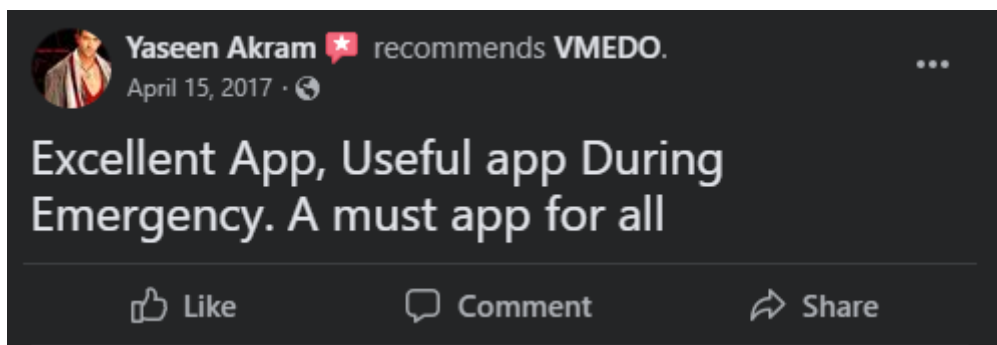
We have already witnessed thousands of people receiving assistance and lives being saved despite the platform having only a few users and partners. We have procured the trust of the absolute best clinics and organizations as their 'Crisis all accomplices their patients and workers safe and crisis arranged. VMEDO is creating an ecosystem effect because each stakeholder has a role and needs to be served. The motto of VMEDO is "Together, we save more lives." The platform will save more lives if more people use it.



Source: Vmedo. (n.d.). VMEDO. <https://www.vmedo.com/info/aboutus>

Customer Service and Reviews





Source: Facebook. (n.d.). Facebook. <https://www.facebook.com/Vmedoapp/reviews>

VMedo is an extremely trusted and an well reputed healthcare venture providing emergency vehicles for those in need and it also works as an blood bank. This idea of fulfilling this globally necessary cause has given VMedo and really great customer review and its customers are highly satisfied with its services.

DISCUSSION AND CONCLUSION

VMEDO is an integrated emergency healthcare platform that connects all ecosystem stakeholders to a single technology platform and gives them access to information, resources, and connections. People can get information, services, and products through VMEDO that can help save lives in medical emergencies.

"The companies vision is to make this stage worldwide and save more lives. Nevertheless, they are still infants. Praveen gives a glimpse into the future by stating, "We will continue to bring more people onto the platform, expand the platform to different geographies, and use the power of data and technology to bring better intelligence and analysis to prevent emergencies, save time, and deliver better emergency care."

VMedo makes a lot of money right now from their ambulance service. They charge a service fee for the platform, just like a cab aggregator would, and they also give hospitals technology for a monthly or annual fee. For Praveen, the bigger objective remaining parts clear. " In the event of a medical emergency, I want to make sure that people have easier access to services. However, my ultimate goal is to assist them in becoming more prepared for such circumstances," he asserts.

VMedo's most recent accomplishment is that it has educated 3,000 Bengaluru residents about basic first aid and certified over 900 individuals.

The self-funded project began as an app that mostly connected various blood donors. Over time, it added more useful features like first aid tips and locating the closest ambulance. etc. In February 2016, it was given the new name VMEDO.

Rajappa, A. (2018, February 26)

HEALTHASSURE: DISCOUNTED & HIGH-QUALITY PRIMARY CARE MEDICAL NETWORK

Ms. Shanu Jain and Vidur Malik

ABOUT THE COMPANY

The human body is a complex machine, and health is a very complex subject. At HealthAssure, we want to dispose of the doubt, stress, and trouble individuals have with regards to dealing with themselves and their friends and family's wellbeing needs.

Healthcare is a huge, difficult-to-manage ecosystem that includes doctors, diagnostics, general health, pharmacy, care, and wellness. Within this ecosystem, the company established a network of only reputable partners over the past ten years. Through it, they have had the option to bring quality medical care at additional reasonable costs to more than 20 lakh individuals.

In 2010, they began assisting individuals in obtaining treatment for both major and minor health issues, concentrating on primary employee healthcare. They have expanded their offering to include wellness coaching, fitness, insurance products, and pharmacy requirements, making them India's leading HMO today. This offer is now available to you directly from us.

The HealthAssure values have major areas of strength for held the years. They have been able to strengthen ourselves and our network by keeping them at the center of every decision. This has allowed them to provide its customers collective best at every stage.

The HealthAssure group is driven by a different gathering with a joined 70+ long periods of involvement with the medical services industry between them.

HealthAssure has been quick to-market to send off imaginative protection guaranteed OPD items, has a huge existing business portfolio and multiplied its incomes on Y-o-Y premise. By bringing the largest HMO ecosystem of primary care it has built over a decade across 1200 cities to market, the platform is aiming for the \$40 billion OPD and

insurance market in India. The company also stated in a statement that they want to reach ten times its current revenue within three years.



Source: Redirect notice. (n.d.). Google.

https://www.google.com/url?sa=i&url=https%3A%2F%2Fblume.vc%2Fhealthassure&sig=AOvVaw3ypfZ_MMHDBYt3Hw987Rq&ust=1680502791509000&source=images&cd=vfe&ved=0CBA

About Founders/Entrepreneurs

HealthAssure is a health services company in India that focuses on primary care medical network-based products. Varun Gera is the company's founder and chief executive officer.

Gera established HealthAssure in 2011 to fill the Consumer Market Gap for Primary Care Discounts and Access. HealthAssure currently provides services to insurers and corporations such as Cigna, Max Bupa, Apollo Munich, Deutsche Bank, Max Life, ICICI Prudential, L'Oréal, Marsh, and others through a network of 3,200 primary care medical centers located in 1,000 cities. He is joined by areas of strength for an of Wellbeing Industry Pioneers and the Organization has Workplaces situated in Mumbai, Gurgaon and Bangalore.

Gera has over 22 years of earlier administration experience in Start-up conditions, Deals, Item and Counseling. He was the CEO of UnitedHealthcare, India, a Fortune 21 company, before starting his own business. Gera has also collaborated with E&Y, GE Money, and ICICI Bank, all of which are significant businesses.

Mr. Gera holds a Masters in Business Administration from the United States' University of Notre Dame. He holds an honors bachelor's degree in economics from Delhi University in India.

Growth of the Company

In a pre-Series B funding round led by Rajiv Dadlani Group, the healthtech company HealthAssure has raised INR 500 million. HealthAssure combines OPD insurance and primary health care services. In addition, prominent investors, well-known family offices, Blume Ventures, and Leo Capital participated in the round. Their OPD insurance network will be strengthened, the product will be improved, and futuristic primary healthcare technology will be purchased with the money raised.

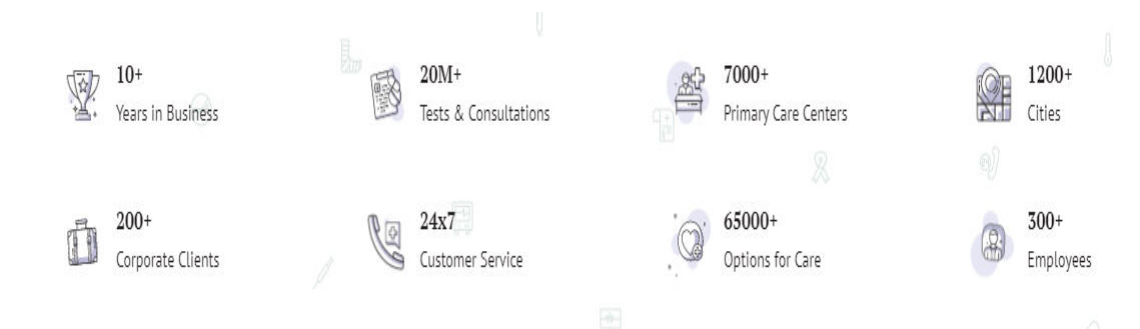
"The confidence that our existing and new investors have in our unique business model and the potential of the vast healthcare market that is ripe for disruption is demonstrated by raising our largest round yet in such difficult market conditions." We are inspired by this to increase the value of our assets, seize the opportunity, and establish ourselves as market leaders. Varun Gera, HealthAssure's founder and chief executive officer, said, "We would like to thank our new backers and Blume for being our fulfilling startup journey."

HealthAssure is the first company to offer innovative insurance-underwritten OPD products, has a large portfolio of existing businesses, and has doubled its annual revenue. By bringing the largest HMO ecosystem of primary care it has built over a decade across 1200 cities to market, the platform is aiming for the \$40 billion OPD and insurance market in India. They are likewise expecting to arrive at multiple times of its ongoing income inside the following 3 years, guaranteed by the organization in an explanation.

"For a while, we have followed HealthAssure's impressive growth journey. With their solid foundation and extensive experience, the HealthAssure team is well-positioned to become a leading brand in the health and insurance technology sector. We are exceptionally eager to accomplice as long haul financial backers, and backing them in their excursion," said Rajiv Dadlani, from the Family Office of Rajiv Dadlani Gathering.

The primary goal of HealthAssure, a primary healthcare aggregator, is to make it simple for people all over the country to get into some of the best medical facilities.

(Jose, T. 2022, August 25)



Source: About us. (2023, March 28). HealthAssure. <https://www.healthassure.in/about-us>

Customers Service and Reviews

avanish shukla
4 reviews

★★★★★ 10 months ago

HealthAssure provides very quick and hassle-free services. It also provides the best coverage for all my needs. The price range of all the policies are at a reasonable rate and that is the best part.

👍 2

Neha Singh
2 reviews

★★★★★ a month ago

Very bad service only 1 special visit they need 15 days and bad things is i am sterling. My suggestion is don't go with the same

👍 1

avanish shukla
4 reviews

★★★★★ 10 months ago

HealthAssure provides very quick and hassle-free services. It also provides the best coverage for all my needs. The price range of all the policies are at a reasonable rate and that is the best part.

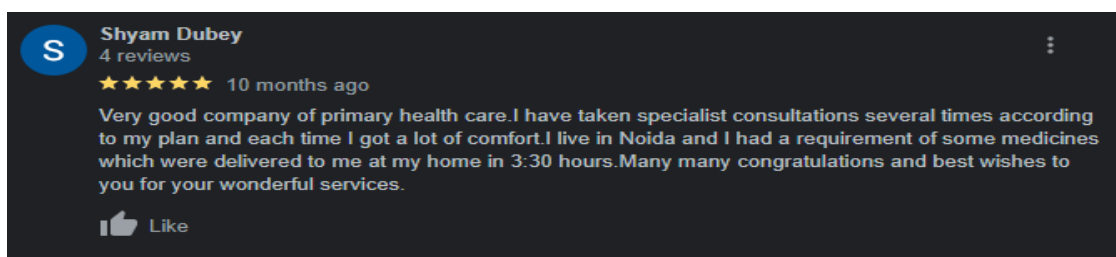
👍 2

Shyam Dubey
4 reviews

★★★★★ 10 months ago

Very good company of primary health care. I have taken specialist consultations several times according to my plan and each time I got a lot of comfort. I live in Noida and I had a requirement of some medicines which were delivered to me at my home in 3:30 hours. Many many congratulations and best wishes to you for your wonderful services.

👍 Like



Source: <https://www.healthassure.in>

DISCUSSION AND CONCLUSION

HealthAssure collaborates with insurance companies to assist customers with diagnostics and pre-policy exams. Through the HealthAssure app, customers can find nearby partnering healthcare facilities and use their services. Additionally, the company has partnered with businesses to provide them with flexi-employee healthcare products and subscription plans.

HealthAssure claims in an official statement that it currently operates a robust network of 4,000 primary care centers in 1,100 cities in India that provide dental, pediatric, ophthalmology, and diagnostic services. Over 1.5 million customers have benefited from the company's services, and millions more are expected to be served in the upcoming year.

When Varun Gera, 46, founded HealthAssure in 2011, he set out to fill this market void. Gera, the company's CEO and founder, states, "Our objective was straightforward." to join forces with a nationwide network of doctors and labs and provide businesses with a lump sum plan that they could pass on to their employees. Signing up for the HealthAssure network across India will make it easier for businesses to conduct regular health checks on their employees. The company has access to labs in Tezpur in Assam, Bhuj in Gujarat, and Vijayawada in Andhra Pradesh, among other locations.

With a comprehensive network of 4,500 centers spread across 1,500 Indian cities, HealthAssure is India's leading primary healthcare aggregator. Our goal is to make it simple for people all over the country to get to some of the best medical facilities.

We uphold four core values in our endeavor to connect people to resources and create a healthier future.



Source: About us. (2023, March 28). HealthAssure. <https://www.healthassure.in/about-us>

ELUCIDATA: MEDICAL ALGORITHMS AND SOFTWARE**Mr. Bhupinder Singh and Vidur Malik****ABOUT THE COMPANY**

Today, Elucidata, a TechBio company whose data-centric Machine Learning Operations (ML-Ops) platform, Polly, powers life science R&D, announced that it had raised \$16 million in a Series A fundraising. The round was driven by driving worldwide trading company Eight Streets Adventures, with support from F-Prime Capital, IvyCap Adventures, and Hyperplane Investment. The new capital will be put to use for scaling up go-to-market initiatives, expanding operations globally, and strengthening product capabilities in translational drug research and related markets.

The foundation of successful AI/ML initiatives is high-quality data. For successful AI/ML initiatives, pharmaceutical and diagnostic companies can adopt a data-centric approach with the help of Elucidata's Polly platform. Clean, curated biomolecular data that can be queried and analyzed via a graphical user interface (GUI) or programmatically is available to R&D teams through Polly.

Polly leverages proprietary Bio-NLP technology to rapidly curate biomedical data with human-level accuracy, making it machine learning-ready (ML-ready), and it is utilized by leading life sciences companies on over 2.5 million biomolecular datasets.

"A large number of AI/ML initiatives are compromised as a result of organizations frequently underestimating the significance of data quality. Dr. Abhishek Jha, CEO and Co-Founder of Elucidata, stated, "We're on a mission to derisk such initiatives in life sciences R&D by empowering them with high-quality biomedical data at every stage of the R&D process." The manner in which Polly is generating value for its clients through the mass cleaning and linking of data is demonstrated by the recent capital injection. As we continue to build a company that defines a category, I am thrilled to have world-class investors at the table.

According to Elucidata, companies in the life sciences will benefit from AI in the AI era. This would require a total reimagination of the current "model-driven" Simulated intelligence story, that has to a great extent been driven by web organizations, however doesn't have any significant bearing to specialty enterprises like life sciences Research and development.

"Unraveling bits of knowledge from biomedical information is at the core of tending to the world's most significant leap forwards in biopharmaceuticals. Innovations in sequencing technologies and the proliferation of connected devices are driving the explosion in the generation of these complex, heterogeneous datasets. The technology platform developed by Elucidata aims to scale-up democratization of access to curated biomedical data, enabling biopharmaceutical companies to speed up the discovery and creation of novel therapeutics. We are glad to join forces with Abhishek, Swetabh, and the group on their vision to speed up information driven drug revelation and advancement." said Eight Roads Ventures Partner Ashish Venkataramani.

Life sciences-related events are rare. The data-centric approach's central tenet states that the availability of high-quality data on which to base the predictive model is essential for making accurate predictions of these occurrences.

Sharma, S. (2022, September 22).



ABOUT FOUNDERS/ENTREPRENEURS

Abhishek Jha

Dr. Jha accepted his Lords in Science from IIT, Bombay and his PhD from the College of Chicago, trailed by post-doctoral work on calculation models of immunology at MIT. This led to a five-year career as a Senior Scientist at Agios Pharmaceuticals in Cambridge, Massachusetts, where he developed an algorithm to integrate high-throughput metabolic data with transcriptional data, designed and implemented visualization tools for clinical data, and led the team in developing algorithms and tools

to analyze metabolomic data to support multiple drug programs. When he started Elucidata in 2015, he was inspired by his time working at Agios to create technology and solutions to help data scientists like him.

