

## Medix Global brings digital health innovation challenge

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### **Medix Global is inviting applications for the inaugural edition of its Digital Health Innovation Challenge India to engage with health tech start-ups**

Medix Global, a leading global provider of innovative and digital health & medical management solutions, has announced the launch of the inaugural edition of its Digital Health Innovation Challenge aimed at Indian healthcare start-ups.

Through the platform, Medix intends to connect with health tech start-ups who are developing innovative digital health applications that increase accessibility to care, reduce unwarranted healthcare variations, democratise healthcare and advance sustainability of the healthcare eco-system in India while making a real difference in people's lives.

Speaking on the occasion, Sigal Atzmon, Founder & CEO, Medix Global said, "Building impactful and scalable digital health solutions requires more than just technology but also the application of medical operational capabilities and know-how pertaining to the intricacies of healthcare provision and dynamics between the Payers, Providers and Patients. At Medix, we have been pioneering and advancing remote and digital care solutions for over 15 years and are very excited with what we are seeing in India."

The four themes identified for the event are digital health management solutions (powered by data analytics, AI & machine learning), remote health management services, health IT applications and platforms providing consumer engagement for better medical outcomes.

The platform is an opportunity for aspiring start-ups to share their story with the Medix Group as potential investors and strategic partners, and to explore synergies with Medix and other local and global players.

The entries will then be evaluated by a prestigious panel of jury members. The ten teams shortlisted will have the chance to present their solutions in a virtual event which will be hosted on 29 April, 2021.