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# Zuellig Pharma invests in healthtech startup Klinify

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**Klinify is a cloud-based clinic management solution that is a game-changer for the healthcare industry.**




**Singapore -** Zuellig Pharma has invested in Singapore-based healthtech startup Klinify, helping to drive the development of technology that allows doctors to go digital without interrupting their work processes. Klinify is a cloud-based clinic management solution that is a game-changer for the healthcare industry.

Maarten Kelder, Head of Strategy & Solutions, Zuellig Pharma said, “Klinify helps doctors migrate to electronic records using tablets, making the digitization of medical information much more efficient. This gives doctors more time to spend with patients as it reduces their administrative burden and ensures that they have patients’ medical records easily available whenever they are needed.”

Klinify Founder and CEO Krishanthan Surendran said, “Zuellig Pharma has been operating in Asia for almost a century. It has relationships with tens of thousands of clinics across Asia, providing us with reach and access to new customers and markets. The ability to integrate Zuellig Pharma’s existing logistics services will mean doctors get significantly more value out of Klinify as it will create a single portal for many of their clinic management needs.”

Zuellig Pharma’s investment in Klinify follows the launch of the company’s new Singapore-based innovation centre. Zuellig Pharma will invest more than $50 million in this centre over the next 5 years to develop new solutions and technology that will better serve the needs of the healthcare community.

“Klinify is part of this commitment,” said Mr Kelder. “We want to work with entrepreneurs like Krishanthan to enable the growth and development of exciting new solutions that have the potential to make healthcare more accessible in Asia.”