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It is important to create an environment to promote and support new-age healthcare start-ups: Pristyn Care

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The Government of India has often referred to the role of technology in addressing the critical gaps in healthcare delivery. Healthcare in India is undergoing a digital revolution, also reiterated by the government’s recent initiative to bring out the National Health Digital Blueprint (NDHB). While much is being said about increasing the healthcare outlay and strengthening infrastructure, it is important to create an environment to promote and support new-age healthcare start-ups, which could bring in innovative ideas to bring more people under diagnosis, treatment and increase the current coverage to tier-II and tier-III cities and towns, and even beyond to provide advanced healthcare facilities.