

mfine enters Delhi NCR with expansion plans

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Partners with Top Hospitals to Enable Virtual Medical Consultations



mfine, an AI powered, on-demand healthcare service which enables virtual medical consultations, is now live in DelhiNCR. mfine is an always-on health companion for consumers, enabling them to consult doctors within 60 secs, anytime and from anywhere. mfine has partnered with city's leading hospitals which include CK Birla Hospital for Women, Sarvodaya Hospital & Research Centre, Asian Hospital and Institute of Medical Sciences, Cloudnine Hospital, Aakash Hospital, Paras Hospitals, Medeor Hospitals, Mother land Hospitals, and Orchid Hospital Maternity and Heart Centre. Currently, DelhiNCR accounts for 15% of consultations done on mfine. To address this demand and increase accessibility for consumers in DelhiNCR, mfine plans to sign up 75 hospitals and more than 500 doctors in the next 6 months. The company will also expand into all relevant pockets of the growing NCR.

mfine's mhealth solution enables users to consult with doctors, virtually and when they need. The consultation covers complete diagnoses and a valid digital prescription. Users can also securely store their health records and track various health parameters for themselves and for the entire family. Doctors are able to get structured inputs on the patient's history via chat, video, images, documents etc. On mfine, not only are users consulting for episodic illnesses like viral infections but also for chronic diseases such as diabetes and arthritis. Patients are also consulting for super specialties such as cardiology, orthopedics and fertility. The startup will soon launch additional services such as monitoring of vitals, collection of samples for lab tests and medicine delivery at home. Several digital tools are also in the pipeline to help users track chronic conditions, maintain a healthy lifestyle, and aid recovery - depending on user requirements.

At the core of mfine is its powerful AI-powered diagnosis engine which assists doctors and improves their efficiency & effectiveness dramatically. The AI system is able to collect detailed information from the patients and suggest accurate diagnosis and treatment plans for doctors, enabling them to treat more patients efficiently and effectively. The machine learning algorithms embedded with deep medical protocols help doctors deliver high quality care consistently at large scale.

mfine follows a unique model of partnering with leading and trusted hospitals instead of aggregating individual doctors on its platform. Hospital partnerships enable mfine to make high quality care of trusted doctors available on a digital channel – for

the first time in the country. For the hospitals, mfine is their new center on the cloud bringing in more patients and offering premium services, long-term care programs, super specialties without any upfront investments.

India has one doctor for every 1700 people, and if one considers only post-graduates, this ratio is pretty dismal at one doctor for every 5000 people. Spread of chronic and lifestyle diseases is growing at an alarming pace and much of it will end up in tertiary care if not managed and intervened at an appropriate time. mfine's vision is to enable easy access to quality primary and secondary care in India so that tertiary can be avoided. The company wants to encourage a prevention mindset among consumers and help them manage their health better.

The startup believes that on-demand service solves not just convenience of access but also allows for early detection of health issues, makes it easy to track health and recovery, and makes follow-ups effortless and improves medication compliance. mfine will expand into the 40 cities in India over the next couple of years and bring the top doctors of the country onto its digital platform - making them much more accessible and helping them bring their high-quality healthcare to millions of people across the country.

Launched in December 2017, first in Bengaluru, more than 3,00,000 transactions across doctors consults, diagnostics tests and e-pharmacy have been done on mfine so far. The startup has over 600 doctors from 175 leading hospitals consulting across 22 different specialties. mfine has raised nearly \$25 million and has 300 employees. The company is planning to achieve over 20,00,000 consultations by this financial year and will partner with more than 300 top hospitals and healthcare partners across the country. mfine recently launched its corporate and annual subscription plan for consumers which will soon be available in DelhiNCR.