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Madhavbaug ties up with Easy Ayurveda to develop telemedicine platform

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To promote scientific evidence based Ayurveda therapies for cardiac illness on an international scale



As part of its effort to put India's ancient healthcare system on the global map, Mumbai-based Madhavbaug, a specialist in treating cardiac related ailments through scientific evidence-based Ayurveda therapies has forged a long-term strategic alliance with Easy Ayurveda, an online platform providing the most authentic knowledge on Indian Ayurveda.

The joint venture plans to develop a telemedicine platform for practicing Ayurveda doctors by creating their own virtual clinics. The plan is to create 10,000 virtual telemedicine clinics for ayurvedic practitioners across the globe over next two years.

The new venture would also provide quality and curated contents to help promote a better understanding of Ayurveda among both medical practitioners and general public world over. The joint venture further plans to launch customised learning courses and skill building courses for practicing doctors.

The development comes close on the heels of the curtain raiser programme held last week for the upcoming ninth World Ayurveda Congress to be held in Goa, an initiative of the AYUSH ministry to attract global interest in India’s traditional healthcare system.