

## Diabetes major Eris Lifesciences joins hands with Medtronic for diabetes monitoring initiative

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In a first of its kind collaborative initiative in India between a pharmaceutical and medical device company, Eris Lifesciences, one of the leading players in the chronic drugs segment and India Medtronic Pvt. Ltd, a wholly owned subsidiary of Medtronic plc, the global leader in medical technology has announced their collaboration for a diabetes monitoring initiative in India. The two companies will utilize their respective strengths in helping patients monitor their diabetes better. Medtronic will bring to India its latest US FDA approved Guardian Connect device for real-time evaluation of glucose variability in diabetes patients. Eris through its national reach will provide the device at clinics and healthcare delivery units under its patient care initiative. Guardian Connect is the world's first Smart Continuous Glucose Monitoring System connected with smartphone displays for real-time data viewing of glucose levels, without a separate hardware monitor.

Guardian Connect is a cutting edge device that stands out with built-in mechanisms for sending out alerts predicting high and low blood sugars 10-60 minutes in advance. These alerts pop up on the user's smartphone (or Apple Watch) as notifications, just like regular text messages that pop up at regular intervals on mobile phones. The device also includes features like remote monitoring alerts via text messages and a web app that can be accessed from any internet-connected device. For example, in juvenile diabetes, a parent could view their child's CGM data and receive alerts for low and high measurements in real-time.

Although India has one of the highest incidence of diabetes, diagnosis and monitoring remain a challenge. Monitoring sugar levels is a critical element of managing diabetes. From the earlier blood glucose monitors (prick and test blood) to the new-age continuous monitoring device like Guardian Connect which has a small transmitter, mobile app and disposable sensor, monitoring glucose level has become very convenient and painless.

Commenting on the development, Amit Bakshi, Chairman and Managing Director, Eris Lifesciences said, "For better patient outcomes in diabetes, we believe that a holistic approach of medicine, diet and continuous monitoring is important. Technology has emerged as a great enabler in healthcare. While technology is transforming healthcare delivery, on the

patient and physician end there is a need to create more awareness of how to use technology and how technology can make managing diabetes easier. Through this initiative, we aim to make patients and physicians adopt newer technologies for better health.”

Describing the benefits of the collaboration, Madan Krishnan, Managing Director & Vice President, India Medtronic Pvt. Ltd., said, “Medtronic’s innovations in the space of Continuous Glucose Monitoring and Insulin Pumps has transformed diabetes management. Guardian Connect is a technological breakthrough that will change the diabetes treatment landscape. It empowers the patient to take control in real-time and the physician to be fully-equipped with data and evidence. In a large country like India, with high incidence of diabetes, we are happy to align with a partner who understands the challenges of diabetes management and has the reach to take our solutions across the country.”