

## Singapore's Amplify Health extends AI & ML integrated solutions in APAC

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### Acquires AiDA technologies to add new commercially proven capabilities



Amplify Health, the pan-Asian integrated health technology solutions joint venture between AIA Group and Discovery Group, has acquired AiDA Technologies, a leading provider of artificial intelligence (AI) solutions to companies in Asia Pacific (APAC).

The acquisition of AiDA Technologies adds further AI and machine learning capability to existing IP and integrated health technology solutions at Amplify Health in the APAC region.

Founded in Singapore by Dr Tan Geok Leng, Dr Shonali Krishnaswamy, AiDA has strengthened its capabilities with team of data scientists from the InfoComm Research Institute (I2R), A\*STAR (Agency for Science, Technology and Research).

AiDA has developed a suite of commercially proven proprietary machine learning technologies, enabling companies to use data better to accelerate processes, increase revenue, drive cost reductions and anticipate evolving risk. These capabilities complement and build on the existing Amplify Health integrated health technology solutions stack and associated IP comprising production-tested claims processing and administration systems, integrated digital health programmes to manage chronic disease and private medical insurance (PMI) product development capabilities, all underpinned by market-leading proprietary health intelligence platforms.

With strong presence in South-East Asia, AiDA has collaborated with government, academia, research, and other third parties, and through the acquisition of AiDA, Amplify Health bolsters its regional team of highly skilled data scientists.