

Happiest Health Launches Digital Healthcare Business, Appoints Ravi Joshi as President & CEO

Ravi Joshi Appointed to Lead New Digital Healthcare Unit



Pune, Maharashtra Aug 30, 2026 ([Issuewire.com](https://www.issuewire.com)) - [Happiest Health](https://www.happiesthealth.com) has expanded its healthcare ecosystem with the launch of a new Digital Healthcare business unit, marking the company's move further into technology-enabled healthcare services.

The company has appointed **Ravi Joshi as President & CEO – Digital Healthcare**. He will lead the development and expansion of the new business, with a focus on building digital solutions that connect patients with healthcare professionals.

Virtual Doctor Appointments to Lead the New Business

The first offering from Happiest Health's Digital Healthcare unit will be **virtual doctor** appointments. The service is designed to allow Atithis, the term used by Happiest Health for its users, to connect with qualified healthcare professionals remotely.

The initiative aims to make healthcare access less dependent on geography. By using digital consultations, Happiest Health plans to create a platform where users can connect with healthcare experts from different locations.

This move also reflects the broader shift toward **virtual and technology-enabled healthcare**, where patients increasingly expect convenient access to medical expertise without always needing to visit a physical facility.

AI to Become a Key Part of Healthcare Strategy

Beyond virtual consultations, Happiest Health is developing an [AI-powered healthcare platform](#) focused on patient engagement, health decision-making and personalized healthcare experiences.

The company is working on several digital products that are already in advanced stages of development. These include **Cardio Expert, Paediatric Expert and the Lifestyle Intelligence Platform**.

These solutions could help Happiest Health move beyond episodic healthcare interactions by offering more continuous digital support. The company has also indicated that additional [digital healthcare](#) products are planned during 2026.

Ravi Joshi to Lead Digital Healthcare Expansion

Ravi Joshi brings internal leadership experience to the new business. Before taking up his latest role, he served as **Co-CEO of Happiest Health's Knowledge business**.

In his new position, Joshi will be responsible for building the Digital Healthcare vertical and taking its initial offerings to the market. His appointment also highlights Happiest Health's strategy of developing leadership internally while expanding into new healthcare segments.

Ashok Soota, Chairman & Chief Strategy Officer of Happiest Health, described Digital Healthcare as a significant opportunity for the company and highlighted Joshi's experience in innovation, building and execution.

Moving From Reactive to Continuous Healthcare

The launch fits into Happiest Health's broader vision of preventive and integrated healthcare. Rather than limiting healthcare interactions to individual consultations or episodes of illness, the company wants digital platforms to support users throughout their health journey.

Joshi said the objective is to build a trusted health partnership that can make healthcare more continuous and lifelong, beginning with the company's Doctor's Program.

What the Expansion Means for Digital Health

Happiest Health's entry into digital healthcare comes as healthcare providers increasingly combine virtual consultations, artificial intelligence and personalized health platforms to improve patient access and engagement.

With virtual doctor appointments as its initial offering and AI-powered platforms in development, the company is positioning its new business as an important part of its long-term healthcare strategy.

The launch also strengthens Happiest Health's broader expansion plans as it works toward creating an integrated healthcare ecosystem and advancing its long-term vision, including its stated **IPO journey**.

About Happiest Health

Happiest Health is a Bengaluru-based health and wellness company founded by **Ashok Soota**, focused on making reliable health information and healthcare services more accessible. Its ecosystem covers health content, knowledge, research and technology-driven healthcare solutions. The company is now expanding into **digital healthcare**, combining virtual care and AI-enabled platforms with its existing healthcare offerings.

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