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Dynamic Code signs its first agreements in the UK

The healthtech company Dynamic Code is now taking its first step into the UK market through agreements with the British digital care providers Zava and The GP Service. With these two agreements, Dynamic Code is now beginning its international expansion, with the UK becoming the first country.

Dynamic Code has now signed two important agreements that will be the starting point for the international expansion, where the UK will be the first country for establishment. The collaboration will be started up gradually during the autumn, where the first step is a technical integration to secure the customer journey and the logistical flows with partners in the UK.

Dynamic Code has signed an agreement with The GP Service. The GP Service

is a well-established digital form healthcare provider with online presence and through tablets in pharmacies in the UK. With this agreement, The GP Service will integrate Dynamic Code's self-sampling tests in their telemedicine operations for safer diagnoses for relevant treatments. The GP Service will also sell and distribute the self-sampling tests in their network of over 5000 pharmacies.

– We are delighted to have signed this agreement with Dynamic Code. Together we plan to offer a range of tests to our clients directly and through pharmacies signed up to our network. Diagnostic health tests will provide our patients with safer, faster and a greater range of medical treatments, says Atul Devani, CEO of The GP Service.

The second agreement signed in the UK is with Zava, a digital healthcare provider that is also available in France, Germany, Ireland and the United States. Through the collaboration with Zava, Dynamic Code can now offer customers who buy one of their products through pharmacies or on the company's website a complete customer journey from ordering self-sampling kits and laboratory results to help with treatment via Zava.

Good conditions for establishment in the UK

The initial agreements are a first step for Dynamic Code to establish a presence in the UK. The response among digital care providers has been good and there is great interest in digitizing diagnostics.

– These two agreements are a good start and will give us both experience and structure to increase our presence in the UK. In addition to the fact that we will develop these collaborations and grow together, our focus is to create a strong local presence with an organization in place to forge and build further partnerships with healthcare providers and pharmacies, says Louise Nylén, CEO of Dynamic Code.

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