

## **Female leaders offer digital solutions for making mental healthcare more accessible in India**

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### **Medix Global and Mpower are partnering to further reduce the stigma around mental health**

Health management firm Medix has entered into a strategic partnership with Mpower - an Initiative of Aditya Birla Education Trust and leader in the mental health space in India that brings together a strong force of over 600 experienced mental health professionals, offering world-class, scientifically proven intervention techniques impacting more than 121 million lives positively. As part of the collaboration, Mpower and Medix will offer integrated and advanced tech solutions for making mental health services more accessible in India.

Together, Mpower (founded by Dr Neerja Birla) and Medix (with Sigal Atzmon as the Chief Executive Officer) will change the mental health dialogue in India while promoting new ways of getting help and support. The partnership brings a new, holistic approach to mental and emotional counselling and mentorship, specifically designed to reach the youth of the country.

As part of this strategic partnership, Medix India will bundle Mpower's mental health services into its various care programmes, offering its customers and partners which include leading insurers, corporate employers and other stakeholders, access to Mpower clinics and virtual mental health services.

Through the partnership Mpower as a knowledge and service partner will bring in its expertise in the mental health space offering various proven mental health solutions and therapies to patients seeking mental health support, whereas Medix will bring forth its global expertise in quality assurance, goal-setting strategies, clinical pathways, digital mental and physical assessments and innovative tools for outcomes measurement and analytics etc , thus reshaping how mental care is perceived and accessed so far in India.