(Xtc20. 2023, January 11)

Before founding Elucidata, Abhishek had a successful career as a scientist. Delivering curated biomedical molecular data for machine learning applications is their goal.

Helping customers with a critical issue is Abhishek's passion. He enjoys presenting investors with his vision for Elucidata. Abhishek sees numerous parallels between starting a business and raising a child.

Swetabh Pathak

Swetabh Pathak is one of the co-founders of Elucidata Corporation, a company that is passionate about creating a world in which researchers working to fight diseases have easy access to disease cellular models. Using their biological big-data platform, drugs are being found more quickly and effectively.

“Before he started his entrepreneurial journey, he worked in business consulting, then he moved to a social enterprise. Elucidata is the third beginning up that has been essential since day 1. In his current position, he sees himself as an organizational builder who uses technology to effect change in fundamental areas like drug discovery.

He has moved from being a product manager to looking at marketing and technology as well. He has a wide range of interests, and he keep discovering new ones to expand my horizons.

Growth of the Company

Elucidata, a biotech company, stated that it had completed a Series A round and raised \$16 million. F-Prime Capital, IvyCap Ventures, and Hyperplane Venture Capital also participated in the round, which was led by the global investment firm Eight Roads Ventures. These funds will be used to scale go-to-market initiatives, enhance product capabilities in translational drug research and related markets, and accelerate global operations expansion, according to an official statement. Right now, it is chipping away at innovative work (Research and development) through its information driven AI Tasks (ML-Operations) stage Polly. This stage permits Research and development groups of

firms to get to clean, arranged biomolecular information that can be questioned and dissected over a graphical UI (GUI) or through a program. On more than 2.5 million biomolecular datasets, leading life sciences companies have used Polly. Polly is used to shorten the duration of drug discovery cycles by major corporations like Genentech, Pfizer, and Janssen, as well as research institutes like Stanford and the Bill & Melinda Gates Foundation. Elucidata is giving life science organizations admittance to great datasets and, subsequently, successfully speeding up their Research and development endeavors towards creating inventive arrangements that can work on human wellbeing," said Nihal Sinha, MD, Accomplice at F-Prime Capital.

Sangwan, S. (2022, September 27)

DISCUSSION AND CONCLUSION

With its data-centric Machine Learning Operations (ML-Ops) platform, Elucidata powers life science research and development (R&D). It was founded in 2015 by Dr. Abhishek Jha, a graduate of the University of Chicago and MIT, and Swetabh Pathak, a graduate of IIT Delhi. Clean, curated biomolecular data that can be queried and analyzed via a graphical user interface (GUI) or programmatically is available to R&D teams through Polly. It is machine learning-ready because it uses its own proprietary Bio-NLP technology to quickly curate biomedical data with human-level accuracy.

To assist life sciences associations with taking advantage of this open door, without agonizing over the heterogeneous or siloed nature of information, Massachusetts-based Elucidata offers a MLops stage called Polly. Clean, curated biomolecular data that can be queried and analyzed via a graphical user interface (GUI) or programmatically is made available to R&D teams by the solution. Elucidata today brought \$16 million up in a Series a series of subsidizing.

The platform pulls data from TCGA and the Gene Expression Omnibus (GEO) using connectors. Then, it changes over the data into level documents and adds philosophy upheld metadata and marks to adjust it into arranged biomedical information, prepared for AI. The cleaned data is finally made accessible in the customer's data warehouse.

EYENETRA: VISION CARE PLATFORM**Ms. Swaraj Manchanda and Vidur Malik****ABOUT THE COMPANY**

EyeNetra creates eye diagnostics for mobile phones that measure how well users' vision has been corrected. The first device is called NETRA-G. It is a cheap clip-on eyepiece that can be attached to a smartphone. With it, anyone can quickly and easily test their eyes for nearsightedness, farsightedness, and astigmatism, and get measurements for an eyeglass prescription. In a virtual-reality setting, the NETRA auto-refractor uses a series of game-like interactions to measure pupillary distance, sphere, cylinder, and axis. Created at MIT Media Lab. Company is currently conducting international and Boston-based clinical trials. The device has been tested in India, as evidenced by the company's website.

Over three rounds, EyeNetra has raised \$7 million in total funding. EyeNetra's founders include David Schafran (Co-Founder & CEO), Vitor Pamplona (Co-Founder & CTO), and Ramesh Raskar (Co-Founder). Their most recent funding round was a \$4 million Series A round on July 28, 2014.

EyeQue, EYOTO, PlenOptika, and machineMD are among EyeNetra's competitors. Out of 50 current competitors, EyeNetra comes in second.

(Tracxn. 2023, March 8)

EyeNetra's goal is to reshape the eye diagnostics industry. With its innovation, eye tests can now be performed by and for anybody in the solace of their own home. The team was inspired by the more than two billion people worldwide who have vision impairments and the poor user experience in traditional hospitals, particularly in developing countries.



Source: Redirect notice. (n.d.). Google.

https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.crunchbase.com%2Forganization%2Feyenetra&psig=AOvVaw1K_StKWCszw9nqyD0UDT2K&ust=1680606852545000&source=im

About Founders/Entrepreneurs

The Founder of EYENETRA is ‘Vitor Pamplona & Ramesh Raskar’

The Camera Culture research group is led by Associate Professor Ramesh Raskar at the MIT Media Lab. He focuses on health and sustainability-related machine learning and imaging. They encompass research in global (such as autonomous mobility and geomaps), digital (such as automated and privacy-aware machine learning), and physical (such as sensors and health technology).

At MIT, his co-creations incorporate camera to see around corners, femto-photography, robotized AI (auto-ML), confidential ML (split-learning), minimal expense eye care gadgets (Netra, Catra, EyeSelfie), a clever Feline Output machine, movement catch (Prakash), significant distance standardized tags (Bokode), 3D connection shows (BiDi screen), new hypothetical models to increase light fields (ALF) to address wave peculiarities and logarithmic position imperatives for 3D displays(HR3D).

In his new job at Facebook, he sent off and drove development groups in Advanced Wellbeing, Wellbeing tech, Satellite Imaging, television and Bluetooth transmission capacity for Availability, VR/AR and 'Arising Universes' drive for FB.

Before MIT, he co-imagined strategies for AR, Computational Photography, Shader Lights (projector-AR), composite RFID (RFIG), multi-streak non-photorealistic camera

for profundity edge recognition, quadric move techniques for multi-projector bended showcases.

He was awarded the Lemelson Award in 2016, the ACM SIGGRAPH Achievement Award in 2017, the Global Indus Technovator Award in 2003, the Alfred P. Sloan Research Fellowship in 2009, and the Darpa Young Faculty Award in 2010. Additionally, he was given the Technology Review TR100 award in 2004, which honors the best young innovators under the age of 35. Marr Prize honorable mention in 2009, LAUNCH Health Innovation Award in 2010, presented by NASA, USAID, US State Dept., and Nike, and Vodafone Wireless Innovation Award in 2011 (first place) are two additional honors.

Growth of the Company

According to an SEC filing, EyeNetra Netra-GSomerville, Massachusetts-based eye diagnostic tool manufacturer EyeNetra raised \$4 million from one investor. EyeNetra now has a total funding of at least \$7 million from this.

Khosla Ventures and Khosla Impact, which invests in businesses that are developing products for populations in India, Africa, and Latin America, were among EyeNetra's previously disclosed investors.

Netra-G, a smartphone accessory that measures nearsightedness, farsightedness, age-related blurriness, pupillary distance, and astigmatism, was developed by the company that emerged from The MIT Media Lab Camera Culture Group. After the test, the buddy application associates the client to medical services suppliers and sellers relying upon their eye condition.

EyeNetra plans to sell its device at a low price once it is ready for commercialization. The company previously stated that the device costs \$2 to manufacture. It will cost significantly less than "top-tier autorefractors," which the company claims can be purchased for as much as \$45,000.

The company emphasizes that the product is not a substitute for a comprehensive eye exam and that customers should use it in conjunction with their eye doctor. The LV Prasad Eye Institute in India, the New England College of Optometry in Boston, and the

Lotus Eye Hospital and Institute in India serve as EyeNetra's clinical validation partners.

Last year, Camera Culture Gathering Head Dr. Ramesh Raskar talked at TEDMED about the gathering's most up to date project, called eyeMITRA. EyeMITRA is a pair of smart glasses that show a real-time image of the wearer's fundus rather than EyeNetra, which attaches to mobile phones. According to Raskar, the technology might be useful as a small, inexpensive diagnostic tool for early detection of diabetic retinopathy, a diabetes complication that can result in blindness.

(MIT Netra. 2021, December 30)



Source : Redirect notice. (n.d.). Google.

<https://www.google.com/url?sa=i&url=https%3A%2F%2Feyenetra.com%2F&psig=AOvVaw3G-CPpHPNABLiW5GIKdH1x&ust=1680609281806000&source=images&cd=vfe&ved=0CBAQjRxqFwoTCNiY49LTjf4CFQAAAAA dAAAAA BAE>

Competitors of EyeNetra



Peek Vision is seen as one of EyeNetra's biggest rivals. Peek Vision is headquartered in Hertfordshire, England, and was founded in 2015. Peek Vision competes in the field. Peek Vision generates 25% the revenue of EyeNetra.



TYLT Lab is seen as one of EyeNetra's top competitors. TYLT Lab was founded in 10/2013, and its headquarters is in Santa Monica, California. TYLT Lab operates in the industry. TYLT Lab has 15 more employees than EyeNetra.

SMART VISION LABS

Smart Vision Labs is one of EyeNetra's top rivals. Smart Vision Labs is a Private company that was founded in New York, New York in 2013. Like EyeNetra, Smart Vision Labs also works within the Health Care Equipment sector. Smart Vision Labs has 22 fewer employees vs. EyeNetra.

Source: <https://www.owler.com/company/eyenetra/competitors>

DISCUSSION AND CONCLUSION

Lack of access to eyeglasses is easily the most widespread untreated disability worldwide. EyeNetra was established to address this pressing issue. Ramesh Raskar and Vitor Pamplona wanted mobile refractive clinics and screening events to make vision testing tools easily accessible to all.

NETRA was initially a venture of the MIT Media Lab Camera Culture Gathering and was subsequently transformed into EyeNetra in 2011. Netra-G is a smartphone accessory that measures astigmatism, pupillary distance, nearsightedness,

farsightedness, age-related blurriness, and more. An app connects the user to the appropriate eye care providers based on their condition after the test.

In order to determine where to center each lens within the frame of the glasses, their self-diagnostic eye test technology checks for astigmatism, short-sightedness, and long-sightedness. Additionally, they intended to use their eye test in the world of virtual reality (VR). They want to provide the best VR experience based on individualized vision correction by aligning the virtual reality screen, prescription lens, and eye lens.

Khosla Impact, Khosla Ventures, and VSP Global have all contributed \$7 million to EyeNetra's funding so far. In their most recent funding round, which took place in 2014, they had received \$4 million. The LV Prasad Eye Institute in India, the England College of Optometry in Boston, and the Lotus Eye Hospital and Institute in India are their clinical validation partners. Oculus, EyeQue, and Optical Express are just a few of their clients.

The resolution of current LCDs is the main factor that makes this new technology possible. Now, the resolution that is available is half of a human hair's width. The working resolution of high-end ophthalmology instruments is only a third of this. At this level, LCDs found in today's smartphones can be repurposed to provide performance comparable to that of the most expensive scientific instruments.

One way to think of NETRA is as a visual performance thermometer. The device provides a quantitative measurement of the refractive error without the need for a doctor on the ground, similar to how a thermometer measures one's body temperature. People can know when they need to see a doctor because the test can be done anywhere. Over half a billion people have uncorrected refractive errors, so there is an enormous global demand for affordable, accessible, and accessible eye diagnostics like NETRA.

UE LIFE SCIENCES: THE NO TOUCH BREAST SCAN

Ms. Priyanshi Jain and Vidur Malik

ABOUT THE COMPANY

UE LifeSciences is a medical device company that develops and manufactures innovative diagnostic and therapeutic tools for women's health. The company is dedicated to improving patient care and outcomes through the development of advanced technologies that enable faster and more accurate diagnosis, treatment, and monitoring of breast cancer and other breast-related conditions.

UE LifeSciences' flagship product is the iBreastExam, a hand-held, non-invasive breast scanning device that enables healthcare providers to quickly and easily perform breast exams in virtually any setting. The iBreastExam uses a patented sensor technology to detect abnormalities in breast tissue, and can help identify early-stage breast cancer in women of all ages, including those with dense breast tissue.

In addition to the iBreastExam, UE LifeSciences also offers a range of other breast health products and services, including breast biopsy devices, breast imaging software, and breast health education and training programs. The company's mission is to empower women and healthcare providers with the tools and knowledge they need to improve breast health outcomes and reduce the global burden of breast cancer.



Source: <https://drexel.edu/coulter/projects/overview/portable-breast-elasticity-and-mobility>

About Founders/Entrepreneurs

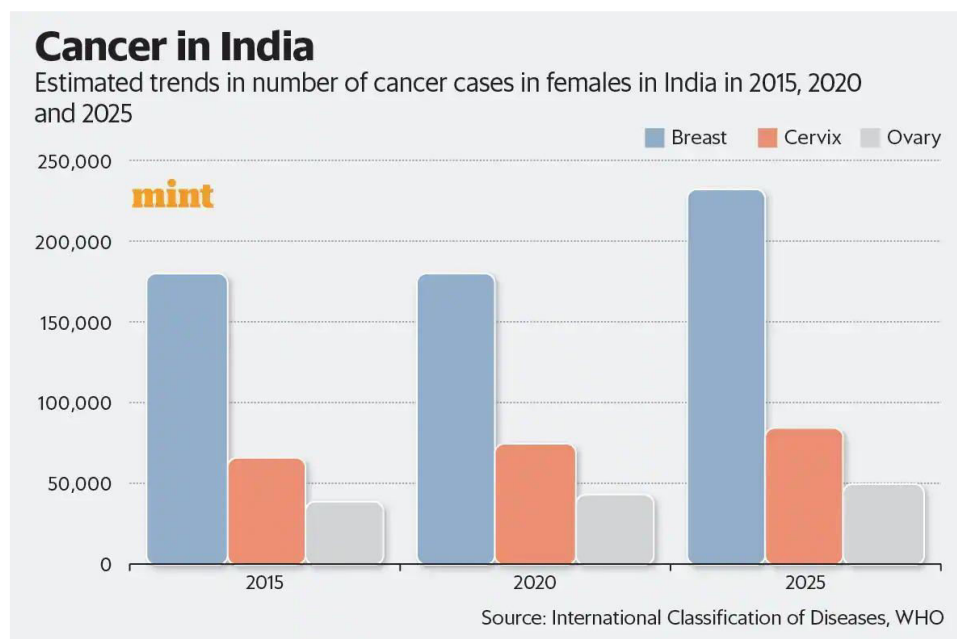
Mihir Shah, is the co-founder and CEO of UE Life Sciences, he founded UE life sciences after a history of breast cancer, which was detected in his family, With 15+ years of dedicated experience in bringing disruptive science from academia to the clinic, he is extremely passionate to address health disparities affecting billions in the developing world. In 2009, Mihir, founded UE Lifesciences to lead the effort in bringing early detection of breast cancer to geographies where the incidence is rising and western model of screening is unadaptable. A computer engineer by training, he created, a sustainable ecosystem comprising of public health agencies, corporates with CSR support and thought-leaders in oncology and global health. He completed his graduation from Drexel University School of Biomedical Engineering, Science and Health Systems.

