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Amplify Health Asia appoints new CEO

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Dr Axel Baur succeeds Dr Jonathan Broomberg as Chief Executive Officer



Singapore-headquartered Amplify Health Asia, the pan-Asian integrated health technology solutions joint venture (JV) between AIA Group Limited and Discovery Limited, has announced the planned succession of Deputy Chief Executive Officer Dr Axel Baur to the role of Chief Executive Officer (CEO), effective immediately.

Dr Baur joined Amplify Health in March 2022 following a 26-year career at management consultancy McKinsey & Company where he was a leader of the firm's Asia Healthcare practice and a Senior Partner in the Hong Kong office.

A global expert in innovative care delivery models, he has extensive experience working with organisations and governments across Asia to deliver sustainable impacts to healthcare systems and healthcare companies throughout the value chain. Prior to joining McKinsey, Dr Baur co-founded a research-based biotech company.

He succeeds Dr Jonathan Broomberg, who joined Amplify Health from Discovery Limited, which is the JV partner to AIA in Amplify Health. Dr Broomberg will continue to serve as a non-executive director of Amplify Health and will resume his role as CEO of Vitality Health International and Global Head of Health Insurance for Discovery Limited.