mfine appoints Anitha Venkat as Senior Director

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mfine, an app-based on-demand healthcare service, has announced the appointment of Anitha Venkat as the company's new Senior Director. In this new role, Anitha will be responsible for building mfine's hospital and doctor network across India. The company is planning to achieve over 100,000 consultations by the end of 2018 and is looking to build a network of 1000 hospitals over the next 12-18 months.

In a career spanning over 25 years, Anitha was a key senior management executive at Lifecell International, the world's largest repository of stem cell units. During her decade long stint at Lifecell, she spearheaded and helped grow the company and managed business in 50 cities across India. Prior to Lifecell, Anitha was a senior management team member in the financial services industry and was responsible for new premium income, renewal business, new customer acquisition, corporate tie-ups, manpower expansion, retention and overall agency business development. Anitha has a master's degree in Science from Birla Institute of Technology & Science.

mfine follows a unique model of partnering with leading and trusted hospitals instead of aggregating individual doctors on the platform. Hospital partnerships enable mfine to make high quality care of trusted doctors available on a digital channel – for the first time in the country. Top doctors from more than 16 leading and reputed hospitals in Bengaluru such as CloudNine, Aster, and Ovum consult with patients across nine specialties. For the hospitals, mfine is their new center on the cloud bringing in more patients and offering premium services, long-term care programs, super specialties without any upfront investments.

mfine was founded in February 2017 by Ashutosh Lawania and Prasad Kompalli. The company recently raised $4.2 million in Series A funding from Prime Venture Partners, Stellaris Venture Partners and healthcare entrepreneur, Mayur Abhaya.

"I am thrilled to join the team at such an exciting time. In a country like India where there is only one doctor for every 1700

people, on-demand healthcare service can bridge the gap in primary healthcare delivery. With mfine's strong AI-driven approach, doctors and hospitals can cater to many more patients and deliver quality healthcare quickly and effectively", shares Anitha Venkat, Senior Director, mfine.

"We are delighted to welcome Anitha to our team as we strive to strengthen the leadership team. Anitha's expertise and experience working with hospitals and doctors will help mfine to rapidly expand the hospital network across India. This is a significant step for us as our key focus is to aggregate hospitals and make primary care on-demand and more accessible", says Prasad Kompalli, CEO and cofounder, mfine.