Towa Jexmark is a specialist in internal medicine and an experienced health care manager from Sweden. Under the perspective of "Digital when possible – physical when needed", she started and developed Capio Go in 2017 within the Capio Group. Capio Go is a digi-physical primary care service, which provides digital care to Capio's 1 million listed patients. Through Capio Go, patients can meet general practitioners (GPs), nurses, physiotherapists, psychologists, midwifes and dermatologists in a chat-based consultation.

Since June 2019, Towa leads Ramsay Santé's Innovation Hub, a team with the mission to create the next generation health care by focusing on individualised and data supported health care. Ramsay Santé is the second largest private health care provider in Europe with operations in six countries.