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ASIA EDITION

SynPhNe announces new lead for SynPhNe Health and IT/Data Infrastructure

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Mr Sabi Bivas is appointed as President of SynPhNe Health, USA and VP of IT and Data Infrastructure



SynPhNe (an abbreviation for Synergistic Physio Neuro platform), a Digital Neurological Therapeutics company specializing in wearable technology solutions and therapy devices, announced the appointment of Mr Sabi Bivas as President, SynPhNe Health Inc. and VP of IT and Data Infrastructure. SynPhNe Health Inc., a wholly-owned subsidiary of SynphNe Pte. Ltd, headquartered in New Jersey, USA.

Sabi is a senior healthcare executive with over 30 years of life sciences experience in establishing capabilities and leading strategic initiatives across various global business units and functions. Prior to the appointment, he was with Merck for over 30 years where he established and headed Release Lifecycle Management, one amongst many other responsibilities over the years.

Dr Subhasis Banerji, Founder and Managing Director, SynPhNe Pte Ltd., said, “It gives us great pleasure to appoint Sabi Bivas at SynPhNe. Sabi comes with a wealth of experience: over three decades across a gamut of Healthcare IT operations like Manufacturing, Sales & Marketing, Research Business Units, Compliance, Product Launches and Automation. His dual role of subsidiary President and VP of IT and Data Infrastructure will play a vital role in further enhancing our growth and strengthen SynPhNe’s operating efficiencies and profitability.”

Dr Banerji added, “as we continue executing on our global strategy, we have reached another significant milestone by establishing our formal presence in the United States market. The Key highlights of our plan there include setting up a clinic & deploying a digital marketing awareness campaign to establish a patient pipeline for delivering rehabilitation services to patients. Also, execute a large-scale adoption plan through partnership with an Accelerator, and by initiating the clinical trial with Boston-based leading rehabilitation hospital.”

Mr Sabi Bivas on his new appointment said, “I look forward to building a significant presence of SynPhNe in this vast market keeping Patient Centricity at the core of what we do. In this age of Covid-19 & beyond, when reach and access to patients, in-person, will be restricted, SynPhNe technology is perfectly suited for patients to do therapy at home while being monitored remotely by their therapist”.