**Newly appointed Push Doctor CEO targets ambitious growth**

**Manchester, 8 November 2018**

Digital health provider Push Doctor has confirmed Wais Shaifta as its CEO and outlined plans to strengthen its relationship with the NHS to bring hassle-free digital GP appointments to the British public.

Having joined the company in 2017 as Chief Operating Officer, Shaifta now steps in to the top role with a vision to make Push Doctor’s primary care product available to 75% of the population within five years through its newly announced partnership with the NHS, alongside its well established direct-to-consumer private appointments and newly launched B2B proposition.

In addition to making digital health more visible and easier to access within the NHS, Shaifta is also committed to making healthcare accessible at any time, on any device, allowing patients to be in control of their health data with the ultimate goal for consumer patients to become more engaged in preventative care and wellbeing.

Shaifta was previously global operations director at wellness appointment provider Treatwell and helped drive food delivery platform Just Eat’s international expansion over a six-year period. He has a wealth of consumer and product development expertise within the disruptive consumer technology sector, as well as a deep understanding of how to realise disciplined expansion through the implementation of an effective fast-growth strategy.

He will report into chairwoman Susanne Given.

**Wais Shaifta, CEO of Push Doctor, said:** *“At Push Doctor we want to help people live longer, happier lives and I am confident we are well positioned to deliver on this vision. We are focused on providing digital consultations in the UK at the highest clinical standard, and we are determined not to be distracted by technology which won’t be relevant in the near and medium term and which does not serve the consumer patient well at this point. Putting the patient first will remain our objective first and foremost.*

*“The new Secretary of State for Health and Social Care has been vocal in his support for better use of technology within the NHS and we believe we are best placed to offer this, while at the same time offering patients access to the best possible choice of primary and preventative care.”*

**Susanne Given, Chairwoman of Push Doctor, added:** *“Wais has a reputation for delivering rapid product development and execution, as well as excellent leadership skills. The business is already benefitting from his clarity of purpose and ability to drive fast product development through consumer patient insight work and fast-paced developments through our two excellent technology teams in Birmingham and Manchester.”*

Push Doctor has established a partnership-based relationship with the NHS through a pilot scheme with super-practice Modality which began in September. It currently operates through nine surgeries based in Yorkshire, the Midlands, London and the South East, with plans to further expand this NHS surgery partnership model across the UK in the New Year.

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**About Push Doctor**

Push Doctor was the UK's first platform to offer video consultations with patients online and via smartphone.

For more information visit [www.PushDoctor.co.uk](http://www.pushdoctor.co.uk/) | Twitter [@PushDoctor](https://twitter.com/pushdoctor?lang=en)