Growth of the Company

UE Lifesciences has experienced significant growth in recent years due to its innovative and accessible breast cancer screening solutions. The company's flagship product, the iBreastExam, has been approved by regulatory agencies in several countries, including the United States, India, and Mexico. This has enabled the company to expand its reach and increase its revenue.

In addition to expanding its product line, UE Lifesciences has also established partnerships with healthcare organizations and non-profits to increase awareness of breast cancer and provide screening services in low-resource settings. This has helped the company to build a strong reputation in the healthcare industry and gain support from a wide range of stakeholders.

The company's growth is expected to continue in the coming years as breast cancer screening becomes an increasingly important issue worldwide. UE Lifesciences is well-positioned to meet this demand with its innovative and accessible solutions, and its commitment to improving breast cancer detection rates and reducing breast cancer mortality.



Source: <https://www.livemint.com/news/india/icmr-data-shows-unequal-toll-of-cancer-on-women-11670349329355.html>

This graph represents the cancer cases in India, from 2015-2020 in women. In women, cancer is possible in breasts, cervix and ovaries. This multi bar diagram shows the percentage of each type of cancer found in women in India. As seen, cases of breast cancer are the highest amongst each.

Customer Reviews

Here are some examples of consumer reviews of the device from various online sources:

1. On Amazon, the iBreastExam device has an overall rating of 4.1 out of 5 stars, based on over 90 customer reviews. Many of the reviews mention how easy and painless the device is to use, and how it provides peace of mind by helping detect abnormalities in breast tissue.
2. On the UE Life Sciences website, there are several customer testimonials praising the iBreastExam device. Customers mention how it has helped them detect breast cancer at an early stage, and how it is a great alternative to mammograms for women with dense breast tissue or who are afraid of radiation exposure.

3. On the Better Business Bureau (BBB) website, UE Life Sciences has an A+ rating, with several positive customer reviews specifically mentioning the iBreastExam device. Customers have praised the company for their excellent customer service and for providing a high-quality and affordable breast exam solution .

Source: <https://www.uelifesciences.com>

Overall, while individual experiences may vary, the iBreastExam device appears to have received mostly positive consumer reviews. It is important to note that the device is not intended to replace mammograms or other diagnostic tools, and women should always consult with their healthcare provider regarding breast cancer screening and detection.

CONCLUSION & DISCUSSION

In conclusion, UE Lifesciences is a healthcare company that is dedicated to improving breast cancer detection rates and reducing breast cancer mortality. Their flagship product, the iBreastExam, is a portable and non-invasive device that uses tactile sensing technology to screen for breast cancer. This device is designed to be used in low-resource settings, allowing greater access to breast cancer screening for women in areas with limited healthcare resources.

UE Lifesciences' commitment to using innovative technology and accessible screening solutions has resulted in the approval of their iBreastExam device by regulatory agencies in several countries. Their efforts are helping to make breast cancer screening more widely available and improving the chances of detecting breast cancer early, when it is most treatable. Overall, UE Lifesciences is an important player in the fight against breast cancer and their work has the potential to save countless lives.

CUREBAY: CONNECTS PATIENTS IN UNDESERVED MARKETS TO HEALTHCARE PROVIDERS

Ms. Shirly Rex and Vidur Malik

ABOUT THE ORGANIZATION

Curebay is a software platform, that connects patients and doctors and help bridging the gap between the two of them. CureBay aims to transform patient experience in the underserved markets by bridging the gap which exists in primary healthcare. They have a vision to introduce a hybrid healthcare and fulfilment model that helps connect patients in underserved markets to healthcare providers and other key ecosystem players digitally and executing it through a robust 3-tier model of Hub, Spoke and a network of satellite health centres.

Recent News about CureBay



Source: <https://economictimes.indiatimes.com/small-biz/sme-sector/curebay-raises-rs-50-crore-in-a-series-a-funding-round-led-by-elevar-equity/articleshow/95396028.cms?from=mdr>

Cure bay is based in Odisha, and it is an innovative tech-platform which is primitively focused on bringing high quality medical facilities to undeserved patients in rural India. Curebay has raised Rs.50 crores with the help of Elevar equity. Curebay plans on launching upto 100 E-clinics in next one year, the funds will be invested into acquiring skilled talent, discovering new locations, and strengthening tech platform.

About The Founder

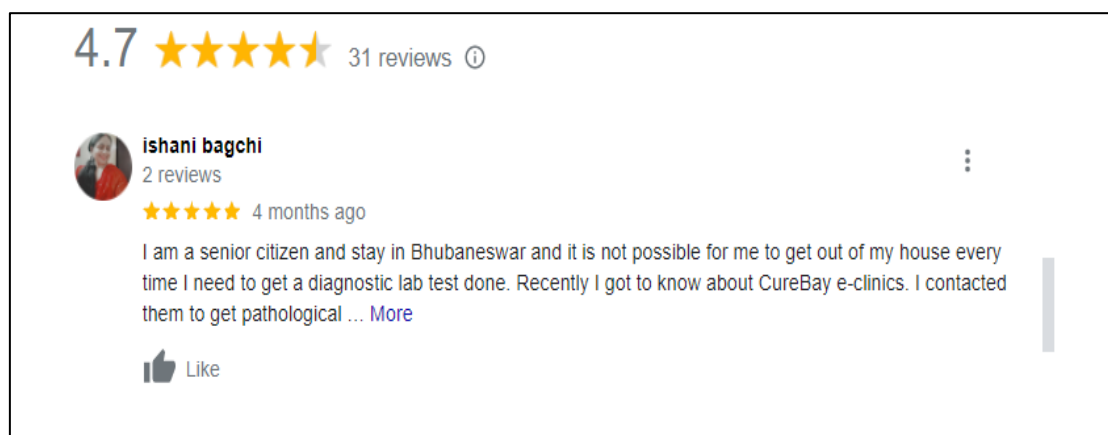
Priyadarshi Mohapatra, founded curebay. He is, currently also the CEO of Curebay. Mohapatra, has his expertise in both consumer and teaching space. Mohapatra, has worked with titan, therefore he is well versed with consumer space, he also has great experience with companies like microsoft and google being his expertise in teaching space.

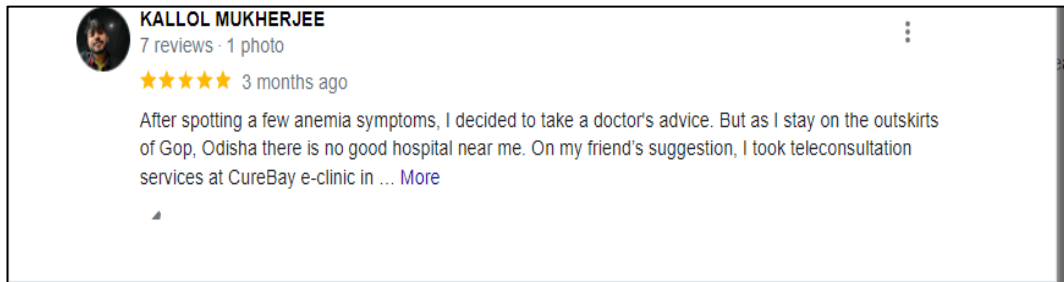
After covid-19, globally we recognized the worth of our health care system, mohapatra did too, because according to him, “The healthcare sector is one of the major and strongest pillars of our country. Ever since the pandemic outbreak, the segment has been functioning tirelessly to ensure that the required medical assistance reaches the citizens.” Therefore, he started exploring his third line of profession, i.e. Healthcare sector and came out with Curebay and focused on rural sector of India, has curebay tries to help the undiversed sector of India. They recently got a funding of Rs.50 crores and they aim to open atleast 100 e-clinics in this one year.

Customer Reviews and Experience

Curebay is new capital venture in India, and it is an extremely creative idea, therefore, when it launched in the market, it took people a lot of time to get used to it, but once people understood the simplicity as well as the capability of the Curebay, they started realizing its worth.

Curebay has received 4.7 stars out of 5 from google reviews, which is an excellent score. All the personalized customer reviews of cure bay are listed down below:





Source: <https://www.ambitionbox.com/reviews/curebay-technologies-reviews>

CONCLUSION & DISCUSSION

In conclusion, Curebay is a software platform, that connects patients and doctors and help bridging the gap between the two of them. CureBay aims to transform patient experience in the underserved markets by bridging the gap which exists in primary healthcare. Curebay is new capital venture in India, and it is an extremely creative idea, therefore, when it launched in the market, it took people a lot of time to get used to it, but once people understood the simplicity as well as the capability of the Curebay, they started realizing its worth.

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CURE SKIN: DERMA CARE THROUGH MOBILE DEVICES

Prof. (Dr.) Ravikant Swami and Mehak Gupta

ABOUT THE ORGANIZATION

In 2017, it was difficult to easily acquire a dermatologist's knowledge for routine skin and hair care. Cure Skin recognized this issue and worked to use artificial intelligence to make a solution available. As a result, Cure skin is the only app that currently provides you with ongoing dermatologist treatment to manage constantly changing conditions of the skin and hair.

The experts at Cure Skin are aware of how bad products, mental health issues, poor nutrition, and environmental factors can affect your skin and hair. To create a kit that will help you achieve your skin and hair objectives, they carefully go through your images, ask the proper questions, and take into account all the aforementioned elements.

The cutting-edge AI technology in the app checks your skin and hair for more than 20 distinct conditions. Utilizing the deep learning infrastructure's embedded data from 25 million prior cases.

Our team of 40+ dermatologists develop a customized regimen after the AI plays a supporting role. These dermatologists have experience treating mild to severe conditions, correcting them, and providing effective care strategies for the long-term preservation of healthy skin and hair. Around 10 Lakh consumers are currently receiving ongoing monthly care from them through our app.

About the Founders/ Entrepreneurs

Guna Kakulapati was in a position where he could not provide his kid with the care that his skin needed. He started to comprehend skin science after talking to a lot of doctors and wanted to apply it to his area of expertise, technology.

Later, he worked with Ramakrishna R, a colleague, to create AI-led diagnostic, evaluation, and care skills. Dr. Charu, who is a specialist in all aspects of skincare,

brought in medical knowledge and currently oversees a group of more than 40 dermatologists.

Here is a short brief about the founders:

- **GunavardhanKakulapati - Co-founder & CEO**

Guna spent more than 11 years working in the US for major technological firms like Google and Amazon before founding Cure skin. He began to question the conventional wisdom of a "single-point consultation" for skin health, which gave rise to the concept of a holistic skincare platform. His conviction that there should be a structure in place to enable people to receive ongoing advice from professionals currently serves as the foundation for all of our efforts.

- **Ramakrishna R - Co-founder & CTO**

The promise of AI was presented to the field of skin health by Ramakrishna R's intelligence. He was the first to use artificial intelligence to identify and track the effects of several skin problems using simple images obtained with mobile devices. By doing away with the requirement for an in-person consultation, everyone was given the choice to obtain a dermatologist's opinion from the convenience of their own home.

- **Dr. Charu Sharma - Head of Dermatology**

Without Dr. Charu Sharma, who is in charge of Cure skin's medical team of specialists, the app would not have been dermatologist-driven. She oversaw aesthetic dermatology at VLCC and helped create their own line of skincare products before collaborating with her co-founders.

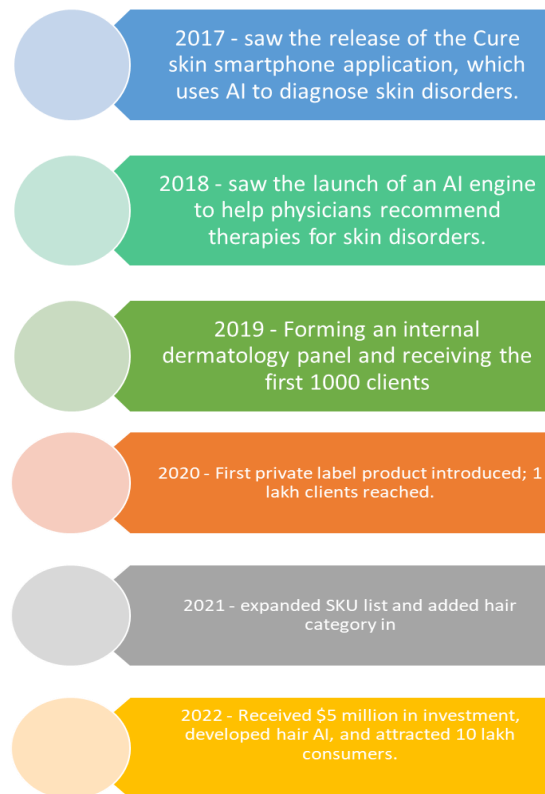
Growth of the Organization

The growth of the organization has seen an upward curve through the years. The main reason is found to be the personalization specialization they offer to the customers.

Cure Skin have simplified skin & hair care with 3 essential personalization's:

Milestones Reached this far:

CureSkin has reached a number of milestones since its launch in 2017. Here is a timeline of the events throughout the years.



Source: Author

Customer Service, Reviews, and Experience

The company has shown a huge success rate in terms of customer satisfaction and support. The reviews have been very favorable and the company has strongly redressed any grievances.

Some snippets of the customer reviews are as follows:

“My daily skincare is sorted now. My skin needed really-really good regimen for it to stay glowing. Especially with all the makeup I use on a regular basis. Thank God, now I have experts to guide me on it. The product quality is so good. I felt a difference in 2-3 weeks of usage.”

“I feel Cureskin works for me. Like any ordinary guy, my skincare earlier was limited to only a cream. However, a year back, I started getting dark spots. It did not worry me initially, but it worsened when I tried correcting it with normal products. Thanks to the dermatologists at Cure skin and their simple skin routine solutions, now my spots have lightened a lot.”

“Love the fact I can measure my skin progress. I have highly sensitive skin and got a very bad acne problem. So could not just casually try any random product on my skin. That’s why I got expert help. Now thanks to my assigned Cureskin dermatologist and their monthly free check-up, after 6 weeks of their skincare regimen I have clearer skin.”

“First-time dermatologist experience. It is bothersome to get a proper skin check-up every second day. So I downloaded this app and got a virtual skin analysis sitting at my home instead. The dermatologist gave me a routine and it got delivered 6 days later. 8 weeks after that, my pigmentation and dark circles have lightened and I am on my way to third free monthly check-up”

Source: cureskin.com

An analysis of these reviews and customer experience has suggested that the brand power comes from its customers who have shown trust as they have received good quality treatment from experts within sufficient time. They have also received excellent customer support from the company.

The average rating of the company is 4 stars.

DISCUSSION AND CONCLUSION

Within a decade, Cure Skin has brought significant changes in the dermatology landscape of the country. It has improved and strengthened the confidence of customers in getting treatment online and trusting experts. Its strong network of pharmacists, doctors, and consultants has provided a strong edge over its competitors. It was one of the first to enter in this field of medicine and was able to capture a good segment of this growing market. According to the business, for the six skin disorders today, deep learning algorithms are at dermatologist level. Its objective is to be able to diagnose at least 60 distinct forms of skin disorders, including melasma and other dermatitis. The services were well appreciated in times of Covid 19 when nationwide lockdown created a panic situation. The wide range of medicinal or wellness products personally recommended at fair prices make it truly a go-to destination for all your skin care needs, just by being at home.

MYHEALTHCARE: HEALTHCARE ECOSYSTEM**Prof. (Dr.) Poorva Ranjan and Mehak Gupta****ABOUT THE ORGANIZATION**

A digital healthcare ecosystem that enhances the quality of patient care through better healthcare delivery. In support of a patient-centric, data-driven philosophy, we provide services like consultation, diagnostics, health monitoring, preventive health, and more. Our main goals are improved commercial value and increased patient engagement.

