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# Prixa raises $3 M to enhance digital transformation of Indonesian health services

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**This strategic investment will allow Prixa to expand its digital healthcare platform and user base**




Prixa, a health-tech startuo, recently raised additional US$3 million funding, led by MDI and TPTF with participation from existing investors including Siloam Hospitals Group.

The new funding will be used to enable Prixa to scale its platform and user base while supporting Prixa's B2B customer base and improving the accessibility to healthcare and digital transformation of Indonesia's health services.

Prixa was founded in 2019; led by James Roring, MD. The company first launched with a proprietary Artificial Intelligence or AI-based health management platform which delivers telemedicine and other basic primary care services for healthcare payers with the mission of humanizing healthcare using data and technology.

Following the pandemic conditions in Indonesia, Prixa experienced exponential growth for its services including online medical consultations. Prixa's platform allows users to connect directly with primary care services, which includes medical teleconsultations, pharmacy delivery, and on-demand laboratory testing.

Prixa focuses on servicing healthcare payers, which includes insurance companies, corporates, and government entities; currently totaling approximately 10 million users. With the aim of reducing claims and healthcare costs, Prixa strives to deliver healthcare paradigmatically via a managed-care approach. This business model is also in sync with Prixa's support of government programs for digital transformation in the healthcare sector and to improve delivery of health services across the community.

CEO and Co-founder of Prixa, James Roring, MD, added, "There exists a dichotomy in healthcare in that there's constant innovation in the advanced treatment of patients but access to basic healthcare services continues to lag, particularly in Indonesia. Prixa's platform was engineered to easily access the most basic of healthcare services through our technology, and we are leveraging our technology to drive a reduction in healthcare costs. We are grateful for the opportunity, through our investors, to impact healthcare through digital primary care, and it is through these humble beginnings we can set the stage for an innovative healthcare industry for Indonesia."