

CallHealth, LiveHealth to accelerate healthcare diagnostics in India

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Plans to digitally integrate 5500+ Diagnostic Labs and Imaging Centres across India



CallHealth, the world's first and truly integrated healthcare platform for “Everything about health”, has announced its tie-up with *LiveHealth*, a SaaS based end-to-end collaborative report management solutions enterprise that automates the entire lifecycle of customer's diagnostic assessment journey- from sample on-boarding, lab instrument interfacing to intuitive report delivery.

CallHealth, in its journey towards reaching 1 Billion+ Smartphone users and over 400 million households in India plans to integrate with over 5,500 Diagnostic Labs and Imaging Centres by FY 2020. The partnership with LiveHealth platform will help to:

A. Significantly reduce the report delivery time, even in rural markets, from Diagnostic and Imaging Lab Partners, enabling CallHealth's expansion in 1000+ cities and towns in India.

Currently, LiveHealth has 2200+ installations in India in different cities. In the initial phase of growth, CallHealth will prioritize the onboarding of lab partners with LiveHealth in new markets that it chooses to operate.

B. Leverage CallHealth's Artificial Intelligence and Machine Learning capability to drive insights and share actionable Smart Reports to its customers. The Actionable Insights to consumers and clinicians will be derived by leveraging CallHealth's clinical protocol capabilities and LiveHealth's AI driven insights from the proprietary data dictionary.

C. Achieve Scale at a faster pace. With natural synergies in place, CallHealth and LiveHealth can expand their presence in new markets and offer enhanced service models such as Platform as a Service (PaaS). CallHealth and LiveHealth will explore a joint solutioning model wherein CallHealth and LiveHealth will provide a comprehensive cloud-based Laboratory Information Management System for customers, clinicians and qualified medical professionals.

Commenting on the benefits of the partnership for the health ecosystem as a whole and customers in particular, Mr. Hari Thalapalli, CEO, CallHealth said, *“The tie-up with LiveHealth will not only help create deep integration within the provider ecosystem, it will also change the speed and manner in which customers can access, interpret and use their diagnostic report results. This partnership will thus enable faster sample collection, instrument interfacing and barcoding, comprehensively manage the customer's health information and ensure reports provide real-time intuitive health insights that are instantly accessible to the customer.”*

Stating the importance of this association, Mr. Abhimanyu Bhosle, CEO & Co-Founder, LiveHealth said, *“LiveHealth thrives to deliver the best connected, simpler & safer experience through our products. And to do this, we work with healthcare providers in the most consolidated manner, to know more about how records are generated, where technology can deliver its*

best, and how patient experience can be improved. Tie-up with CallHealth, India's leading enterprise in the space it operates in, will ensure LiveHealth puts its protocols for use of a wider range of customers."