

Neuberg bets big on superior diagnostic experience

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Launches Anywhere Anytime services



Neuberg Diagnostics Private Limited, the fastest growing healthcare start-up in India which ranks among the top 4 diagnostic service providers in the country, has announced the launch of Anywhere Anytime services - a first in the diagnostics lab chain space. The full-fledged sample collection and ECG services will be offered in Chennai, Bangalore, Cochin and Hyderabad.

As part of the offering, samples can now be collected from any location that is convenient for an individual, subject to the place maintaining basic standards of hygiene and privacy. As a launch offer, the Anywhere Anytime services will be offered free of cost. The service would be catered to by Neuberg's own, in-house trained phlebotomists. The core thought behind Neuberg launching Anywhere Anytime is to make the diagnostics tests (blood, urine and ECG) accessible and affordable to the public 24x7.

The company also announced the merging of Healyst Laboratory with Neuberg Ehrlich, by virtue of which Healyst will now be part of Neuberg Ehrlich Laboratory Private Limited. Dr. P. Srinivasan and Dr. Saranya Narayan have been inducted into Neuberg Ehrlich Laboratory's leadership team. Dr. Srinivasan will take over as Technical Director, while Dr. Saranya will assume the role of Technical Director & Chief Microbiologist.

Confirming the developments, Mr. A. Ganesan, Director – Finance, Neuberg Diagnostics Private Limited said, *"Neuberg has always aimed to lead the movement towards early and accurate diagnosis; and to deliver deep insights by making state-of-the-art technology and new generation diagnostics accessible and affordable to people...thus enabling better quality of life. The launch of Anywhere Anytime services and the coming in of Dr. Srinivasan and Dr. Saranya, who are proven experts in the diagnostics space, are in line with this endeavour. Today is undoubtedly a red-letter day in the history of Neuberg, where we have the Co-Founder of Metropolis; Co-Founders of Lister Laboratory and Healyst Laboratory; and the Ehrlich founding family coming together to offer the best in class Reference Path Lab services in Tamil Nadu and Pondicherry."*

Commenting on his and Dr. Saranya's appointment, Dr. Srinivasan says, *"Neuberg has tremendous potential in the diagnostics space today. Dr. Saranya and I are honoured and overwhelmed to be part of this dynamic organisation promoted by none other than Dr. G. S. K. Velu, a name that needs no introduction in the healthcare industry. We look forward to closely working with the entire team in realising Neuberg Diagnostics' vision and mission. Our primary focus will be to grow Neuberg*

Ehrlich to a strong position in the region and to model the desired changes for further growth and expansion."

"While convenience is an important factor that drives the diagnostics space, equally important is the accuracy and speed of obtaining a report on the tests provided. People are growing more aware of the importance of their own health and wellbeing and are increasingly expecting and demanding more personalised healthcare. Neuberg firmly believes that a service like Anytime Anywhere can bring about a transformation in India's healthcare segment by putting power in the hands of individuals, and saving them valuable time and money," adds Dr. Saranya.

Quality is the foundation on which Neuberg Ehrlich is built. With a CAP and NABL certification, one can be assured of world class standards and globally accepted reports. The laboratory processes are subject to periodic audits from external and internal assessors. The stringent control on processes through well documented SOPs enhances laboratory functions, staff confidence and results in enhanced customer confidence and satisfaction.

Neuberg Ehrlich Laboratory's capabilities include Biochemistry, Microbiology, Hematology, Histopathology, Molecular Biology, Genomics, Personalised Medicine, Metabolomics, Proteomics and New Born Screening (NBS).

Neuberg Ehrlich Laboratory, a Regional Reference Lab, presently has 10 clinical labs in Tamil Nadu, which are located in Chennai (3), Trichy (2), Salem (3), Hosur (1) and Karaikudi (1). 10 more labs will soon be coming up in the cities of Tanjore, Madurai, Coimbatore, Tirunelveli and Nagercoil. Also presently 50 collection points are operational and 50 more will be made operational within 3 months.

Neuberg Ehrlich Laboratory is one of the approved private diagnostics centers for H1N1 testing by the Government of Tamil Nadu. Neuberg Ehrlich Laboratory is also running an NABL accredited New Born Screening Laboratory at ICH, Egmore Chennai on PPP model.