

## Practo receives recognition for digital healthcare contribution

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**The honour is in recognition of services rendered to the field of Ophthalmology by both clinicians and the industry**



Practo, India's largest and one of the leading digital healthcare platforms in the world has been recognised as a significant contributor to the field of Indian Ophthalmology by Karnataka Ophthalmic Society (KOS) at the iBeach Film Festival that was held in Goa from Aug 30th to Sep 1st.

The award recognises Practo's contributions as a pioneering technology innovator in the healthcare industry, and its unwavering efforts towards simplifying healthcare in India, by enabling doctors with digital tools and empowering patients with instant information, accessibility and connectivity at their fingertips 24\*7.

Abhinav Lal, co-founder and CTO was felicitated by the CM of Goa, Pramod Pandurang Sawant, in the presence of a host of other dignitaries from the medical and industrial fraternity.

Practo serves as KOS' digital healthcare partner and works in step with the physicians' continuous learning and development programs. As technology becomes an integral part of healthcare, Practo has also become an essential enabler in helping doctors understand the nuances of managing and securely storing all health data. Practo encrypts all data with 256-bit encryption (many banks use just 128-bit), uses HIPAA compliant data centres, and is one of the few healthcare companies to be ISO 27001 certified.

With digital healthcare taking off in India in a big way, Practo is the only platform in the country to offer integrated healthcare. Digital healthcare encompasses everything from digitisation of medical practice management, increasing reach and visibility of doctors manifold, ERP management for large hospitals to providing patients with a unified platform for medical access at the touch of a button - be it doctors, diagnostics and/ or medicine. With Practo's one-stop shop for all healthcare needs and all its offerings viz. searching and booking an appointment with a doctor at his/her clinic or hospital, Diagnostics and Medicine Delivery, in addition to its clinic and hospital management software like Ray and Insta - doctors have a host of technology-enabled tools and services at their disposal for managing their services more efficiently. Today, Practo is present in 21 countries, helps 16 crore+ patients a year and connects patients with 1 lakh+ verified healthcare providers.

The iBeach Film Festival is a first-of-its-kind three-day ophthalmic film festival in India with informative symposia, video competitions, quiz sessions, out-of-the-box techniques in imaging, creative videos, complication management, innovative videos in patient care, competitive ophthalmic and general photography. The festival recognised the doyens of Indian Ophthalmology for the yeoman service rendered in the field. Video-based roundtables and keynotes were a highlight of the ceremony that was attended by nearly 300-400 Indian and International registered medical practitioners and medical faculty. It was organised by the Karnataka Ophthalmic Society, a registered professional organization that has done stellar work in the advancement of Ophthalmology with scientific and academic research, training and practice management in the state and the country. Dr. Krishna Prasad Kudlu, Director, Prasad Netralaya, Member, Scientific Committee, AIOS, Hon Secretary, Karnataka Ophthalmic Society and Chairman, Vision Committee, Govt of Karnataka was the organising chairman of event.