

## Roche, Jothydev's Diabetes Research Centre set up CoE

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**To develop a Centre of Excellence that aims to fight diabetes across South India**



Roche, a pioneer in innovative diabetes technologies, has signed a Memorandum of Understanding (MOU) with Jothydev's Diabetes Research Centre to develop a Centre of Excellence to fight diabetes across South India.

Roche and Jothydev's Diabetes Research Centre (JDC) have their visions aligned in having a patient-centric approach to healthcare. The Centre of Excellence will deepen education and raise awareness about diabetes and the different ways it can be treated. Roche will facilitate training and education for healthcare professionals at this Centre in order to upgrade their skill sets by teaching them about iPDM (Integrated Personalised Diabetes Management), a new model of diabetes treatment. The company will also provide clinical research and patient support.

As per the International Diabetes Federation (IDF), about 425 million people are affected with DM worldwide, and this number is estimated to reach 629 million by the year 2045. India ranks second in the world, closely following China, with almost 73 million Indians living with diabetes. With a projected prevalence of over 134 million, India is estimated to surpass China by the year 2045.

Jothydev's Diabetes Research Centres(JDC), Kerala is a pioneer in evidence based technologies, telemedicine and team based care with a proven track record over two decades. The major strength of this organization is the practice of structured glucose monitoring programs integrated with training, teaching and customized treatment protocols. JDC has been in the forefront introducing the safest and the latest therapies and technologies such as newer oral medications, insulin, insulin pumps, glucose sensors and AI based platforms.

JDC is an ISO certified centre and is the International Diabetes Federation (IDF) approved Centre of Excellence in Diabetes Care and Excellence in Education in Kerala. The centre is known for its unique telemedicine-based follow-up (DTMS®) facility and virtual consultations and caters to the requirements of thousands of patients in more than 25 countries. The core strength of the centre is its trained team of physicians and the multidisciplinary team involved in patient care.

The centre is also known for original research in the field of diabetes, most of which have been published in indexed medical

journals and presented at scientific conventions at international (USA, Europe, Australia, Canada etc.) and national level. The centre also publishes a free monthly internet-based diabetes newsletter 'JDC Diabetes Gems' since 2008 to impart education to the patients and medical fraternity.

Recognising Jothydev's Diabetes Research Centre as a pioneer in the fight against diabetes, Dr. Gaurav Laroia, General Manager, Roche Diabetes Care India said, "With the government's focus on diabetes, there is tremendous opportunity for us to partner closely with different stakeholders to help manage the rising prevalence of diabetes in India. Roche Diabetes Care, India has been collaborating with various critical stakeholders to tackle healthcare challenges associated with diabetes care. With the MOU to set up the Centre of Excellence in the treatment of diabetes across India, it pairs our expertise in advanced diabetes management with Dr. Jothydev's experience in holistic diabetes care."

Dr. Jothydev Kesavadev, the founder Chairman and Managing Director of Jothydev's Diabetes Research said that "Diabetes is a dynamic disease. The high failure rates in the current treatment are often due to the underuse of life-saving, available and emerging technologies. The Centre of Excellence will help in delivering practice changing and life-saving technologies in diabetes. Medication and behavioural therapies can bring about a change only when integrated with patient-friendly devices and physician-friendly interpretations. This partnership is committed to delivering training and expertise to empower the physicians to serve society and to save the treatment costs and the lives of those affected with diabetes."

With the development of science and technology, newer methods of diagnosis, monitoring and treatment, diabetes today can be managed far more effectively. Nevertheless, several patients still struggle to reach therapeutic targets and are, therefore, at an increased risk of developing complications. Thus, patient awareness, active participation in self-care and constant research to prevent both acute and long-term complications are equally important for effective management of diabetes. Our mission is to deliver holistic diabetes care for people with diabetes across the care continuum, including physicians and caregivers, to ensure better disease control and management.