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MediBuddy acquires India health business of US-based Aetna Inc.

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â??vHealth by Aetnaâ?? to advance the combined business with MediBuddy's expertise



Bengaluru-based digital healthcare firm MediBuddy has acquired the ‘vHealth by Aetna’ business (Indian Health Organisation or IHO). ‘vHealth by Aetna’ is a leader in the B2B healthcare space and offers subscription-based primary healthcare services such as telehealth consultations, an extensive outpatient network, pharmacy, diagnostics and dental among other benefits to

customers. Aetna is one of the leading diversified health care benefits companies in the US.

Over the next six months, ‘vHealth by Aetna’ business will transition to be rebranded as ‘MediBuddy vHealth’. The existing IHO management team and employees across all functions will continue to be employed by IHO, which is now part of MediBuddy.

Both the existing and new subscriber base of ‘vHealth by Aetna’ will have access to MediBuddy’s technology and scale prowess, leading to an enhanced customer experience. The latest acquisition will bring on board ‘vHealth by Aetna’s’ customers to MediBuddy's platform further strengthening the existing customer base of 30 Mn+.

MediBuddy recently concluded its merger with DocsApp and the company raised $125 million in a Series C funding in the first quarter of 2022.

Commenting on the acquisition, Satish Kannan, Co-Founder, and CEO at MediBuddy said,"We made a strategic decision to go ahead with this critical acquisition as it is in line with our commitment to making high quality healthcare accessible to a billion people. We believe that this acquisition will further strengthen our market leadership by giving impetus to our distribution channels, helping us in scaling our operations and offerings to a much wider section of the population."