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First Stock Exchange for healthcare services launches in India

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To address lack of transparency and efficiency in how healthcare services are discovered, priced, and delivered

WATCH YOUR HEALTH

Thane-based B2B healthcare startup Watch Your Health (WYH) has announced the launch of the India Health Exchange (IHE), a first-of-its-kind digital marketplace modeled as a “stock exchange” for healthcare services.

Designed to bring structure, transparency, and efficiency to healthcare transactions across India, the platform promises to reduce transaction times by up to 80%.

Just as UPI transformed digital payments and stock exchanges streamlined financial trading, the India Health Exchange offers a unified digital infrastructure that connects healthcare providers, corporates, consumers, and other stakeholders. It enables real-time matching of healthcare needs with services, promotes clear price discovery, and supports secure digital transactions.

Tackling the long-standing issues of fragmented networks and opaque pricing, IHE plans to onboard over 1,000 hospitals and 5,000 clinics within eight months. By fostering a centralised “exchange” environment, the platform aims to drive price standardization and improve accessibility across the healthcare ecosystem.

Developed entirely by WYH, the India Health Exchange follows a hybrid business model comprising transaction-based fees, commissions, and subscription offerings. With over 300 organizations already signed on as early adopters, the platform has seen strong initial traction.

The launch of the India Health Exchange marks a significant leap toward a more efficient, transparent, and accessible healthcare market in India—laying the foundation for a digital "stock exchange" that redefines how healthcare services are accessed and delivered.