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ASIA EDITION

Indian health tech firm Doceree forays into 8 South East Asian markets

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Doceree forms an exclusive partnership with Hello Health Group to strengthen its global footprint



Doceree, a leading global platform building unprecedented solutions for healthcare professionals (HCPs) through programmatic messaging with proprietary data tools, has announced its long-term partnership with Hello Health Group.

The collaboration is expected to accelerate growth for both companies by combining the world-class HCP targeting and reach capabilities of Indian startup Doceree with Singapore-headquartered Hello Health's leading patient and consumer reach and engagement solutions, and its strong geographical presence in the South East Asian region.

The partnership further strengthens Doceree's global footprint by giving it access to eight key markets-Vietnam, Indonesia, Malaysia, Cambodia, Myanmar, Singapore, Philippines and Taiwan.

Doceree's proprietary HCP-identification technology will enable Hello Health to expand its capabilities to target and reach prescribers efficiently within their digital workflow for showcasing them messages from pharma brands.