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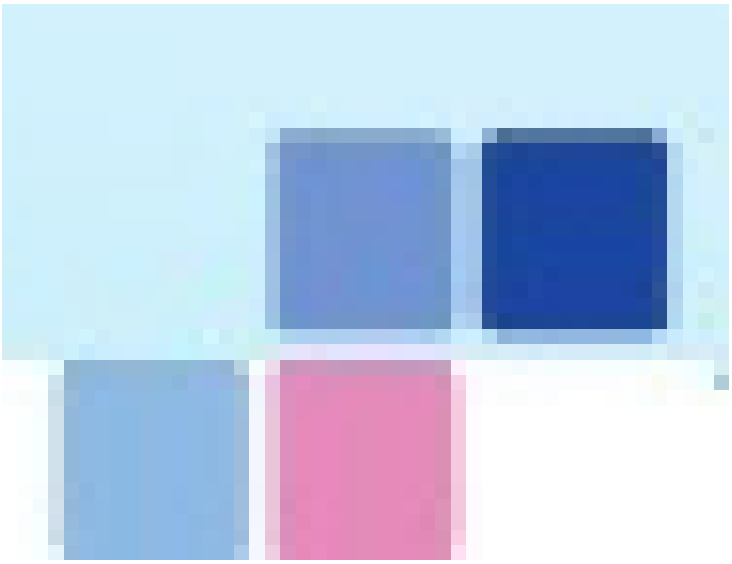
#startupoftheday 148- iMedrix Inc

27 April 2022 | Features

A leader in mobile cardiology



Inception- 2017

Location- India & US

Domain- Digital Health

Founders- Srikanth (Sree) Jadcherla, Ashvanni (Ash) Srivastava , Nagesh Rangappan, Rajaram Shastri, Venkatkrishna Araveti

Total team strength- 30

Total funds raised- Rs 76.6 crore

Investors- NA

Revenue generated since inception- NA

Key highlights-

- Launched in 2018, flagship innovation KardioScreen is a true game-changer in the screening and early detection of cardiac disease
- KardioScreen is used by the All India Institute of Medical Sciences (AIIMS) for the Mission Delhi Cardiac Trauma Helpline.
- KardioScreen is a “partner of choice” for NCD Alliance, for cardiac screening in underserved communities across Kenya with a plan to expand the reach across East Africa
- iMedrix is a strategic partner of choice on "Access to Care" programs for global Medtech leaders- Medtronic, Philips, Siemens, international agencies like NCD Alliance, and leading healthcare providers such as Apollo Hospitals, Narayana Health, Sri Jayadeva Institute of Cardiovascular Sciences, and hospitals and public health agencies in ASEAN, Africa, and Middle-East
- Granted a US patent for its tech advancement and innovative methodology, KardioScreen's ability to deliver medical-grade ECGs in real-time, in harsh operating conditions without skilled operators, is a significant edge over most available solutions
- Winner of Medtronic APAC Innovation Challenge (MAIC) 2022
- With over 500,000 lives touched across 14 countries and growing to 5 miilion lives by 2024, iMedrix vision is to make medical-grade, real-time risk assessment of heart disease, ubiquitous across every point of care available today

- In partnership with the world's leading MedTech companies, iMedrix is progressing to build ASEAN's first Telecardiology network that will span 2500 sites and impact over 10 million lives in the coming years

Founder Speaks-

"The amalgamation of technology and digital health interventions is not new. However, providing quality digital health solutions to prevent disease and improve quality of life is the need of the hour. In the face of global concerns, high costs, access to healthcare, digital health platforms, and related technology seem to grow in importance and evolve. COVID-19 has further transformed and accelerated the pace of digital health adoption.

The markets have witnessed consolidation across the globe from Hillrom acquisition of Seattle's Bardy Diagnostics ($367M), Philips's acquisition of BioTelemetry to transform the delivery of healthcare, and Boston Scientific's acquisition of Preventice - Remote Patient Monitoring (RPM) is the new normal.

In addition, India's healthcare industry has been growing at a Compound Annual Growth Rate of around 22% since 2016. Termed the sunrise industry, healthcare is one of the largest sectors of the Indian economy in terms of revenue and employment and continues to grow."

- **Srikanth Jadcherla, Chief Executive Officer & Co-founder, iMedrix**

L-R- Ashvanni Srivastava & Srikanth Jadcherla

