

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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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

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

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

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.

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.

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.

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.

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

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.

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.

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

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.

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.

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>

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.

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,

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

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

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

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.

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.

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.

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.

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.

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.

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).

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.

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

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

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,

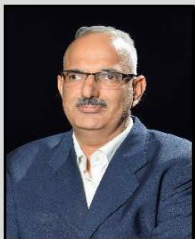
Medical Entrepreneurship Startup In India

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.



Dr Poorva Ranjan is a professor and head of DME Management School. She is a PhD in Retail Marketing Management and MBA in International Business Management from Devi Ahilya Vishwavidyalaya, Indore [DAVV]. She is also a certified POSH (Prevention of Sexual Harrasment) 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, she 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.



Ms. Shanu Jain Associated with Delhi Metropolitan Education, GGSIP University, as an Assistant professor teaching management students, Shanu is currently pursuing a PhD from the Department of Commerce, Delhi School of Economics, University of Delhi. Passionate about teaching and research, especially in areas of consumer behaviour, she has attended various national and international conferences, FDPs and workshops. She is also the managing editor at DME Journal of Management and a member of the Research Cell at Delhi Metropolitan Education.

