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ROLE OF HEALTHCARE START-UPS IN INDIA

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ABSTRACT

Entrepreneurs have taken up the issue of making healthcare services more inexpensive and accessible to the general public by leveraging technology and digitalization to create new market opportunities. Start-ups in India's healthcare industry have benefited from the country's burgeoning middle class and the country's rapid technical development. There have been recent technological advancements geared mostly on facilitating better communication between medical professionals and their patients, as well as the more convenient distribution of necessary medications. Healthcare start-ups in India are on the rise due to rising demand for on-demand home healthcare and diagnostic lab testing. Around 300 healthcare start-ups were founded in the United States in 2015.