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MedLife acquires the medical platform SfatulMedicului.ro. The platform management will be entirely independent of MedLife and the current directors of the company

Bucharest June 13: MedLife, leader of the private healthcare services market in Romania, announces the acquisition of 100% of the platform sfatulmedicului.ro, the largest medical information hub in Romania.

Established 15 years ago, sfatulmedicului.ro is one of the top sites dedicated to the healthcare sector in Romania. The platform has a monthly average of over 3.2 million unique visitors and over 12 million impressions. Aside from the information service, users choose this platform to access the medical self-assessment service and online test interpretation.

“As technology advances, its implications on medicine are becoming more obvious: digital consumption reconfigures traditional approaches of the consumer, a new type of patient appears who wishes to be informed and who wants to have access to apps and devices that make their experience more time- and cost-efficient, and as a consequence of these changes, the healthcare services market is changing too. Services that were considered unimaginable 20-30 years ago – such as accessing results or the electronic file from any device and corner of the world or remote monitoring of patients with chronic conditions – are now normal. More and more frequently, new opportunities appear in the digitalisation area, such as implementing e-health services in remote areas, providing remote diagnosis services and many more. In this context, we wish to be the first healthcare operator with the most dynamic pace of transformation and adaptation to the digital medicine age, and the acquisition of the platform [SfatulMedicului.ro](http://sfatulmedicului.ro) is another important step to this end. Aside from this acquisition, we will make other investments in digitalisation, which will configure new behaviours among Romanian patients”, said Mihai Marcu, MedLife CEO & President.

Following this transaction, [Sfatulmedicului.ro](http://sfatulmedicului.ro) will maintain the team that has carried out the project in all these years, and in order to keep its independence and impartiality towards the market, the management will be entirely independent of MedLife and its current directors.

As regards technology and digitalisation, MedLife has had numerous national firsts over the years: it was the first private healthcare operator that introduced online access to test results, as well as to the electronic file; it performed the first 360 VR LIVE brain surgery; and the most recent first was a hologram-guided heart surgery on 12 June 2018.

“The evolution of technology urges us to push our limits and support increasingly more complex actions, both from a medical and a technological standpoint. Tomorrow’s medicine is about robots, virtual reality, augmented reality, holograms, data processing and remote monitoring – it is through the investments we make that we keep up with technology and bring tomorrow’s medicine closer to patients”, added Mihai Marcu.

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About MedLife

MedLife is the largest private healthcare provider in Romania. The company operates the widest network of clinics, one of the large networks of medical laboratories, general and specialised hospitals and it has the largest client database for Healthcare Prevention Packages in the country. In addition, from the standpoint of sales, it is one of the largest private healthcare companies in Central and Eastern Europe.

The shares issued by MedLife SA are traded on the spot regulated market managed by the Bucharest Stock Exchange, Premium Category, with the "M" trading symbol.

MedLife Group has a successful history as regards both organic growth and growth by acquisitions. As of 2009, it has opened or acquired 83 medical units. Its strong and experienced management team has been capable of creating and managing these growth opportunities, acquiring valuable knowledge and experience, which can allow finding the best way to continue expanding successfully.