BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Health-tech startup BestDoc expands presence in Maharashtra

22 September 2022 | News

By FY'23, the company aims to positively impact 12 million patients across India



Kerala-based startup BestDoc plans to expand its presence across Maharashtra. In order to expand its presence in the state, the company aims to expand its sales & marketing teams to deepen its presence in the region.

With great connectivity and highly skilled medical staff, Maharashtra has positioned itself as a top destination for Medical Tourism.

Patients continue to demand digital experiences, and providers are employing new strategies to manage patient engagement throughout the care journey as a result of the emergence of digital technology. This is where BestDoc sees a significant opportunity to expand its regional presence. Mumbai, Navi Mumbai, Pune, Kolhapur, Nashik and Nagpur are among the cities with the highest concentration of healthcare providers the company intends to target.

BestDoc Concierge, the company's flagship product, is available in English, Marathi, Hindi and Gujarati, making it easier for patients to place requests and for administrators to improve their operations in their local language. Additionally, the company wants to use its NABH-friendly solutions to assist both accredited hospitals and those seeking accreditation with their compliance requirements.