In order to create a comprehensive longitudinal patient history for patients, MyHealthcare creates and manages all patient medical records centrally. MyHealthcare maps the patient journey from scheduling an appointment, the physical or virtual consultation with the doctor, the delivery of the e-prescription, the delivery of services like diagnostics or pharmacy or homecare services, the follow-up consults or referrals, all delivered within the ecosystem. Through an intuitive Personal Health Record (PHR) platform, health trackers made possible by our integrations with wearables, smart watches, and IoT devices, and patients are given the power to manage their healthcare needs.

With the ecosystem's Electronic Medical Record (EMR), which was created and developed by clinicians, doctors and other healthcare professionals are more effective. Utilizing voice-to-text and AI-based augmented intelligence capabilities helps to deliver a quicker and more precise diagnosis-to-cure platform. Automation reduces administrative tasks, and data-driven frameworks like clinical decision support systems, polypharmacy, and drug reaction alerts aid in diagnosis quality improvement.

A care continuum ecosystem is facilitated by the integration of remote patient monitoring with the EMR. Through device integrations, we are moving toward developing an entire platform for remote patient monitoring in which the patient and the clinical team can access real-time data from clinical devices on the EMR. Today, we can monitor vitals like temperature, blood pressure, heart rate, pulse rate, blood

oxygenation (SPO2), and blood sugar in real-time, with vital alerts that cause an alarm to go off at the clinical command centre to aid in prompt intervention.

(Mathawan, September 2021)

About the Founders/ Entrepreneurs

The core board members of the organization are

- Shyattoraha – founder and CEO
- Aneesh nair – Co-Founder and CIO
- Divya laroyia - Co-Founder and chief product officer
- Karan pal singh - founder and director, hunch ventures
- Nikhil vora – founder and CEO, sixth sense ventures
- Hemchanda Javeri – non-executive director

Growth of the Organisation

The Indian healthcare sector has experienced dramatic change as a result of digitization and the widespread use of mobile internet. Patients now have easier access to healthcare services thanks to digital health solutions, especially with the introduction of Covid 19 .. A major advantage is that healthcare ecosystems can now provide for all of a customer's health needs, including consultation, pharmacy delivery, home diagnostics, home healthcare, and remote patient monitoring.

This advancement in digital healthcare has been driven by start-ups like ours. Many new digital health applications for tracking heart rates, ECGs, blood oxygenation, blood pressure, pulse rates, and blood sugar levels have recently been introduced by tech giants like Google, Apple, Samsung, and others.

In the future, the digitization of medical records will significantly improve diagnosis accuracy, patient longitudinal history building, medical administration error reduction, and timely warnings and alerts for severe medical crises.

With mobility being a severe constraint, MyHealthcare is focussing on bringing virtual consults, diagnostics at home, home care, home isolation management and pharmacy at home into a common care ecosystem. The patient and their families have access to

doctors from India's leading hospitals and are able to manage all their care needs from the MyHealthcare app.

With the surge in COVID-19 cases, MyHealthcarepatients monitors their vitals at home using the MyHealthcare app, which has built-in trackers for alerts if a patient's vitals are outside the permissible range. All home care / home isolation patients are managed from a single command centre by the hospital. If the patient at home is under distress or not feeling well, with the trigger of a patient alert, the command centre team is able to reach out to the patient over video call and help manage the care needs. As the number of patients to be managed increases, technology is the only solution as we have already reached the maximum capacity of nurses and doctors available. Sending care providers to all homes is also not a scalable solution.

The MyHealthcare ecosystem is driven by partnerships, while we drive the technology backbone, our healthcare partners include the Max Hospitals group, the Fortis group, BLK Super Speciality, PSRI Super Speciality, Aakash Healthcare, Breach Candy Hospital, Nanavati Hospital, Primus Super Speciality, Woodlands Multispeciality, VimhansNayati Super Speciality, Neotia Healthcare group and many others. (Mathawan, September 2021)

Customer Service, Reviews, and Experience

Loved by Patients, Trusted by Doctors

"Easy to use, seamless flow and great features make MH Doctor my preferred choice for tele-consults."

Dr.Madhurima Vidyarthi

"MH Doctor is an excellent medium to connect with patients. I really like their video quality and advanced features."

Dr. Arun Shah

"From booking an appointment to payment and prescription, MyHealthcare App has taken care of all that goes into a consult. And the platform is super easy to use!"

Dr. Anurag Saxena

Source: myhealthcare.com

Myhealthcare is deemed as an extremely trustworthy platform for providing patient-centric, data-driven hospitality. The customers have shown they have received the quality they expect from the platform.

DISCUSSION AND CONCLUSION

A rise in teleconsultations, telepathology, teleradiology, and e-pharmacy due to the pandemic has led to a significant increase in the number of telemedicine platforms in India, including start-ups like MyHealthcare. The country's telemedicine market is predicted to reach \$5.5 billion by 2025. MyHealthcare, a future-ready digital healthcare ecosystem with its main office in Gurugram, strives to create a platform that integrates the entire patient care continuum. MyHealthcare is a system that is created with the needs and requirements of patients, physicians, and caregivers in mind. It enables seamless interaction between these parties while utilizing the most recent technological advancements, such as AI solutions.

MyHealthcare can become synonymous with digital healthcare ecosystems in India and in the coming 5 years, they can be available in the majority of the Tier 2 & 3 cities. They should also look forward to expand to other geographies such as Malaysia, Indonesia, Philippines and Middle East as the healthcare is constantly growing worldwide. (Mathawan, September 2021)

COGNATE HEALTH SERVICES: ECONOMIC HEALTHCARE FOR ALL

Dr. Shuchi Goel and Mehak Gupta

ABOUT THE ORGANIZATION

Cognate Health Services Pvt. Ltd. Is one of India's top providers of health insurance benefits, empowering individuals to successfully manage their health and lead fulfilling lives. We are offering discounted prepaid health packages for access to high-quality preventive care and health solutions so that we can increase the affordability and accessibility of high-quality healthcare.

It is classified as a non-govt company and is registered at the Registrar of Companies, Delhi. Its authorized share capital is Rs. 100,000 and its paid-up capital is Rs. 100,000. It is involved in social work activities.

Cognate Health Services Private Limited's Annual General Meeting (AGM) was last held on 30 November 2021 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2021.

Directors of Cognate Health Services Private Limited are Atul Kumar Jha, Mrityunjay Kumar Roy.

About the Founders/ Entrepreneurs

Mrityunjay Kumar Roy is an Experienced Managing Director with a demonstrated history of working in the health and fashion industry. Skilled in Negotiation, Management, Sales, Strategic Planning, and Business Development. Strong entrepreneurship professional with a Master of Business Administration (MBA) focused in Business/Managerial Economics from Sikkim Manipal University - Distance Education.

Atul Jha is an Experienced Chief Executive Officer with a demonstrated history of working in the health wellness and fitness industry. Skilled in Microsoft Excel, Customer Service, Sales, Leadership, and Team Management. Strong business

development professional with a bachelor's of economics focused in Business/Managerial Economics.

Growth of the Organization

The organization has seen a good growth rate over the past few years. The founders Mrityunjay Kumar Roy and Atul Jha are the guiding forces behind the success of the organization. Their skills, determination, and professionalism has been the backbone of the Cognate Health Services.



Figure 1: illustrated image showing a doctor checking the patient

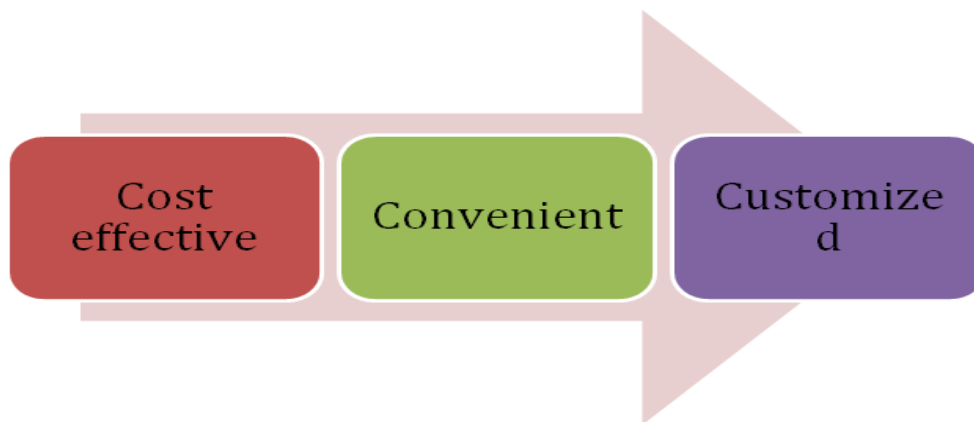
Source: [https://i.pinimg.com/ originals/f7/ c6/18/f7c6181 75dab5c 187e5 252c568 ad8 d0a.jpg](https://i.pinimg.com/originals/f7/c6/18/f7c618175dab5c187e5252c568ad8d0a.jpg)

Milestones achieved by cognate health services:

- 1000+ partner clinics and hospitals across the world
- 100+ team members actively working
- 15000+ served customers
- Rs. 95 Lakhs + revenue earned
- 41% increase in the average revenue earned

(as of 2020)

Why cognate health services?



Source: Author

Customer Service, Reviews, and Experience

“Cognate health services are one of the most reliable companies in preventive health care. they have packages for individual, family, etc which can help save lot of money. recently I got family health card from them and it helped me save lot of money on different tests.”

“My experience with cognate health services was good. I got a family health plan from them which helped me in saving lots of money and getting check-ups done from some good hospitals and clinics.”

“I am satisfied with the services cognate health is offering. they helped me to get the test done at much less price. customer support team is very supportive.”

“I liked the way of working of this company. i found their services quite helpful and transparent. Customer support team was also very helpful and supporting.”

“I will definitely appreciate their team they had provided good plan for me and my family”

source: trustpilot.com

We can deliver that cognate health services have stood worthy of their claims as one of India’s top health insurance providers. The customers are highly satisfied with their services.

DISCUSSION AND CONCLUSION

Cognate Health Services has established itself as one of India's top providers of health insurance benefits and has earned the trust of doctors, patients, organizations in the medical field by constant improvements and providing the necessary and adequate information. The organization has seen a good growth rate over the past few years. The founders Mrityunjay Kumar Roy and Atul Jha are the backbone of the organization.

IDEA CLINICS: SPECIALIST CARE IN THE FIELDS OF DIABETES, ENDOCRINOLOGY, AND OBESITY

Dr. Shalini Gautam and Mehak Gupta

ABOUT THE ORGANIZATION

The Institute of Diabetes, Endocrinology, and Adiposity (IDEA Clinics) is a national organization that provides highly specialized care in the areas of diabetes, endocrinology, and obesity. IDEA Clinics is building the next generation of healthcare for India by using the Physical model to tackle prevalent preventable NCDs

IDEA Clinics is positioned entirely on its data-driven technology platform as India's first digitally connected 'endocrine clinic chain'. IDEA CLINICS supports the National Health Mission and works towards 'One India - One Data for Health'.

IDEA Clinics has implemented a unique model for out-of-hospital care with the right balance of technology and process automation supported by human interfaces from specialists. Healthcare that relies on real estate (hospitals) is being replaced by a more scalable, technology-enabled, systems-driven, sustainable hybrid model for healthcare delivery.

IDEA Clinics is a professional organization that engages in research and educational activities and creates data-driven analytics to facilitate better patient care.

IDEA CLINICS' vision is to reduce the public burden of these common diseases. IDEA Clinics' slogan is 'Relieve the Burden on the Nation – Stay Healthy!' Trust in medical professionals remains a key factor and IDEA CLINICS is India's largest clinic chain with the highest number of endocrinologists

About the Founders/ Entrepreneurs

Dr. Shyam Kalavalapalli is one of Hyderabad's most popular and experienced endocrinologists. He was educated at British universities, Oxford, Cambridge, Imperial College London (Hammersmith Hospital) and the University of Manchester. He was a consultant at the Salford Royal NHS University Teaching Hospital and after moving to

Hyderabad he worked for KIMS and Sunshine India. His interests lie in diabetes prevention and management of its complications, and he is an expert in thyroid, PCOS, hormonal issues, and other aspects of endocrinology. He has won numerous awards in India and abroad. He has many publications and research papers. He has been a lecturer at various conferences in India and abroad.

Growth of the Organization

Over the years the numerous milestones and successes of the organisation have led to its great reputation in the industry.

Source: Author

Idea clinics has 2 sub branches i.e., Idea skills and Idea Pharmacy

- **Idea Skills** - Ideaskills is an e-learning platform that specializes in healthcare education, offering more than 50 courses in the healthcare sector. Our courses cater to doctors, nurses, paramedics, medical and pharmacy students, as well as patients. In India, the healthcare industry is undergoing a transformation, and it is crucial to upskill healthcare providers and consumers to ensure the population's good health. With the help of technology, quality healthcare education can be accessed remotely, making it more accessible to all. As per Technavio's report, the medical education market has the potential to reach 130 billion by 2025. Launched in 2020 during the post-Covid-19 era, Ideaskills is a marketplace platform that offers technology-based learning, making it convenient for students to choose and mix courses that align with their learning objectives.
- **Idea Pharmacy** - Our objective is to ensure optimal health for all members of your household. Idea Pharmacy provides a seamless shopping experience. Our virtual store enables you to browse and purchase products at any time, day or night, throughout the year. At Idea Pharmacy, our committed team of professionals take pride in catering not only to your individual needs but also those of your loved ones. Our user-friendly interface facilitates collaboration with you in managing the health and wellness of your spouse, kids, elderly relatives, or even your beloved pets. We offer a vast assortment of top-quality products that deliver outstanding value and service, with the goal of fulfilling customer expectations. A wide range of healthcare

products with proven benefits is at your disposal. We dispatch approximately 97% of orders on the same day, ensuring a swift turnaround.

Customer Service, Reviews, and Experience

Some snippets of the customer reviews are;

“I recommend the doctor. I was diagnosed with Thyroid Cancer and was anxious after the diagnosis. In came Dr. Siddhartha Chakravarthy a thorough professional, great at what he does. He has a calming effect. He was patient with my questions and understood my nervousness about the surgery.”

“Doctor was good, his explanation of the issue is clear and suggestions are also helpful. However, I don't like the way staff spoke (Idea Clinics). The appointment was at 7pm, at 6.40pm when I was on my way to the clinic the staff calls up and says doctor will leave at 7pm, you have to hurry !!”

“Dr. Shyam is very friendly and shows genuine concern and care towards the patient. His patience in explaining the cause and the treatment (specifically asking patients to understand the treatment) needs special mention. I am thoroughly impressed by his experience and advice and the way he handles patients.”

“Doctor response was quite good. Gave good information on the diagnosis and treatment methods. Explained the issue very well. Was quite encouraging and supportive.”

source: IdeaClinics.com

The organization has shown a good success rate in terms of customer satisfaction and support. The reviews have been very favorable and the company has strongly redressed any grievances.

DISCUSSION AND CONCLUSION

Within a decade, Idea Clinics has brought significant changes in the diabetes and endocrinology landscape of the country. It has improved the rate of patients the necessary treatment for their illness. Its strong network of pharmacists, doctors, and consultants has provided a strong edge over its competitors. The services were well

appreciated in times of difficulty as it was fast and appropriate. Idea skills and Idea pharmacy have also shown tremendous growth since their launch and has contributed massively to the growth.

INTEGRAL BIOSCIENCES: DRUG DISCOVERY INCUBATOR**Dr. Rashmi Chawla and Mehak Gupta****ABOUT THE ORGANIZATION**

Integral Biosciences Pvt. Ltd (IBS) was founded in 2008 as a drug discovery Contract Research Organization (CRO) that provides comprehensive drug discovery services to biotech start-ups and small to medium-sized pharmaceutical firms that prioritize innovation. IBS is a highly respected CRO in India that specializes in preclinical development solutions.

IBS operates as an extension of its partner's scientific team, rather than simply a CRO. We have established successful contract research partnerships with biotech firms in the United States, focusing on oncology/CNS/metabolic disorders pipeline development. Our scientific contributions have led to the development of two drugs, two phase-I, two Phase-II, and several pre-IND (Investigational New Drug) candidates over the past 12 years.

