

14th September, 2020

HealthHero continues expansion with raft of senior appointments

COO and Advisers appointed

- **Aseem Sadana joins from IMImobile as Chief Operating Officer**
- **Dr Jonathan Hill joins as Adviser, Medical Affairs**
- **Professor Sam Shah join as Adviser, NHS**

Holistic digital healthcare provider HealthHero has appointed a new chief operating officer (COO) and Advisers as it enters its next phase of growth.

Launched last month, HealthHero aims to continue expansion to become Europe's largest digital healthcare provider. These senior appointments will help steer HealthHero as it expands.

Newly appointed COO Aseem Sadana brings a wide range of leadership experience in the technology sector to HealthHero. Sadana comes to HealthHero from IMImobile, a publicly listed (LSE: IMO) enterprise cloud software business, where he was Group COO. His career in technology has covered strategy consulting, entrepreneurship, and scaling up an enterprise cloud software business. He has been named as a "highly commended disruptor" by the Financial Times.

On his new role at HealthHero Aseem Sadana said: "It's great to be working with Ranjan Singh again on another innovative proposition. When we built and sold isango! 8 years ago, the travel sector was a hotbed of innovation, and now digital healthcare presents the same exciting opportunity for disruption. The vision, expertise in the group - both clinical and digital, and the backing behind HealthHero, put us in a distinctly strong position."

New Adviser on Medical Affairs Dr Jonathan Hill is a visionary physician and cardiologist who has pioneered many new treatments during his 25 years working in the healthcare sector both on the frontlines of the NHS and in the private sector. He is also an award-winning researcher at the National Institutes of Health in the US.

He will use his extensive experience in testing and development at the cutting edge of healthcare services globally to advise HealthHero in medical affairs as it develops the biggest holistic digital healthcare service for Europe.

Commenting on his appointment Dr Hill said: “In my 25 years as a medical professional I have invested a lot of time and energy into changing healthcare systems for the better; researching, developing and testing systems in facilities and institutes across the world. Digital solutions have the potential to transform healthcare, but the offerings so far have only added to the frustrations of both patients and doctors alike, exacerbating the problem of siloed data and treatment. HealthHero has the ambition and the opportunity to change that.”

Joining as Adviser, NHS, Professor Sam Shah is Founder and Director of the Faculty of Future Health, Ulster University, and was previously Director of Digital Development for NHS England and NHSX. He has worked across the UK health system in primary care, public health, acute services, education & training and digital transformation. Shah is a Digital Health Adviser to a number of health and technology companies spanning a range of industries including telecommunications, assessment of apps, scaling new technology into the NHS and workforce solutions. He has worked on a number of initiatives including the flagship project to digitise urgent care in the NHS.

On joining HealthHero Professor Shah commented: “Driving innovation in healthcare has defined my career to date. The acceleration of technology in healthcare over the last few years has been positive, but the progress has not been as encompassing as I’d like, and access is still a problem. With HealthHero expanding across Europe more people than ever before will have access to a holistic healthcare experience digitally.”

Ranjan Singh, CEO of HealthHero, said of the new appointments: “HealthHero is growing fast and I’m really pleased to welcome Aseem, Jonathan and Sam onboard at such a crucial time. HealthHero already covers over 4.5 million lives at launch, and since the onset of Covid-19 we have seen demand for our UK and Republic of Ireland services increase by over 300%.

“We have an ambitious vision to become not only the largest digital healthcare provider in Europe but to transform the digital healthcare space. I look forward to achieving this together.”

For more information about HealthHero and the suite of services it provides visit: www.healthhero.com

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For media enquires contact healthhero@fanclubpr.com

Notes to editors

About HealthHero

HealthHero is a digital health provider that brings together human expertise and digital convenience to provide quality remote health consultations. It offers remote access to experienced doctors and expert clinicians directly to patients, insurance-policy holders and employees.

HealthHero was formed from the combination of leading clinical businesses in Autumn 2019, when MARCOL joined hands with Ranjan Singh, an entrepreneur with over 20 years' experience innovating and investing in sectors on the cusp of transformation.

HealthHero provides a full spectrum of primary care services delivered through a suite of digital tools, and it is the preferred supplier for over 300 businesses, covering over 4 million individual lives and currently operates in United Kingdom, Germany, and the Republic of Ireland.