



MEDICAL SERVICES

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Synapse Medical Services were delighted to recently take part in the second Australia Business Week in India (ABWI) which took place across various cities from 28 August to 1 September 2017. The event was superbly organised by Austrade and it was an honour to be part of this event.

A high level Australian business delegation participated in the program that featured seminars, roundtables, site visits and wonderful networking opportunities with Indian businesses, industry and government officials, alongside other businesses from Australia. The Synapse delegation showcased our international presence with CEO and Founder, Margaret Faux (Sydney), our Chennai based General Manager, Hridesh Kohli and our Global Business Development Consultant, Thom Soutter (Dubai) all in attendance.



We felt that Synapse were a unique representative of the delegation as we already have a wholly owned Indian office that is home to 80 full time medical administration staff. Therefore the week for us was about raising awareness of our company, promoting a success story of business in India and looking to service more of the Indian market.



The Australia Business Week in India (ABWI) is focused around expanding Australia - India collaboration and partnerships. Something that we can strongly relate to as our diverse workforce tirelessly strives to build relations between both countries.

We are invested in improving the healthcare in both jurisdictions and were extremely grateful to announce the launch of our new training academy, AIMAC, during the week. This academy will improve health data and knowledge for those who enroll on our courses and enhance their subsequent career. [To find out more, view the recent video of Margaret Faux introducing AIMAC at ABWI.](#)

We made some wonderful connections during the week and will be following up with you all to discuss mutual opportunities and where we can build relationships. We strongly believe that a business is as strong as its network. We were also delighted to see some familiar faces during the visit as it was a chance to reconnect with Australian Government, the Australian High Commissioner and the Consul General's office in Chennai, as all were present at the official opening of the Synapse India office in 2016.

Our lengthy presence in India combined with our array of services (Training academy, medical coding, billing, transcription, consultancy and technology - Australia's first of a kind medical billing app) mean that we would be happy to offer advice, assistance or look at partnerships that would enhance the vision of the recent mission to India.

We were recently nominated for two awards at the forthcoming India Australia Business & Community Awards so hopefully in the coming months we shall have further good news to share! We look forward to hearing from you.



If you would like to discuss the week in more detail or have some dialogue about Synapse Medical Services please contact us at: thom.soutter@synapsemedical.com.au