Our goal is to become the most respected and leading Drug Discovery Services Company in India, creating value for our customers and stakeholders.

Our team have extensive experience in developing drug candidates against a broad range of target disease indications, which has provided us with one of the best track records in the industry.

About the Founders/ Entrepreneurs

- **Dhananjay Pendharkar** - Dhananjay Pendharkar, PhD in organic chemistry from Pune University in 1997, is currently serving as the Vice President-Research Operations at IBS, where he has been associated since Dec'2012. Prior to his current role, he worked as the Senior Director-Medicinal Chemistry at Sai Life Sciences from 2005 to 2012 and also served at Aurigene Discovery Technologies from 2002 to 2005. Dhananjay's initial industrial experience was gained while working at Wockhardt. Following his PhD, he pursued a post-doctorate at the University of Kentucky from 1998 to 2000.

- **Gaurav Sharma** -Dr. Gaurav Sharma holds the position of Director of Operations at IBS and has been a part of the organization since Jan'2013. With a vast experience of 18 years in the field of analytical chemistry, he has worked with numerous renowned pharmaceutical and healthcare companies in India such as Jubilant, Fortis, Lupin, etc. Prior to his association with IBS, he served as a Group Leader at Sai Life Sciences in Pune for approximately three years. He earned his Ph.D. in Analytical Chemistry from CCS University, Meerut and pursued his Masters in Commercial Methods of Chemical Analysis from Gurukul Kangri University, Haridwar.
- **Brahmam Pujala** - Dr. BrahmamPujala is currently serving as an Associate Director and has been a part of the IBS team since September 2011. He plays a crucial role as a chief medicinal chemist at IBS. Brahmam earned his PhD in Medicinal Chemistry from NIPER (Mohali) in the year 2011. He has contributed significantly to the field of medicinal chemistry with the publication of ten research papers in reputed peer-reviewed journals and the invention of six patents. Brahmam has actively participated in the exploration and advancement of numerous preclinical and clinical candidates in the areas of oncology and metabolic diseases.

Genesis to Growth of the Organisation

Integral Biosciences (IBS) is a renowned organization that offers a plethora of Integrated Drug Discovery Services for 14 years and counting. Over the years the org. has worked on its strengths and weaknesses.

The major capabilities that make Integral BioSciences a well-equipped drug discovery CRO are as follows:

Computer-Assisted Drug Design (CADD) is a contemporary computational method employed in the process of drug discovery to recognize, enhance and refine a promising lead. The CADD strategy conserves time and is economical. CADD encompasses computational chemistry, molecular modelling, molecular design, and logical drug design.

Organic Synthesis provides opportunities to transform integrated drug discovery since it involves the creation of novel, biologically active, safe and suitably targeted

molecules along with the improvement of lead compounds. Its scope also includes tackling the need to scale-up the compound quantities for safety and clinical studies.

Medicinal Chemistry plays a crucial role in drug discovery endeavours through the selection and synthesis of compounds that establish structure-activity relationships. It enables drug discovery CRO to assess efficacy and safety for preclinical animal testing.

Analytical Chemistry is critical for integrated drug development as it provides assurance of the quality, safety, and efficacy of new drug compounds. The drug development process requires robust, accurate analytical methods to support different stages: from preclinical studies to drug formulation and clinical studies.

In-vitro DMPK is the Drug metabolism and pharmacokinetics (DMPK) is one of the core drug discovery services that deals with the biotransformation of a drug compound and significant pharmacokinetic properties to assess drug safety. Robust In-Vitro DMPK studies are required to characterise and understand the corresponding drug profile. It evaluates several characteristics of drugs that include bioavailability, distribution volume, half-life, drug-drug interaction, and metabolic profile.

Customer Service, Reviews, and Experience

The organization has received fairly good reviews from employees and can be deemed trustworthy. Its authorized share capital is Rs. 36,783,000 and its paid-up capital is Rs. 14,014,180. It is involved in Research and experimental development on natural sciences and engineering (NSE).

The organization also has a policy for gaining experience and increasing knowledge about the cause. It intends to:

- Aim for the advancement of the economy that contributes favorably to the overall welfare of the society while using the least number of resources possible
- Assume accountability for the actions of the organization and promote a constructive influence on issues such as hunger, destitution, undernourishment, ecology, societies, stakeholders, and the populace.
- Advocating for gender parity and strengthening the position of women; establishing shelters, lodgings, and child care facilities for women and children without parents:

constructing retirement homes and comparable amenities for elderly citizens and implementing strategies to decrease disparities experienced by economically and socially disadvantaged communities.

- Ensuring the preservation of the environment, ecological stability, safeguarding of plants and animals, animal welfare, agroforestry, preservation of natural resources, and sustaining the quality of soil, air, and water.

DISCUSSION AND CONCLUSION

Discovering novel and more potent medications for curing human ailments is an essential and laborious procedure. Enterprises providing drug discovery solutions are continuously exploring to identify fresh elements that possess efficacious medicinal properties. However, the prolonged and intricate process mandates the need to expedite the speed, enabling pharmaceutical firms to obtain substantial profits for supporting drug exploration and innovation. In the past, remedies were found by chance or by identifying the effective component in established treatments. Nowadays, the process of discovering drugs entails comprehending how diseases can be regulated on a molecular and physiological basis. Experts and institutions engaged in this field utilize this knowledge to ascertain disease-altering agents (targets) that can be utilized to fabricate cures.

Integral biosciences have played a very important role in this process.

HD MEDICAL GROUP: CARDIAC SOLUTIONS INNOVATOR

Dr. Pooja Sharma and Mehak Gupta

ABOUT THE ORGANIZATION

In the early diagnosis and treatment of cardiovascular disease (CVD), HD Medical is a world authority. To improve outcomes and save lives, they are committed to enabling instantaneous point-of-care decisions about patient diagnosis and treatment based on the best available scientific evidence.

HD Steth – world's most powerful stethoscope

Intelligent Stethoscope, PCG, and ECG all in one. The stethoscope, which is a medical professional's most valuable and prestigious tool, can benefit from HD Steth's AI-enabled intelligence, phonocardiogram, and electrocardiogram. The advantage of HD Steth is provided by patented visualization and noise cancellation technology. During auscultation, subtle heart sounds are frequently impossible or very difficult to detect. HD Steth offers unmatched sound fidelity that is enhanced by visualization, giving doctors the ability to see the heartbeats, instantly revealing cardiac insights.

About the Founders/ Entrepreneurs

The CEO and Founder of HD Medical Inc. is **Arvind Thiagarajan**. He is a businessman and inventor who has experience starting, guiding, and developing technology companies.

Arvind received a special award from the Indian Government's Member of Parliament for Science and Technology for his contributions to research and science, and his work with HD Medical won the Socially Relevant Product (SRP) award at IIT Madras. Numerous children and adults in India and other countries have benefited from his inventions' aid in screening. Arvind's HD Medical ViScope® Visual Stethoscope was used to screen 30,000 kids in Kerala State, India, as part of the National Rural Health Mission (NRHM) initiative to look for cardiac murmurs and defects.

His second creation, a data compression method developed at MatrixView and known as ABO (Adaptive Binary Optimization), was named twice a Frost & Sullivan Innovation Award finalist for the "Top 5 Evolving Technologies" by CNBC Asia. The technology from MatrixView is used by hundreds of hospitals all over the world to address storage and transmission problems. At the time of its initial public offering (IPO), MatrixView had a market cap of \$50 million on the Australian Securities Exchange (ASX). At its peak, the stock price had a market cap of more than \$250 million.

Dr. APJ Abdul Kalam, the former president of India, served as Arvind's mentor. His engineering degree was in electronics and communications, and he received it from the College of Engineering in Guindy, one of the four constituent colleges of the Anna University in India. With numerous granted and pending patents, as well as several honourable mentions for technical publications, Arvind is an expert in signal processing and algorithm development.

Erik Fronkis the chief financial officer of HD Medical. He is a Growth-oriented financial leader with 20+ years of financial and operational experience, serving in roles of CFO, VP-Finance, and FP&A in both publicly traded companies and PE-backed companies. Industry experience includes medical device, software, including software subscription models, hi-tech, real estate and biotech/pharmaceutical.

Shaun Setty is the chief medical officer. He is Comprehensive (neonatal, pediatric and adult congenital) patient and family centered cardiac surgical care dedicated to each individual patient.

His Researches includes studying:

- Long term clinical outcomes in patients with congenital heart disease and genetic syndromes
- Racial and social healthcare disparities in the congenital cardiac surgical population.
- Translational research using Proteomics in Heart failure

Growth of the Organisation

HD Medical has seen its growth over the years at a good response and has received a sufficient response from the industry. Let us look at the some of the factors that have lead to the growth of HD steth:

- **Screening** - The HD Steth is ideally suited for screening applications where a precise assessment of the patient's condition helps secure the necessary medical attention, saving time and money.
- **Triage** - HD Steth guarantees an objective triage in which the patient's condition is quickly assessed by the heart to determine whether urgent medical care is required.
- **Home Health and Digital** - In order to facilitate telehealth and home monitoring for risk assessment and the prevention of major adverse cardiac events (MACE), HD Steth recordings are shared via cloud platform with distant specialists.
- **Teaching** - Through patient data display, recording, review, replay, saving, and printing, HD Steth is perfect for medical education to improve clinical examination skills.

Customers, Reviews, Experiences

The reputed doctors from all over the world have given their positive reviews and feedback:

“HD Steth has applied digital science to produce superior auscultatory experience with suppression of extraneous noise for true fidelity of heart transient and coupled this technology with an ECG. As an academic cardiologist, I am assured that new observations of fundamental importance will emerge from this exciting technology.”

“HD Steth is transforming the way medicine is practiced at the point of care setting by enhancing the patient experience, saving time and costs while improving outcomes.”

“HD Steth makes it simple to tag my high-risk pediatric patients and screen for murmurs quickly and accurately at the point-of-care enhancing treatment. It moves the point of care from my office to...anywhere”

“The quality and intensity of heart sounds are phenomenal on HD Steth and it delivers the most impressive sound quality advancements in my last 40 years of stethoscope use. It is truly a giant leap forward in technology”

Source: HDmedicalgroup.com

The customer base of HD Medical is very wide including several potential doctors to patients. The patients have had a good experience with the organization and has deemed it trustworthy and reliable.

DISCUSSION AND CONCLUSION

HD Medical has managed to fit a seven-lead ECG, a temperature sensor, a pulse oximeter, microphones to record heart and lung sounds, a heart rate monitor, and a blood pressure sensor have all been crammed into a gadget that is smaller than a GoPro camera and simple enough for anyone to use, regardless of technological prowess.

(Sarah Mitroff, Jan 13 2021)

We can definitely say that HD Medical is a future game changer in the medical industry worldwide. It is trustworthy and is committed towards building a aware environment where people are able to get the treatment they need and require.

INMED PROGNOSTICS: AI AND MACHINE LEARNING (ML) – BASED MRI TOOL

Dr. Navya Jain and Mehak Gupta

ABOUT THE ORGANIZATION

In India, InMed is pioneering the use of AI in brain volumetry alongside an ethnicity/geography-based reference range. Mental healthcare is a pressing concern for over 150 million Indians, yet only 30 million have access to high-quality and affordable care. The scarcity of psychiatrists, psychologists, and counselors is exacerbating the issue, as is the social stigma surrounding mental illness.

In contrast, InMed takes a preventive approach to brain health by employing AI and machine learning. This approach normalizes brain and mental health, treating it like any other physical illness such as diabetes. In-Med Platform is located in India and provides a medical knowledge base that can suggest possible causes for your symptoms

The core application of In Med's platform is NeuroShield™, which generates analytical reports using AI and machine learning. These reports help neuro-radiologists, neurophysicians, psychiatrists, and general physicians better understand the brain and the effects of different conditions on it. NeuroShield™ also assists mental health professionals in predicting conditions such as early onset dementia and diagnosing epilepsy. By relying on visual MRI readings alone, a diagnosis can often be missed.

About the Founders/ Entrepreneurs

InMed Prognostics is the brainchild of Rajesh Purushottam, Co-founder, and CEO. Having extensive expertise in the technology and healthcare sectors, he obtained a profound comprehension of the radiology and healthcare system. His association with Dr. Latha Poonamallee and Dr. Al Curran, who are both entrepreneurs, resulted in the establishment of In-Med. In-Med's goal is to provide cost-effective, convenient, dependable, and data-oriented brain health diagnostic and prognostic equipment to India and other developing regions.

Dr. Latha Poonamallee is the founder, and CEO of InMed Prognostics Inc is an AI/ML company that specializes in healthcare, wellness, and sports technology. Our expertise lies in translational research, where we develop AI/ML algorithms for automating the processing of complex and unstructured data, such as medical images, signals, and videos. We are proficient in deploying our solutions across multiple clouds, sites, countries, and integrated modalities. Our products have helped more than 70 healthcare clients to save 80% of radiologists' time and reduce overall image processing costs by 90%. Additionally, our solutions have helped reduce imaging data collection and storage costs by 65%, and neuroimaging burden on clinical trial sites by 45%.

Genesis to Growth of the Organisation

InMed Prognostics is the pioneer in offering reports specific to ethnicity, making significant strides towards accurate and individualized medical treatment. This unique service caters to the requirement for dependable and uniform data analysis, spanning across diagnostic procedures to preventive healthcare. Moreover, this initiative is expected to enhance cost-effectiveness and streamline data handling. In the short span since our founding, InMed Prognostics has been awarded in several areas.

InMed has received a number of awards and recognitions over the years, some of them are:

- Falling Walls Venture
- NVIDIA Accelerator Selection
- BIRAC Grant
- GE Edison Developer Program
- IFAH, Dubai, ranks InMed Prognostics amongst 'Top 50 healthcare companies'
- NASSCOM recognizes InMed Prognostics as 'Innovator' in Healthcare & Life Sciences

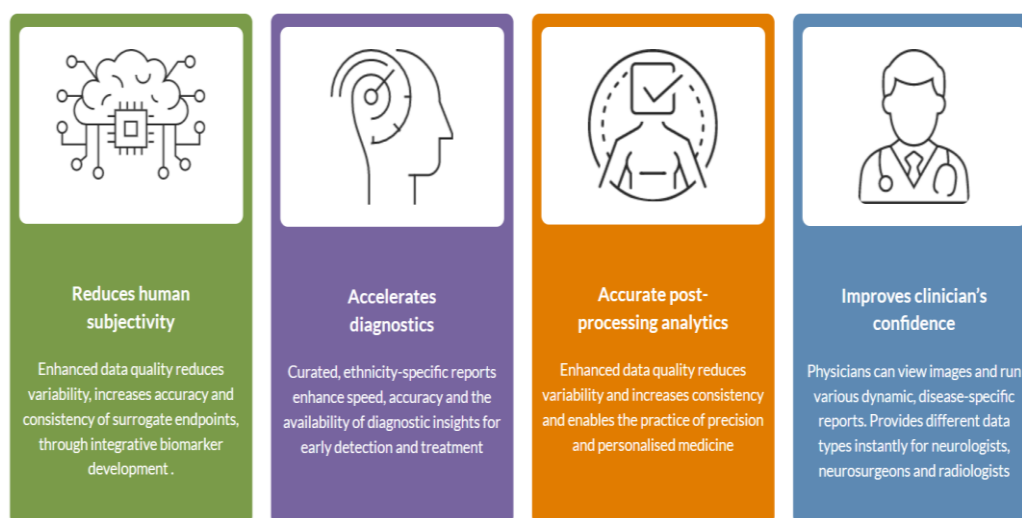


Figure 1: advantages of AI used by the organization

The Source: <https://inmed.ai/>

Customer Service, Reviews, and Experience

InMed has made a huge difference in this field with its neuroshield structural analysis.

