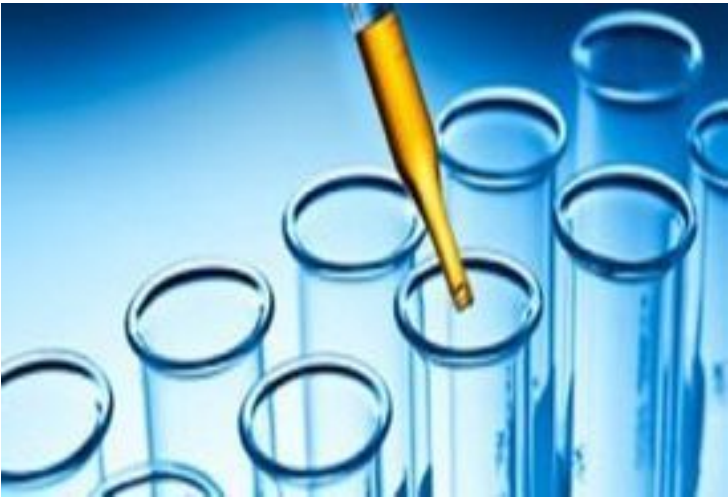


## HemoCue launches world's first real-time anemia monitoring system

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**Anemia presents a formidable public health challenge, affecting nearly half of all Indian women, a fourth of all men, 79 percent of children**



**Singapore:** HemoCue, the global leader in point-of-care diagnostics, launched HemoCue HealthTrender Anemia, the new-age anemia screening and monitoring system at an event held on November 30, 2016 at Embassy of Sweden, New Delhi. The event was graced by important stakeholders including policy makers, government officials, bureaucrats, health administrators, public health experts, doctors.

Anemia presents a formidable public health challenge, affecting nearly half of all Indian women, a fourth of all men, 79 percent of children aged 6-59 months and causing 20 per cent maternal deaths.

Speaking at the event, Dr. Ajay Khera, Deputy Commissioner, Ministry of Health and Family Welfare, emphasized on the need of technological interventions to support and strengthen government efforts to eradicate anaemia. Dr Khera pointed out, "Anaemia has become a burgeoning health concern not just in India but across the world. The Government of India acknowledges the urgency of the situation and is committed to battle out the epidemic."

He added, "While we are doing our best, we face formidable challenge, especially vis-à-vis quick and reliable diagnosis of anaemia. Technology-based interventions can deliver fast results in terms of speedy and accurate screening as well as data collation.

Early and accurate diagnosis can play a key role in improving treatment outcomes in anaemia. Employing detection methods that are fast, accurate and reliable promises to be a significant step forward in meeting the challenge anaemia poses. Moreover, manual collation of data associated with these methods takes months and is error-prone, which in turn means that anaemia management policies often have to be based on either insufficient or unreliable data.

Speaking at the event, Mr Bjorn Christ, President - HemoCue AB said, "To diagnose anaemia and make early crucial decisions related to managing anaemia in patients and to monitor response to therapy, haemoglobin measurement remains

the prime focus. And that is where HemoCue can make a difference with its technology-enabled products. We have been able to achieve great results in other countries as well. Continuing with our mission of improving lives through innovation, we have developed HemoCue.Health Trender, an innovative system that ensures optimal usage of resources to secure maximum outcome of healthcare program."