

## Indian startup Zyla Health expands in Southeast Asia to offer personalised digital therapeutics

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Zyla Health, India's top-rated personalised healthcare management platform, has declared its strategic growth in new geographies in Southeast Asia after a successful regional launch in 2024.

The expansion is a result of strong traction and effective results from Zyla's digital treatment solution among cardiometabolic patients.

Hundreds of Southeast Asian doctors now prescribe Zyla's AI-based solution to hypertension, diabetes, dyslipidemia, chronic heart failure, and comorbid conditions patients. The outcome: enhanced healthcare results, higher patient activation, and a quantifiable change in everyday health habits.

Zyla's solution is designed specifically for globalisation. Its patient management system follows global coding standards like ICD-10, LOINC, ATC, and CPT to ensure easy integration with health systems globally. Its agentic AI-powered proprietary lifestyle intervention engine links diseases to nutritional and lifestyle interventions. This allows for quick and correct localisation for various geographies with a robust scientific core. Also, local care teams adapt the interventions to local languages, cultures, and habits of life, which makes them highly relevant and effective.

Zyla's digital therapy solution in global markets has been shown to exhibit high patient adherence and significant health outcomes. On average, onboarded patients spend 12 minutes per day actively interacting with the app, a testament to strong adoption and ongoing interaction. Interestingly, 75% of patients remain active with the platform into their second quarter of care, above even India's retention rates. In addition, 50%+ users have indicated significant symptom improvement, highlighting the power of Zyla's tailored, AI-driven model of care.