Some of the top Consultants and Doctors have Praised it Hugely.

“While a trNeuroShield enables structural analysis and assessment of Cerebral Atrophy in patients. It gives an analysis of local brain atrophy relative to that of the Indian (healthy controls) references. This enables earlier MCI (Mild Cognitive Impairment) detection and eliminates the possibility of over or under estimation with quantifying atrophy.”

“While a traditional 2D MRI image reading provides only a limited understanding of mild atrophy changes, NeuroShield provides quantitative support for diagnosis based on visualization and volumetric analysis of 3D MRI images. This analysis helps me in assessing conditions like MCI, dementia (AD), epilepsy & TBI more efficiently and arrive at optimal evidence-based clinical decisions.”

Source: Inmed.ai

RESEARCH PARTNERSHIPS

These are some of the high-profile research partnerships that InMed have entered into for diagnostics and preventative care.

DISCUSSION AND CONCLUSION

InMed currently partners over 15 hospitals across India, including the Max Neuro chain of 14 hospitals and the Aarthi Scans network of over 25 centers. To fulfill the social mission, they plan to reach out to Tier 2 and Tier 3 cities; in addition to expanding their global footprint to hospitals in the UAE and other parts of Asia. They have a clear vision in mind that is to bring affordable, accessible, reliable and evidence-based prognostic tools to the emerging markets.

NEURO VIGOR: CURE FOR NEURODEGENERATIVE DISEASE**Dr. Khushbu Khurana and Mehak Gupta****ABOUT THE ORGANIZATION**

In order to capitalize on 15 years of research by its co-founder, Dr. Riya Shi, a renowned neuroscientist and MD who found associations between a particular neurotoxin called acrolein and a number of neurological conditions, Neuro Vigor was established in 2013. By focusing on neurotoxins, which increase inflammation and harm nerve cells, the company develops novel drug therapies and diagnostic methods to reduce symptoms, disability, and pain. As part of Neuro Vigor's pipeline development priorities, multiple sclerosis, Parkinson's disease, and neuropathic pain disorders have urgent unmet needs for effective therapies with fewer side effects. The FDA-cleared drug and companion diagnostic for MS that Neuro Vigor is concentrating on and prioritizing will have a positive effect on MS remit and relapse cycles and slow the course of the diseases.

Reactive aldehydes are extremely toxic molecules that are released by cells in response to stress and trauma, either internal or external. They sharply increase in inflammatory, neurotraumatic, and neurodegenerative disease states, causing tissue damage at the cellular and molecular levels and sustaining an unhealthy cycle of oxidative stress and inflammation.

According to CEO of Neuro Vigor Mark Van Fleet, "This agreement accelerates the science and technology needed to provide relief to patients suffering from neuropathic pain or neurodegenerative diseases.". The University of Western Australia's discovery of novel drug compounds with exciting clinical potential is combined with Neuro Vigor's understanding of preclinical neurobiology and the significance of neutralizing reactive aldehydes. " .

The partners will first evaluate preclinical reactive aldehyde scavengers, which have the best potential as therapeutic agents to reduce pathology in a variety of diseases, including SCI neuropathic pain, from a group of compounds identified by researchers at the University of Western Australia.

(Purdue Research Foundation: Steve Martin)

ABOUT THE FOUNDERS/ ENTREPRENEURS

● Mark Van Fleet –CEO

Executive with record of accomplishment in the creation and management of successful international and domestic ventures. Currently CEO of early-stage biotech firm, Neuro Vigor Therapeutics, developing novel treatments for neuro-degenerative disease, injury and pain. Started and directed multiple international business development initiatives, (entry and growth in foreign markets, two-way trade & investment, technology transfer), with special expertise in Asian business strategy and cross-border entrepreneurship. An innovator in assisting companies, universities and communities find and capture international opportunities. Skilled in helping new ventures with business strategy, fund-raising, marketing and foreign expansion.

● Dr. Rishi Shi – CSO

Purdue University neuroscientist. Endowed Professor of Applied Neuroscience and Director of the Center for Paralysis Research, a pioneer in toxic aldehydes and their reduction.

● Dr. Nicholas Race –CMO

Neuroscientist, biomedical engineer, and physical medicine and rehabilitation (PM&R) physician at the University of Pittsburgh with preclinical and clinical expertise in central nervous system injuries, neurodegeneration, and neuropathic pain.

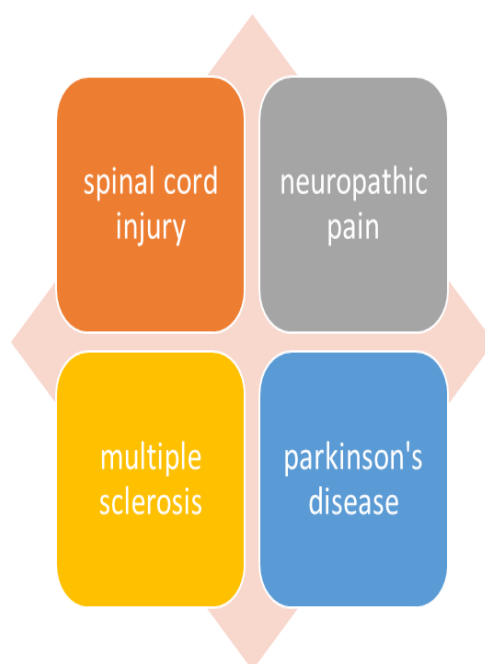
● David Giddings – CDO

C-level life sciences career including positions as President & COO of Boehringer Mannheim Corp and Chairman, President, and CEO of Diametric Medical. An independent corporate adviser for early and development stage Biotech, MedTech, and Analytics companies.

Growth of the Organisation

The organization has four major focused areas which are its main centre and the reason behind the growth of the organization in the medical industry.

The four areas are:



Source: Author

- The initial impact of a **spinal cord injury (SCI)** causes tissue damage. The environment of the spinal cord, which is rich in lipids, experiences extensive lipid peroxidation, which causes severe oxidative stress and an increase in RAS, including acrolein, the most reactive RAS. Over several weeks, these toxins build up and cause waves of secondary injury that damage neuronal tissue and cause inflammation away from the original injury site.
- It is well known that oxidative stress and inflammation play a role in the development and maintenance of **neuropathic pain (NP)**. According to research, RAS are a vicious cycle that both generate and are produced by these important NP contributors. Another important role for RAS in neuropathic pain-related behavior has been discovered by our chief scientist. The TRPA1 cation channel, which is known to be involved in the transmission and spread of neuropathic pain, can be activated by RAS. Additionally, RAS are pro-inflammatory substances that cause the release of chemokines, which are known to amplify pain through various mechanisms.

- **Multiple Sclerosis (ms)** - Recent evidence suggests oxidative stress and its toxic byproducts play a critical role in demyelinating and damaging axons in MS. To date, free radical reduction approaches to reduce oxidative stress have been ineffective at treating MS or preventing its progression. Our chief scientist, Dr. Riya Shi, has developed compelling evidence to implicate reactive aldehydes (RAS), especially acrolein (the most plentiful and reactive RAS) in the pathophysiology of MS. We and our collaborators continue to strengthen the case for RAS as causal, addressable pathologic factors in MS progression and MS neuropathic pain.
- **Parkinson's Disease (PD)** is a long-term, progressive condition of the nervous system that primarily causes severe movement disorders. The central pathology of Parkinson's disease (PD) is the progressive death of dopaminergic (DA) neurons in the substantia nigra (SN), which project into the striatum, an area of the brain crucial for motor function. Alpha-synuclein (a-synuclein), a widely aggregated protein that cells cannot process, is one of the components of Lewy bodies, which are clumps of cellular materials that are produced by Parkinson's disease (PD) within brain cells. The mechanisms of DA neuron degeneration remain largely undiscovered despite decades of research.

Collaborators and Experience

Neuro Vigor Therapeutics greatly benefits from ongoing relationships with impressive collaborators in science, research, drug development and business strategy. has collaborated with the following:

- **Purdue University**— it is one of the top research institutions in the United States, with special strengths in bio-engineering and drug development. The scientific foundation of NVT is the pioneering research of our Co- Founder & CSO, Dr. Riya Shi, MD, Ph.D., Director, Centre for Paralysis Research. Purdue continues to be a source of expertise, technology and potential funding important to the company.

Current initiatives - Purdue is conducting in vivo research in Dr. Shi's lab as part of Neuro Vigor's joint project with the University of Western Australia to generate high-potential drug candidates.

- **University of Western Australia** - it is a leading Australian research-intensive university in the top 1% of the world's universities on the Shanghai Jiao-Tong Academic Ranking of World Universities (ARWU).
- **Current Initiatives**- UWA has discovered novel compounds with exciting potential as superior RAS trappers. From these potential drug candidates NVT and UWA are collaborating to identify, select and develop the compounds with best prospects for clinical efficacy. The project supports medicinal chemistry studies to develop efficacious, orally bioavailable, and non-toxic small molecules for treatment of neuropathic Pain in SCI. This initiative is funded by the State of Indiana Department of Health with further support from UWA.
- **Indiana Spinal Cord and Brain Injury Research Grant Fund (ISCBIR)** - In partnership with the Indiana State Department of Health, the ISCBIR fosters and encourages the development of new therapies for the prevention, treatment and cure of spinal cord and traumatic brain injuries, including acute management, medical complications, rehabilitative techniques, and neuronal recovery.
- **Current Initiatives** - NVT received a \$100K grant in 2021 to identify and assess a lead compound for the treatment of neuropathic pain in spinal cord injury. A 50% matching contribution has been provided by the University of Western Australia.
- **Praxis Institute** - it is a Canadian-based not-for-profit organization that leads global collaboration in spinal cord injury research, innovation and care. Their commercialization program is focused on accelerating innovations including medical devices, therapeutics and diagnostics that can improve the lives of people living with SCI.

Current Initiatives - NVT was selected as a member of the Praxis SCI Incubate program, a competitive 18-week program designed to support innovative, early-stage companies that address care- and cure-related treatments and quality of life for people with spinal cord injury (SCI). Incubate brings together the best-in-class research, commercialization and consumer experts in the area of SCI to provide Incubate companies with the tools needed to scale and develop their products.

DISCUSSION AND CONCLUSION

Neuro Vigor is a highly informative, practice-based, aware, deemed trustworthy startup in the medical field. By focusing on neurotoxins, which increase inflammation and harm nerve cells, the company has developed novel drug therapies and diagnostic methods to reduce symptoms, disability, and pain. This has been a game changer in the medical field. The organization greatly benefits from ongoing relationships with impressive collaborators in science, research, drug development and business strategy.

CUROBOX: MODERN CLINICAL PRACTICE MANAGEMENT SOFTWARE

Ms. Pooja Tripathi and Mehak Gupta

ABOUT THE ORGANIZATION

Curobox enables medical staff spend more time on patients through effective, powerful and affordable healthcare management software.

Besides standard benefits such as Appointments (including SMS Reminders), Staff scheduling, Bookable resources such as Rooms & Equipment, Patient Portal, Invoicing and others, Curobox provides dedicated modules for various specialties such as Psychology and Stomatology.

Curobox is actively using 18 technologies for its website, according to BuiltWith.

ABOUT THE FOUNDERS/ ENTREPRENEURS

CuroBox was founded by Venkateshwarlu Bitla . He is based in Hyderabad, Telangana. Venkat is an entrepreneur having interest in building companies. He is currently working on building a company that enables medical staff to spend more time on patients through effective, powerful and affordable healthcare management software.

Venkat has a passion for starting businesses. He is now developing a business that provides medical personnel with efficient, potent, and reasonably priced healthcare management software, allowing them to spend more time on patients.

Growth of the Organisation

Through efficient, potent, and reasonably priced healthcare management software, Curobox enables healthcare professionals to spend more time on patients.

Curobox offers specialized modules for a variety of disciplines, including psychology and stomatology, in addition to typical features like appointments, staff scheduling, bookable resources like rooms and equipment, patient portal, invoicing, and others.

According to BuiltWith, curobox actively utilizes a number of different technologies for their website.

What is a Clinic Management System?

Clinics are often preferred by patients with minor ailments over hospitals, as are certain specialties. Clinics are more convenient for patients looking for medical services than hospitals. Most people prefer to visit a doctor at their personal clinics rather than waste time and money waiting at a hospital for a visit with a general physician, a dentist, or an ophthalmologist.

Clinics play an important role in providing healthcare facilities in remote areas where access to hospitals is difficult. Clinics, which are primarily healthcare facilities, are an essential component of our healthcare system. They provide first aid and regular check-ups for patients who would otherwise go without healthcare.

Even if the number of doctors in a clinic is small, there is a steady flow of patients that is difficult to manage. Due to the COVID pandemic, the number of patients visiting clinics has increased dramatically, and doctors are finding it difficult to manage the records manually. In a small clinic, it may not be possible to keep patient records manually for an extended period of time. There is a need for clinic management software to provide doctors with practise management tools in order to maintain and preserve patients' data indefinitely. A clinic management software or practice management software provides a set of ready-to-use functionalities that make managing and organizing a clinic simple.

A Clinic Management System is a collection of technologically advanced tools designed to assist and simplify a clinic's daily operations. Many operations are simplified by a practice management system, such as patient management, appointment scheduling, doctors' schedules, prescription management, payments, transactions, billing, inventory, and so on.

These days, practice management systems like **curobox** are available in mobile apps that allow patients to book online appointments and doctors to check their schedules, manage prescriptions and so on, as well as provide SMS or email notifications about appointment updates. (Marg ERP Ltd, June 2021)

The accessibility of patient records is one of the most significant benefits of health clinic software, especially when considering a physician's time. Physicians can easily access patient information such as medical history, medications, diagnoses, allergies, and more using medical clinic software. Users can access this sensitive information with the click of a button, rather than having to sift through paperwork to find a patient's record.

(Samikshan Sarkar, medical practice management)

Benefits of Practice Management Software

- improves a business's efficiency
- enhances the service satisfaction of patients
- helps in scheduling and staff handling
- easy to access
- stores patient information securely
- simplifies the payment and billing process

(Genie solutions team, 2021)

DISCUSSION AND CONCLUSION

Curobox software is a significant contribution in the medical field. The software has several essential features. The software can schedule appointments, record patient information, manage inventory, can communicate with the patients and doctors, handle payment systems etcetera.

KAREOPTIONS: MEDICAL SECOND OPINION SERVICE

Ms. Roli Wadhwa and Mehak Gupta

About the Organization

Kare options is a second medical opinion organization which provides medical opinion from experts at affordable prices through technology. Improve customers quality of life by driving certainty in medical diagnosis and enabling the best possible treatment option. We can achieve this through:

- Holistic view of medical record.
- Enabling Expert Medical Opinion at affordable prices through technology.
- Removing inefficiencies from the current process.

How Do They Do It?

Holistic view of Health Records: - they collect the records shared with them in a single place which are easily accessible to the doctors and care coordinators

Top medical experts and thought leaders: - they are always looking for doctors who are thought leaders and industry experts. they bring them to the platform for their customers.

Using Technology innovation for collaboration: - they are not limited by geographical boundaries or locally available experts. The doctors can provide opinion across the country or in some cases across the globe.

Single Focus: - the doctors review your case when they are not distracted by constant noise of hospital or interruptions by other nurses or patients. As they may not be the treating physicians, their single objective is to provide the best possible opinion on your condition, recommend further tests to drive confirmation on diagnosis and guide you in choosing the best possible treatment option.

Information and education: - they believe in empowering the patients and their families with the right information about their disease and treatment options. They will send you article and other education material, which will help you to make the right decision.

