

## Parkinson's Drug Apomorphine set to enter Eastern India

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Medica Superspecialty Hospital in association with Kings College, London and UK-based Britannia Pharmaceuticals, has launched a revolutionary treatment that will change the way Parkinson's disease is being treated in eastern India. 'Apomorphine Pen & Pump' is the treatment that will radically change the life of a Parkinson's patient.

Dr Sunandan Basu, Consultant Neurosurgeon, Medica Superspecialty Hospital said, "Apomorphine is a highly selective Dopamine receptor emulator, which promotes the release of Dopamine in the brain from the nerve cells."

While explaining further, Prof Kalyan Bhattacharya, Consultant Parkinson's Disease and Movement Disorders Specialist, Medica Superspecialty Hospital said, "DBS was not a choice for all ages & stages of Parkinson's disease. Hence there were limitations and there was a need for therapeutic options in moderately advanced Parkinson's disease."

Dr. Laxmi Narayan Tripathy, Senior Vice Chairman; Director and Senior Consultant, Neuro & Spine Surgeon, Medica Superspecialty Hospital said, "Apomorphine is a wonderful option in treating Parkinson's disease especially in advanced disease."

Dr. Alok Roy, Chairman, Medica Group of Hospitals said, "We are privileged to have Kings College, London and Britannia Pharmaceuticals, with us for the launch of Apomorphine PEN & PUMP. We wish to transfer the benefits of this medicines to our patients in eastern part of India."

Dr. Vinod Metta, Consultant Interventional Neurologist, Kings College Hospital, London, & Medical advisor to Britannia Pharmaceuticals India, told that, "Apomorphine pens work dramatically on patients within a couple of minutes and are very similar to usage to that of Insulin Pens."

Prof. Kallol Ray Chaudhuri, Director of National Parkinson's Foundation Center, King's College, United Kingdom, feels that "It was indeed a long overdue for Indian patients and these therapies will add significantly to the benefit of patient care and reducing caregiver burden."

Constantino Savinnidis, International lead & Business Director, Britannia Pharmaceuticals, UK, concluded: "Thanks are due in no small amount to the management team of Medica for inviting us today and it is a great privilege for us to collaborate with Medica Hospitals along with academic partner Kings College Hospital, London. It is a great honour for us to deliver Apomorphine pump and pen through Medica Hospitals for deserving patients in the entire eastern region."

The increase in life expectancy has led to a new set of medical disorders which are called as "Aging related Degenerative Diseases". Among these disorders Alzheimer's and Parkinson's disease are important. Parkinson's disease is characterized by slowness, stiffness and tremors, the treatment for which is either oral medical treatment or expensive surgical options like Deep brain stimulation (DBS), a neurosurgical procedure involving the implantation of a medical device sometimes referred to as a brain pacemaker.