

How AIIMS doctors from across the world have joined forces to impact 1 Million lives in India during COVID-19

Dr.Atreja and Dr.Saini have now partnered to help launch Health AAJ physician led care network



New York City, Sep 22, 2020 (IssueWire.com) - Dr. Ashish Atreja leads digital health innovation at Mount Sinai, New York, where he helped outreach to 1 million New Yorkers during COVID crisis. Now, he is bringing the same technology to India in partnership with Dr. Devashish Saini and Rx.Health supported Health AAJ network.

On first look, the story of the two doctors quite similar. Both graduated from premier AIIMS institute and went to the USA and got trained in medical informatics. Dr.Ashish Atreja stayed in the US and now leads digital health innovation at Mount Sinai Health System, New York. He launched the world's first digital platform where doctors could prescribe apps directly to millions of patients at once. During COVID crisis, Mount Sinai spinout, Rx.Health, led by Dr.Atreja helped outreach to around 1 million New Yorkers to support digital and virtual care.

Seeing the COVID crisis in New Delhi and India, Dr.Atreja and Dr.Saini have now partnered to help launch Health AAJ physician led care network where hospitals and physicians will be provided license-free access to Rx.Health platform to support video visits as well as digital care programs across all specialities. The goal for Health AAJ to help fight COVID-related misinformation communicated through WhatsApp and other channels and amplify the trusted voices of physicians through digital channels. Health AAJ has also partnered with pan-India non-profit Swasth app initiative to provide many of these digital programs for free.

“Our common goal is to bring the best digital health platform and digital monitoring across diseases to create first of its kind trusted virtual care physician network to deliver best possible care, to all those in need during this crisis. This network will also provide a unique public-private channel for physicians practicing abroad who have also been looking for the best way to contribute to Indian ecosystem-whether it's through contributing knowledge of different specialities, collaborative research or providing second opinion services from abroad.” – says Dr.Atreja.

“Ross Clinics mission is to make ‘friendly neighbourhood’ trusted family doctor available to everyone in India. By supporting our physicians with the best available digital care we will now have the ability to touch millions of patients’ lives and build a national most trustworthy collaborative care network. Last week alone, we prescribed Health AAJ preventive digital care plan to more than 10,000 patients in a

day, something that seemed impossible till a few months ago”- says Dr.Saini.

“Chronic diseases like diabetes, heart diseases and cancer require continuous education and connected care at home. By providing a digital health platform that supports education, behavior modification and monitoring for thousands and millions of patients without consuming physicians time, Rx.HealthAaj network provides resources that most of the Indian physicians currently lack.”- Says Dr. Kalra, Senior Consultant Bharti Hospital and President of Endocrinology Society of India.

Quote: The ability to digitally “bulk prescribe” most trusted and accurate health information along with resources to “chat” with physicians at the click of a button, is bringing “hospital to home” care across India through Health AAJ trusted care network

About Health AAJ

India lacks today a trusted care network as well as a world-class referral network for the second opinion in the US and abroad, which can provide care to longitudinal always-connected care in addition to episodic face to face or video visits. By providing digital care plans and remote monitoring across chronic diseases including diabetes, heart disease or cancer, Health AAJ is creating one of a kind physicians led and owned fully virtual care ecosystem to bring the best digital health programs from across the world and deliver care through our partnership with top-notch physicians and leading health systems. More information is available at <http://healthaaj.com>

About Ross Clinic

Ross Clinics has been founded by Dr.DevashishSaini, an alumnus of the All India Institute of Medical Sciences (AIIMS), New Delhi. It is a chain of Multi-Facility Health Clinics, open All 7 Days a Week with a vision to build an enduring institution aiming to transform primary health care in India, with more than 100 clinics across India by 2022. Ross Clinics mission is to Rejuvenate Primary Health care in India, delivering promotive, preventive and curative services, and making health care accessible and affordable for Indian families and communities. More information is available at <http://www.rossclinics.com>

About Rx.Health

A spin-off from the Mount Sinai Health System, Rx.Health provides the first EHR-connected digital health prescription platform and formulary that enables care teams, pop health teams and health plans to prescribe evidence-based mobile health applications, multi-media education, wearables, and therapeutics to patients at the point of care. Information on Rx.Health is available at <http://Rx.health>. To submit interest or explore a partnership, email us at engage@Rx.health.





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