The doctors at KareOptions

Kare Options provides opinions to their patients through their team of doctors who are specialized under different heads mentioned below:

- Dr. Ganesh Bhagwat – general surgeon and physician
- Dr. Laxmanshantaramsalve – mbbs, Ms – general surgery
- Dr. Shilpasaple – mbbs infertility specialist
- Dr. Manoj gandhi – mbbs laparoscopic surgeon
- Dr. anoopdhamangaonkar – mbbs, Ms – orthopaedics
- Dr. gauravrmishra – laser surgeon
- Dr. K.Sethna – general surgery surgical oncologist
- Dr. Rajendrabrave – consultant psychiatrist

Growth of the Organisation

There are a few reasons that have led to the growth of the organisation and earned customer trust.

Patients are the centre of the solution at KareOptions, and staff collaboration with the top doctor will improve diagnosis. In 15% of cases, getting a second opinion changes the diagnosis. Our culture values the diagnostic conversation. For the purpose of recommending a diagnosis, our skilled doctors combine clinical reasoning with analytical thinking.

Our top priorities are providing patients with the best care possible, providing the best possible diagnosis, and suggesting an efficient treatment plan.

A unique report is given to each patient. Our written reports give readers a clear picture of what is taking place, a course for the future, and advice for treating doctors so that everyone can proceed with confidence.

Our doctors are not influenced by regional restrictions or financial incentives. Depending on your conditions and unique circumstances, our team can suggest the best course of treatment.

If necessary, our medical coordinators can assist you in locating the ideal setting for your treatment regimens.

We collaborate with highly skilled medical professionals from the best hospitals and centers of excellence in the country to offer you professional advice.

With extensive knowledge in oncology and rare diseases, we cover all specialties. All of our doctors are Board Certified in their specific specialties and have many years of experience working at renowned hospitals.

The patient will have the chance to ask any questions about their condition, and our doctors will answer them as best they can. Each patient is assisted in understanding the specifics of their case by comprehensive written reports and online access to medical information.

Customer Service, Reviews, and Experience

Kare options provides the following employee benefits:

Some reviews given by patients are:

“We are having a wonderful time. I feel wonderful also. Most of all I owe it to you that I am here today, and I will be forever grateful”

“I would like to thank you from the bottom of my heart for taking on my case and sending me to Stanford and the doctor. I feel so grateful and I feel so good. That treatment really worked on me.”

Source: KareOptions.com

A careful analysis of these reviews suggests that **TRUST, COMMITMENT, SAFETY, CONVENIENCE, and EXCELLENT CUSTOMER SUPPORT** are the key tenets of the org. which has made it what it is today.

DISCUSSION AND CONCLUSION

KareOptions has always strived for excellence through constant innovation and iteration. They are committed to making the customers smarter and faster. When they succeed, we succeed. They thrive on unique perspective and experiences. They use them to improve ourselves, our work, and our community. Curiosity fuels our growth. They seek opportunities to teach as well as to learn.

CREDIHEALTH: TRUSTWORTHY MEDICAL OPINION**Ms. Shanu Jain and Mehak Gupta****ABOUT THE ORGANIZATION**

We are an online medical resource that is technology-driven. You will be accompanied at every turn by our team of medical professionals. Booking a doctor begins with finding the best hospital and physician.

Scheduling appointments, assessing the costs of procedures, and answering your health-related questions. To empower and inform patients and their families, we constantly work to develop new services. Credihealth exists to guarantee that the best medical decisions are made.

We picture a global healthcare ecosystem where people from all over the world can easily access the best medical professionals to help them live healthier, happier, and more fulfilling lives, as well as quickly find credible solutions to their medical problems. We want to be the first-place customers turn to when they have a need, question, or concern relating to healthcare.

About the Founders/ Entrepreneurs

Ravi Virmani is the brain behind CrediHealth. He is the founder of CrediHealth. Formerly he was the COO of MAX Healthcare.

As a proven leader in business, Ravi has a successful track record. He co-founded Noble House in a garage in 1990, and for the next ten years he led and built an institution of the highest consulting caliber and financial success in South Asia. He drew in, developed, and mentored a sizable group of consultants. Over time, Noble House transformed into Hewitt Associates - India.

He returned to India as COO of Max Healthcare just before founding Credihealth after successful stints as MD at Hewitt South Asia and CEO Aventus Consulting (both in Singapore).

Genesis to Growth of the Organisation

Credihealth has raised a total of \$1.5M in funding over 1 round. This was a Seed round raised on Apr 17, 2017. Credihealth is funded by 3 investors. Tolaram Group and Mountain Pine Capital are the most recent investors.

Credihealth has 4 current employee profiles, including AVP - Product Management Chitrag Dalal. Credihealth uses 19 technology products and services including HTML5, jQuery, and Google Analytics, according to G2 Stack.

Credihealth is actively using 67 technologies for its website, according to Build With. These include Viewport Meta, iPhone / Mobile Compatible, and SPF.

COLLABORATION.

Our team members are treated with respect and humility as we work together to complete our mission.

- **EXCELLENCE.**

transcending boundaries.

- **EMPATHY.**

We are dedicated to supporting clients in their lifelong quest for better health.

- **INNOVATION.**

We are smart, innovative & inspiring changemakers.

- **CULTURE**

Challenge the norm, pioneer the new normal and share opinions freely with colleagues and leaders alike. In order to empower and inspire people to achieve more than they could elsewhere, we develop a high-impact, encouraging culture. Hence, if you are fanatical about creating a lasting impact and obsessive about innovation, then join us to make healthcare affordable, accessible, and transparent.

A number of services are provided that are listed as follows:

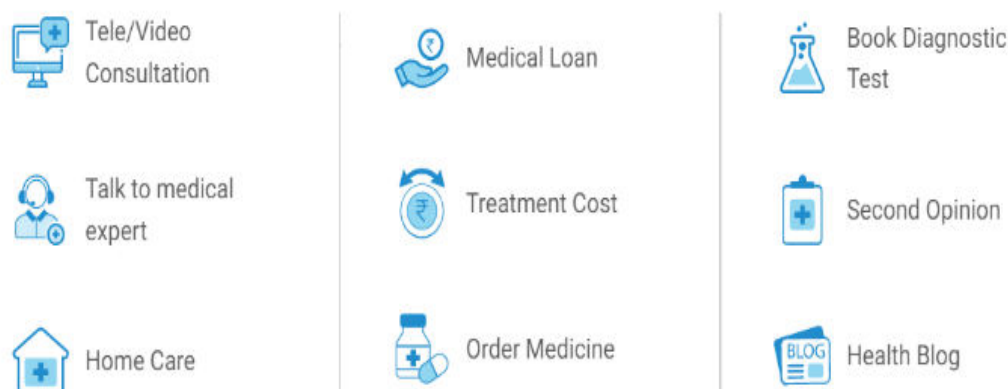


Figure 1: services provided

The Source: <https://www.credihealth.com/>

Customer Service, Reviews, and Experience

The organization has an average rating which shows a few weak areas that it needs to work upon.

Some reviews are:

“No work timings, they put more pressure on one employee, they just fire employee on the basis that they do not have salary to give. No Appraisal, no promotions, Zero Work Life Balance, need to work on Holidays also without any extra comp off or salary. They just want to know patient details like their date of admission and billing details and want to create money from hospitals on that basis.”

“I left the company back in January 2021 and have mailed and called them but they HAVENT YET RELEASED MY SALARY. It is almost December 2021 and have tried to reach out to them but to no avail. I have seen some ex-employees on LinkedIn who are facing the same issue and have posted to ask the management for their salary. The salary has been blocked and wasted for the Notice period I spent.”

“No appreciation of your work, no recognition to your effort. No one knows what you do unless you make any mistake and get scolded in front of your 50 colleagues. managers were the pro-level politicians. partying together and playing game

at the back. every manager focuses on bringing down another manager, and making money for self (ofcourse with no moral and ethical values).”

Source: glassdoor.co.in

Overall there is a lot that the organization needs to work on specially on the employee's welfare. The employees are highly dissatisfied which has led to decline in productivity and growth of the organization.

DISCUSSION AND CONCLUSION

I can conclude that the organization is facing a lot of criticism from its employees about various reasons. It should change its policies and keep in mind that the employees are an asset of an organization. If it wants to sustain itself in the industry then these changes are necessary and should be done at the earliest.

ZENONCO: INTEGRATIVE ONCOLOGY CENTER**Mr. Bhupinder Singh and Mehak Gupta****ABOUT THE ORGANIZATION**

ZenOnco is a group of cancer coaches committed to assisting cancer patients and the people who care for them. they provide end-to-end care to cancer patients regarding both medical (surgery, chemo, radiation, advanced treatment) as well as complementary treatment (eg, Anti-Cancer Diet, Medical Cannabis, Ayurveda, etc) to improve their quality of life and increase chances of cure.

They inform and empower patients and their caregivers, create a treatment roadmap, standardize service providers, facilitate treatment for last-mile care delivery, connect with other survivors, and conduct routine follow-ups. they are using technology to accomplish this in a scalable way. For instance, the world's first tool to generate free directional Integrative Oncology treatment reports (ZIOPAR) was introduced by us, and we were honoured for this at ESMO. Additionally, we recently introduced a community platform (like Quora for Integrative Oncology) to link cancer patients, survivors, and caregivers.

Integrative Oncology is defined as a patient-centered, evidence-informed field of cancer care that incorporates mind-body practices, natural products, and/or lifestyle changes from various traditions along with conventional cancer treatments. By empowering people to prevent cancer and take an active role before, during, and after cancer treatment, integrative oncology seeks to improve health, quality of life, and clinical outcomes across the spectrum of cancer care.”

Some of the main advantages of integrative oncology are:

- Improve life quality and clinical outcomes.
- Boost the body's defenses.
- Managing side effects & symptoms.
- The toxicity of the treatment.

- Decrease likelihood of cancer recurrence.

About the Founders/ Entrepreneurs

Our journey began in 2018 when our founder Dimple Parmar lost her husband and fellow IIM Calcutta alumnus Nitesh to cancer. She started a Section 80G Registered NGO called Love Heals Cancer in March 2018 to help cancer patients after losing Nitesh. Along with working at J, Kishan Shah was a volunteer there. P. Initially at GIC Private Equity and later as an investment banker for Morgan. Both of them were aware of the vast gap in the ecosystem of cancer care and the requirement for a scalable and long-lasting solution to accommodate the growing patient population. They established ZenOnco. io in November 2019 to serve the needs of millions of cancer patients. It is the world's first integrative oncology cancer care Healthtech platform.

“If you feel like you’ve lost everything, consider surrendering yourself to the mystic law of the universe and see what unfolds. Losing a loved one can be devastating, and it’s not uncommon for people to lose hope during such difficult times. I personally experienced this when I lost my husband, Nitesh, who had stage 4 collateral cancer. Despite feeling like I had nothing left, I decided to surrender myself to a destiny with an open mindset. I was surprised to discover that life could be beautiful and fulfilling once again” – Disha Parmar

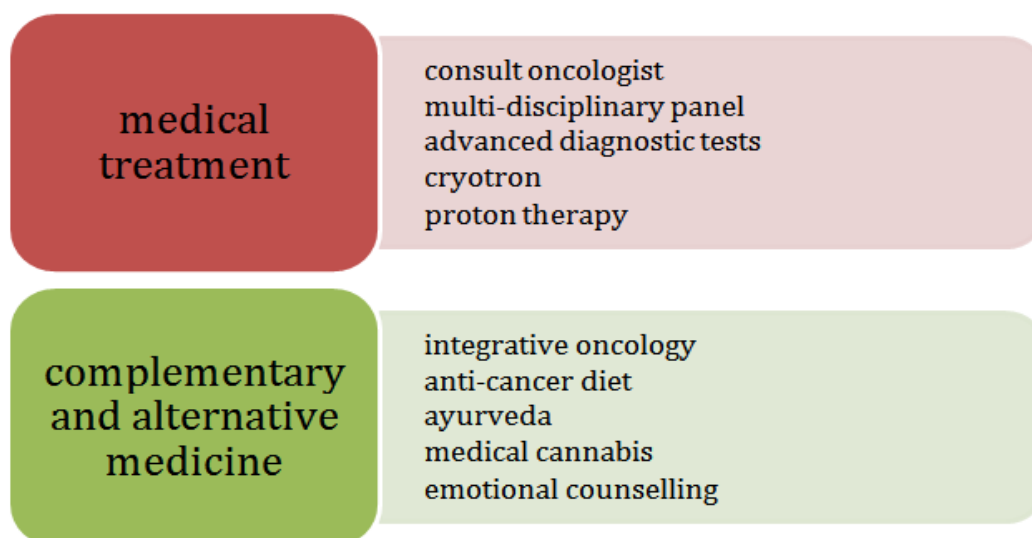
Growth of the Organisation

ZenOnco offers the most advanced cancer treatment in India, including surgery, chemotherapy, and radiation.

ZenOncoIO has raised a total of \$1.4M in funding over 1 round. This was a Seed round raised on Nov 29, 2021. ZenOncoIO is funded by 5 investors. Better Capital and Apollo Hospitals Enterprise are the most recent investors.

ZenOncoIO uses 24 technology products and services including HTML5, jQuery, and Google Analytics, according to G2 Stack. ZenOncoIO is actively using 4 technologies for its website, according to Build With. These include Domain Not Resolving, YouTube, and CrUX Dataset.

The organization has two branches i.e.



Source: Author

CUSTOMER SERVICE, REVIEWS, AND EXPERIENCE

Some Patient Reviews are as follows-

“I joined the healing circle on 23rd April for the 1st time not knowing what I will be doing there. But after attending it that day my calendar has a permanent schedule for every Sunday @5:00 to join it. The host, the guest speaker and all the attendees make it a family where there is compassion for everyone. Knowledge, self-journey, and experiences are shared without judging anyone, it is wholesome experience for people who are going through tough times, or survivors or caregivers alike. I highly recommend to join healing circle and experience it yourself.”

“It's wonderful to be a part of ZenOnco.io community. It not only provides medical support but mental support too. On my journey I really wished to had someone with same experience so that I can trust and ask my queries and through this community I got connected with a person who had same cancer type as mine so it is now really easy for me to share everything with him. Through this community many patients and even caregivers can connect and help each other in this difficult time. Thanks for providing medical and emotional help to everyone and for arranging healing circles they are really very helpful.”

“ZenOnco is one stop solution to all Cancer related queries. Anyone and everyone are given equal importance regarding guidance, help and information regarding all types of Cancers. Consultation, medicines, guidance, alternative medicine, holistic healing and recovery, all are taken into consideration Awareness lectures general health awareness and understanding about various aspects of disease.”

“Cancer treatment/cure/care is not just about getting the treatment. there are lot of other surrounding things like diet, nutrition, multiple reviews/consultations, community support, management of side effects caused by cancer treatment drugs, etc which are crucial for success, Zenonco is one such place to find all your queries and need for guidance answered by expert network of doctors, cancer survivors, care givers. Their integrated approach is important to make sure that the patient is treated as a whole person (holistic) rather than just treating the symptoms or the disease. The team is built around compassionate people who are willing to help and that matters a lot So thank you Zenonco team”

Source: Zenonco.io

DISCUSSION AND CONCLUSION

Since its launch, the organization has been a great initiative towards cancer treatment and increasing awareness regarding cancer treatment. This was not a want but a need for our society. Numbers of the organization seems to be pretty good too.

SECOND MEDIC: CUSTOMIZED HEALTHCARE SERVICES

Mr. Swaraj Manchanda and Mehak Gupta

ABOUT THE ORGANIZATION

To provide devoted health ambassadors for each patient, SecondMedic is a cutting-edge, patient-centric healthcare ecosystem. With a wide variety of specialized healthcare services from scheduling a doctor's appointment to delivering prescribed e-pharmacy products to your door, SecondMedic enables all of its patients to explore their 360-degree health care needs.

