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HEALÂ Group, ESI Med-Tech launch marketing solutions for med-tech industry

17 February 2021 | News

Division will be spearheaded by Dr Swadeep Srivastava and Dr P Siva Kumar



COVID-19 has created a huge disruption to the healthcare segment globally, in general, and to India, in particular. Poor allocations to healthcare historically, have brought enormous stress on the Indian Healthcare system. However, aggressive

involvement by the government, private sector and technology experts have bridged the gap significantly through innovations across various sub-sectors of healthcare.

Dr Swadeep Srivastava, Founder and CEO - HEAL Health Connect Solutions says, “HEAL in collaboration with ESI Med-Tek has launched the advisory services to sail through such challenges. The ‘HEAL Health Med-Tech Advisory’ division would not only help with tactical solutions such as device registration & approvals but also provide mentorship for a successful launch and go-to-market strategy.”

Dr P Siva Kumar, Med-Tech Advisor - ESI Med-Tek Solutions says, “Several mid-level multinational companies demonstrate an eagerness to enter the Indian market with their technologically innovative products. However, due to lack of proper understanding and guidance, a significant number of these mid-level companies are hesitant to enter the market. The Med-Tech advisory partnership with HEAL would fill this vacuum and handhold foreign companies through Indian processes to enter Indian market.”

“Our newly launched services would bridge this gap and ensure appropriate penetration into the market and be successful. We create credible platforms for our clients to communicate their messaging to key stakeholders including government agencies, policy makers, health media, the medical & scientific key opinion leaders / influencers, etc,” added Dr Srivastava.

Medical devices market in India offers promising futures for medical technology companies to grow significantly. The need is accessible, accurate and affordable solutions and hence ‘affordable' medical devices with robust outcomes in countries with diverse populations will have a bright future.