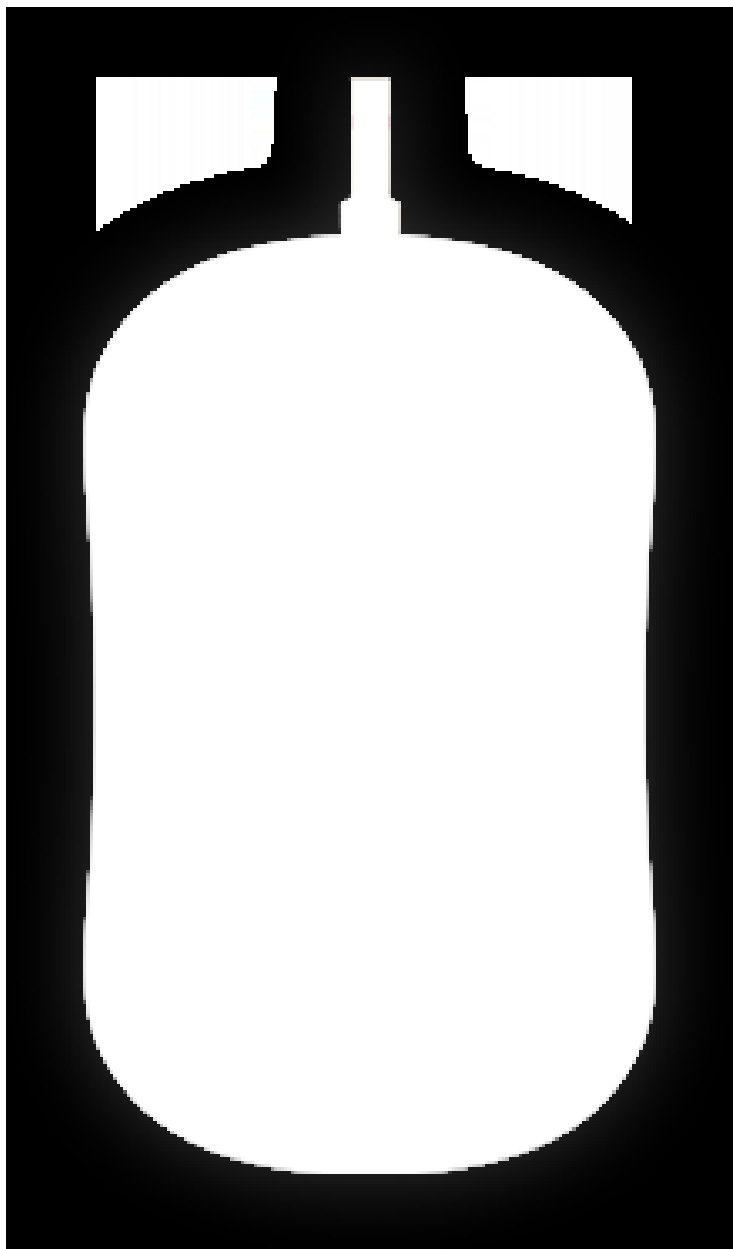


Portea Medical launches InControl for diabetes

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The subscription-based model aims to help people with diabetes monitor and manage their condition effectively



Portea Medical, consumer healthcare brand, recently launched InControl, a one-of-its-kind complete diabetes care program for patients with Type 2 Diabetes.

The Portea InControl program puts in place a comprehensive diabetes care plan, provides necessary equipment for monitoring and offers one-on-one health coaching.

In India, about 50.9 million people suffer from diabetes, and this figure is likely to go up to 80 million by 2025, making it the 'Diabetes Capital' of the world.

This combined with increasing financial and professional stress on the patients makes most of them neglect their health even after being diagnosed with the condition. The major reasons for this neglect include lack of time, lack of credible information sources, poor access to Diabetologists and overall ignorance about the long term impact of the disease. Portea InControl aims to address all these barriers.

With an annual subscription, a patient will get a free glucometer, unlimited supply of test strips, and above all, the right health coaching through a certified counsellor for a period of one year.

Speaking about this, Meena Ganesh, Co-Founder and CEO, Portea, said, "As India's largest home healthcare company, we are responsible for leading the chronic disease management in the country. Given our six-year experience in this domain, we understand that right monitoring and self-disciplined lifestyle can bring about improvements in people with Type 2 diabetes. Portea InControl program is unique program that will bring together Diabetologists and nutrition counsellors to a tech platform where they can remotely monitor patients' conditions and work with patients to bring about positive health outcomes. We are targeting to help at least 50,000 patients in the first year of launch."

The InControl program stems from Portea's belief that management of diabetes does not require a herculean effort but rather a regular, step by step approach, towards self-discipline. By combining two important parameters -- regular monitoring and health coaching -- the program aims to help people in complying with their treatment regimen and manage their condition better. It will also help in detecting early signs of co-morbid conditions.

The subscription to InControl costs INR 1999 for an year, which includes OneTouch Verio Flex Glucometer; Free test strips for the entire year and personalized health coaching.