SecondMedic has become the fastest-growing healthcare platform in this booming market thanks to our extensive network across India. They give their patients access to individualized laboratory tests with home sample collection, comprehensive allied-health services delivered at home, emergency services, remote health monitoring, medical equipment rental, electronic medical records, an annual health card, family health plans, and more.

The SecondMedic digital platform, which offers personalized, accurate medical second opinions, is accessible on the web and through a smartphone app. By combining the best features of human and artificial intelligence, it has completely changed the remote healthcare industry. The integrated healthcare ecosystem is used by Second Medic Health Ambassadors to engage with users throughout the entire process and address all of their medical questions.

At Second Medic they are aware that receiving medical care can be a sensitive and private matter. For this reason, we go above and beyond to make sure that our patients are comfortable and at ease. For us, trust-building and ensuring that our patients receive the care they require both depend on effective communication.

From routine check-ups and preventive care to specialized treatments for chronic conditions, their services cover a wide range of medical treatments. You can be sure that

you are in good hands because our team of medical experts has extensive training and experience in each of their specialties.

At Second Medic, they are dedicated to providing the most cutting-edge and efficient care for our patients by utilizing the most recent medical technology and procedures. They take the time to create individualized treatment plans that are tailored to each patient's particular needs because we recognize that every patient is unique.

About the Founders/ Entrepreneurs

Rajneesh Dwivedi is the current Co-Founder and CEO of Second Medic. He previously worked at Travelex as a Head of Remittance North America. Rajneesh Dwivedi attended the University of Houston.

He has delivered his medical second opinion at the Global Leadership Panel in October 2019, and helped in finding the right treatment for cancer ensuring that no one is fighting alone.

He has served as a mentor at the founder's institute Texas in January 2021.

(Rajneesh Dwivedi)

Growth of the Organisation

Through their cutting-edge digital platform, which is accessible from anywhere in the world, Second Medic tries to offer top-notch remote healthcare support. Through this platform, users can get a second opinion from highly qualified and well-positioned medical specialists.

A patient-centric and patient-controlled model of care serves as the foundation for all of our operations. Your digital experience has been made to be more comfortable and convenient than visiting a top hospital anywhere in the world, thanks to the efforts of our technical partners.

Second Medic provides the following benefits to the patients who are looking for the right treatment:

- Avoiding the expense and inconvenience of traveling for a second opinion.
- Making sure your diagnosis is accurate.

- Making the best choice possible regarding your or a loved one's healthcare.
- Ascertain that your treatment strategy is effective for you.
- Reducing lost time and income while not working.

“Point solutions miss the point — chronic conditions never stand alone. their platform treats the whole person — and a whole population — by bringing together mental and physical healthcare through the best of technology and the human touch of therapists and coaches.”

Reviews, Impacts, and Experiences

“Secondmedic was a lifesaver for me. As someone who was dealing with a complex medical issue, I turned to secondmedic for a second opinion.”

“Thanks to SecondMedic, I now have a better understanding of my medical condition and feel more confident in managing my health.”

“The process was incredibly easy and straightforward. i was connected with a highly qualified specialist who reviewed my medical records and provided me with a comprehensive evaluation.”

Source: secondmedic.in

Second Medic has earned their patients trust and proved their worth in the industry. The patients have seen significant improvement in decision making by considering a second opinion through the Second Medic platform.

DISCUSSION AND CONCLUSION

Second Medic’s goal is to revolutionize healthcare while enhancing people's and families' quality of life. They are committed to offering all-inclusive, cutting-edge, and easily accessible health solutions that enable people to take charge of their health and wellbeing. They seek to streamline the healthcare process and encourage proactive and knowledgeable healthcare decision-making by fusing state-of-the-art technology and individualized support.

Through the cutting-edge and comprehensive health benefits platform, SecondMedic is dedicated to revolutionizing healthcare. the objective is to offer individuals and families

peace of mind while reducing the stress associated with navigating the intricate healthcare system. Second medic works hard to provide our patients with individualized, pro-active, and knowledgeable healthcare that will improve their overall health and wellbeing.

SecondMedic is aiming to be a market leader in the healthcare sector by offering a one-stop shop for all healthcare requirements. By developing a seamless, open, and personalized platform that gives people control over their health and wellbeing, the organization hope to revolutionize the healthcare experience. Second Medicis dedicated to achieving universal access to high-quality healthcare because we believe that everyone should have access to it.

GYNOVEDAFEMTECH: TECHNOLOGY & AYURVEDA TO SOLVE PERIOD PROBLEMS

Ms. Priyanshi Jain and Mehak Gupta

ABOUT THE ORGANIZATION

Women are born with the ability to have regular, healthy periods for their entire lives. On average, they have 400 menstrual cycles and have two pregnancies during their lifetimes. But they are told that period abnormalities like pain, erratic period cycles, and flow are inevitable ills of life. The most common piece of advice is to endure the suffering while grinning.

Menstrual disorders like PCOS, irregular periods, PMS, painful periods, abnormal white discharge, and infertility affect over 800 million women worldwide in silence.

Yet they dread visiting a gynaecologist for 3 major reasons:

- Fear of getting a physical and getting surgery.
- Inability to find a suitable gynecologist.
- Social prejudices and fear of being judged.

Gynoveda combines Ayurveda, Technology, and Content. Gynoveda products are made entirely of ayurvedic herbs that have undergone thorough testing for potency, safety, and purity. These have received FDA approval after thorough investigation, and their manufacturing facility also received GMP certification for upholding legal quality standards.

Gynoveda Ayurvedic Tablets are entirely natural and have no side effects.

(Prasannata Patwa, YourStory)

About the Founders/ Entrepreneurs

Before receiving a lifelong treatment from Ayurveda, Gynoveda's founder Vishal Gupta endured more than ten years of lifestyle-related illness. Throughout this journey, he thoroughly studied Ayurveda and learned that it has wonderful treatments for 20

different gynecological issues, including PCOS, irregular periods, abnormal discharge, and period pain.

"Ayurveda promises safe, long-lasting solutions that treat the root cause of period disorders to experience healthy periods for a lifetime, where modern science only offers temporary relief." - Founder and CEO of, Vishal Gupta.

Rachana and Vishal Gupta, a husband-and-wife team, left their well-paying corporate jobs to follow their passion and launched Gynoveda in 2019 with the goal of making Ayurveda the top choice for women's health around the world from puberty to menopause.

Making an impact in consumers' lives drives people at Gynoveda. We recognise talent that hustle for excellence and performance. Challenging work environment promises to not just provide employment but add value for employability in future.

(Prasannata Patwa, YourStory)



Figure 1: packaging of medicines

Source: https://cdn01.pharomeasy.in/dam/products_otc/S34078/gynovedas-soma-for-white-discharge-itching-360-pills-for-3-months-2-1641792938.jpg

Growth of the Organization

Gynoveda initially released four supplements for problems with menstrual health, but has since added three more to its line-up for wellness.

The cost of the supplements, which are made with herbs sourced from eight producers throughout the nation, ranges from Rs 500 to Rs 2,100. While formulation and packaging are done internally, manufacturing is outsourced to facilities in Kerala, Karnataka, Gujarat, Himachal, and Tamil Nadu.

The founders assert that they get 10,000–12,000 orders per month, with an average ticket costing Rs 1,800. Gynoveda claims to have fulfilled two lakh orders since its inception and that monthly revenue growth is at 40%.

Navigating the pandemic, but getting here was not simple. The pandemic broke out three weeks after their platform went live. At the time, Rachana's team consisted of five people, and the lockdowns acted as brakes on their meticulous planning to expand the firm. Due to the fact that the company sells medicine, they quickly received delivery and other permissions. Since that time, the team has increased to 35 members. The development of new products is the primary focus of five of these, while a few others produce content for Gynoveda's website and other platforms.

(Prasannata Patwa, YourStory)

Customer Service, Reviews, and Experience

Some of the reviews of the patients are stated below:

“Feeling grateful. Gynoveda you are a blessing for every couple. Thank you so much for giving us the biggest happiness.”

“Makes me feel stress free I was already taking Jeehv from 1 month but my friend suggested to take Yaami along with it. It's been 1 more month now and I can feel the difference already. Feel mentally very relaxed.”

“Magical products. My sister was detected with grade 1 fatty liver and was facing gas, bloating, indigestion problems. Ordered this 1 month ago and it has started helping her. Best medicine and a must try”

“Finally found right medicine. I was very fed up of eating different tablets and syrup to improve my health. Tried so many medicines but failed. many times, saw many side effects also. But this combo was different and I saw the results from day 1 itself. Thus is my 3rd month and I feel very light.”

“10/10 for this product. Got it for my grandma who gets lot of pain due to arthritis. This ointment reduces pain in very less time. Calcium tablets are also ayurvedic and better than chemical supplements because they don’t have side effects.”

Source: gynoveda.com

By analysing the reviews of customers and patients we can easily tell that gynoveda has established itself as a strong brand in the industry. these reviews suggests that **TRUST, COMMITMENT, SAFETY, CONVENIENCE, and EXCELLENT CUSTOMER SUPPORT** are the key tenets of an organization which has made it what it is today.

DISCUSSION AND CONCLUSION

“The biggest achievement for us was when a few women, who suffered from PCOS, were able to conceive after being told it was not possible for them,” Rachana says.

Gynoveda is a strong pillar in the Indian medicinal industry. A number of significant changes can be seen in the way people are approaching the idea of taking medicines/treatments for conceiving as compared to a few years ago. The wide range of products whether medicinal or wellness at attractive prices and discounts make it truly a go-to destination for all your needs, just by being at home.

MEDIGRAD: SPECIALITY HEALTHCARE**Ms. Shirly Rex and Mehak Gupta****ABOUT THE ORGANIZATION**

Medigrad is an online learning platform that focuses on healthcare and offers specialized programs in a range of specialties with the goal of bridging barriers and getting help to areas that need it most. The programs are created specifically by highly skilled medical professionals with extensive experience in the relevant field who have had exposure to significant clinical cases and are able to incorporate all of their theoretical and practical knowledge into the course material. To give its students a top-notch educational experience, Medigrad has combined highly researched pedagogy with cutting-edge technology.

Mission - to provide top-notch medical education across the nation so that doctors can handle clinical cases confidently and intelligently.

Vision - enhancing medical professionals' abilities and expanding their knowledge in the most engaging manner possible while allowing them to continue their clinical work and facilitating learning at anytime, anywhere.

With the assistance of senior doctors who are highly skilled and educated, we develop specialized courses for medical professionals so that the aspiring MBBS doctors can benefit from a mix of theoretical and practical content. An expert group of senior doctors' designs, develops, and curates the course material for these specialized courses. Both doctors who have recently earned their MBBS and MBBS doctors who are currently in practice will find the courses to be comfortable. Our MBBS doctor courses are offered in a blended format, meaning that once a candidate enrolls, he or she receives online access to study material (both online and offline), studies independently using the reading materials provided to them, attends web sessions led by our senior faculty, and receives other multimedia content. After completing an online exam for a particular module, they receive their diploma. After completing their online coursework, students are assigned to the hospitals that have partnered with them for clinical experience. Here,

they gain knowledge of the practical applications of their chosen specialty. The main goal of these training sessions for MBBS doctors is to develop their clinical abilities, expose them to real-world situations in addition to theoretical instruction, and prepare them for the workplace.

About the Founders/ Entrepreneurs

Puneet Sharma is the Co-founder and COO of MediGrad. He has Worked in Education Management & Marketing, Brand Management, Public Relations, Media Planning, Client Relationship & Team Handling for more than 14 years and has Studied Management from Birla Institute of Technology, Mesra (Ranchi). He is skilled in management, customer relationship management, strategic planning, business development and team building.

Growth of the Organisation

Medigrad has partnered with e-Integrity, which offers access to top-notch healthcare education originally created for the UK National Health Service but now offered globally.

A wide range of specialties are covered by new collaborative programs, including paediatrics, sexual health, dentistry, and acute medicine. One important differentiator for this e-learning is its quality.

Medigrad has introduced a range of blended learning courses in specializations like Acute Medicine, Critical care and Intensive care Medicine, Electrocardiography, Lung Ultrasound, Diabetes, General Practitioners, pain management, image interpretation, e-radiology, and many others.

Why Medigrad?

Source: Author

- Improve and upgrade your Knowledge- Through expertly crafted, thoroughly researched content, learn everything there is to know about a particular field of study.
- Very Interesting - Reading material is one of the study-related modules in learning. Books, movies, case studies, and online simulations.

- Study whenever you want, from anywhere - you can keep up your clinical practice while continuing your studies whenever it is most convenient for you.
- Interactive Sessions with Doctors - Interact with senior physicians holding prestigious positions to gain knowledge and exposure to a wealth of experience.
- Practical Exposure at Renowned Hospitals - Get trained practically by senior doctors working at one of the renowned hospitals
- Dedicated Personal Support for Queries - A dedicated team is always there to support you instantly where ever you are stuck in course

Doctors' opinions on the MediGrad

“While preparing for PG, MBBS doctors can definitely utilize their valuable time by doing these specialized courses. Great initiative by Medigrad.”

- Dr Sushant Kumar, Academician and Practitioner

“It is a brilliant concept of enhancing the clinical skills and imparting specialized knowledge to the young doctors. The kind of exposure they will get is phenomenal.”

- Dr Neha Aggarwal – MD

“The content and teaching pedagogy of Medigrad courses is blended in a very uniform way. It will help sharpening the skills of doctors.

-Dr Hersha - Sr Practitioner

“In today's time, there is a massive shortfall of quality doctors with specialized knowledge in our country. Courses at Medigrad will help to bridge that gap by providing required skills and knowledge to the young doctors.”

-Dr Naresh Verma - MD Paediatrician

Source: medigrad.com

Hence from the above reviews MediGrad can be deemed trustworthy and knowledgeable for the doctors, students, interns, practitioners. They can easily upskill themselves at their own pace and comfort level. The number of options of courses available to choose from gives an upper hand to this organization.

DISCUSSION AND CONCLUSION

Online Medical Programs Can Have Positive Impact In Medical Sector By Turning Out Medicos To Tackle Challenges, No Matter Where They Find Work – Medigrad

MediGrad is a trustworthy website for gaining knowledge and upskilling yourself.

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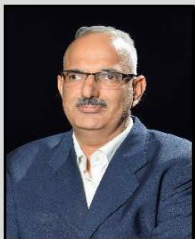
Medical Entrepreneurship Startup In India

Case Bank II

The already overburdened public healthcare system has created an imminent need to create a self-sustaining, affordable and accessible healthcare foreign country. Medical entrepreneurship has gained tremendous popularity in India where the medical entrepreneurs are committed towards giving back to the society and earning revenue also. In recent years we have seen many successful medical entrepreneurs who have understood the market needs by connecting with the customers and filling the void in the health services.

With adequate networking and collaborations with medical and academic organisations they have fostered a culture of market research and knowledge, Opportunities and innovations. Their efforts are directed towards integration of technology with healthcare and reduce the gap between rural and urban access to healthcare.

This book is a collection of some notable healthcare start-ups who have revolutionised healthcare in India. They have forayed into multiple areas like medical record management medical billing services, home healthcare services diabetic care physical therapy medical supplies nutritionist fitness centres virtual doctor services and it pharmacies to name a few.



Dr Ravikant Swami has a decorated and diverse educational background—a PhD in Management, MBA and Bachelors in Economics from prestigious universities in India, and certifications and trainings from B-schools like IIM Bangalore, IIM Calcutta and IIFT New Delhi. Dr Swami has an eclectic list of subjects at his command that credit him with the excellence of a multi-variate teaching style. He has published numerous research papers and supervised PhD thesis, dissertations at MPhil as well as MBA levels. He is the honorary director at Delhi Metropolitan Education and leads the management school with his guidance and inspiring style of teaching. He motivates a team of remarkable faculty to practise better teaching and assure better earning outcomes. His visionary attitude helps drive the institute a step closer to its mission each day.



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