Adjudix

FOR IMMEDIATE RELEASE

Adjudix Co-Founder Eshon Mitra to Lead Go-to-Market

Former EY wavespace founding leader will bring Adjudix to independent dental practices, starting with a Washington pilot

Seattle, Washington — October 20, 2026 — Adjudix, Inc. today announced that co-founder Eshon Mitra will lead its go-to-market work and serve as its treasurer. Adjudix helps independent dental practices prepare appeals for denied insurance claims, starting with a pilot in Washington State.

An independent dental practice runs on a small team that knows its patients by name. The dentist treats, the front desk keeps the schedule full, and the claims go out at the end of the day.

Then the denials come back. Each one has to be researched and appealed by someone who already has a full day, and some of that money is never recovered. The software sold as the fix often adds steps, and the person who sold it rarely hears that it fell short.

“In most companies the person who closed the deal never learns what went wrong afterward,” said Aseem Pandey, co-founder and chief executive officer of Adjudix. “We built Adjudix to work the other way. During our pilot, practices work directly with a founder, and what they tell us goes straight into the product.”

As go-to-market lead, Mitra directs how Adjudix finds, signs, and works with dental practices, from the first conversation through the pilot, and he carries what practices report back to the people building the software. As treasurer, he oversees the company’s finances.

Mitra spent more than fifteen years at EY before leaving in November 2025. He was a founding leader of EY wavespace, the firm’s global executive engagement network, and led its design and rollout worldwide, changing how EY worked with its largest clients. He designed the sales method used for Tax and Finance Operate, the firm’s tax managed services offering, which supported an annual pipeline of more than $1 billion at EY.

He also founded TowelLine Lab, a Bethesda, Maryland, firm where he helps technical founders build their sales systems. Mitra continues to lead TowelLine, which operates separately from Adjudix and does not work with dental practices or with companies that build claims software.

“Practices have heard plenty of promises about software,” said Mitra. “Our founding team agreed early that we wouldn’t promise anything we hadn’t tested. I’ve spent my career helping leaders make high-stakes decisions and holding the people who serve them to their word. Now I get to hold us to ours.”

Adjudix is testing how it handles denials and appeals with a small number of Washington dental practices before opening to more. Practices in the pilot help decide what the product does next. Interested practices can learn more and apply at adjudix.ai/pilot.

About Adjudix

Adjudix helps independent dental practices prepare appeals for denied insurance claims. A person at the practice reviews, approves, and sends every appeal.

Resolving the friction of care.

Media contact

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