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Narayana Health, MSMF to support health-tech startups globally

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Narayana Health along with Mazumdar Shaw Medical Foundation signs an MoU with global accelerator THE GAIN and South Korean start up Pixel Display



Narayana Health along with Mazumdar Shaw Medical Foundation (MSMF) have announced that they have signed a memorandum of understanding (MoU) with THE GAIN, a Global accelerator and Pixel Display, a startup company based out of South Korea. The partnership will witness Narayana Health and Mazumdar Shaw Medical Foundation providing guidance and offering a conducive environment for healthcare technology startups to validate their innovations.

Speaking on the association, **Dr. Paul Salins, Senior Vice President, Narayana Health and Managing Director, Mazumdar Shaw Medical Foundation** said, 'We atNarayana Health and MSMF believe that apart from compassion, technological innovations and interventions are crucial to convert today's expensive medical discoveries into affordable solutions. This initiative is an extension of this deep-rooted understanding. The initiative will see us extending our medical knowledge and guiding South Korean startups selected by THE GAIN. We will also be giving them access to our facilities at Narayana Nethralaya eye hospital at the Narayana Health City to thereby helping them to market validate their products."

"Going forward we intend to expand our associations. We are looking at exploring partnership with more accelerators as well as startups from India and abroad." added **Dr. Paul Salins**

Ms. Poornima Shenoy, CEO- The GAIN said, "The MoU will not only help in establishing a global IP bridge but also in enabling business exchange between start-ups in India and Korea. The initiative will mutually benefit Korean as well as Indian startups as it offers them exposure to global innovations and go-to-market strategies for India.

As part of the partnership Pixel Display will undergo rigorous product and market validation at the Narayana Health City. Pixel Display is an innovative company from South Korea that develops AI based mobile pediatric ophthalmological examination solution. It brings an innovative technology called 'KIZOPTER'. This technology helps in accurate and rapid eye examination in children without any additional hardware other than the mobile.

Speaking about the MoU, Mr. Taehyeon Kwon - CEO Pixel Display, said, "I am extremely delighted at the opportunity. I am confident the association will not just help in evaluating the market possibilities of my product, it will also aid in improvising and making the product better. Early ophthalmologic examination before the age of 4 can cure 95% of pediatric eye diseases, but there are many cases and difficulties that children cannot get eye tested in ophthalmic clinics because younger children have hard times of cooperating with eye devices and doctors."

With this initiative the jointly established platform between Narayana Health and Mazumdar Shaw Medical Foundation becomes one of the few hospital chains in the country to have extended its expertise to support the startup eco-system.