

## Omron Healthcare India & Lupin to strengthen respiratory disease management

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**By giving patients an ideal one-stop ecosystem providing screening, diagnostics, drug delivery, device**



Omron Healthcare India, a leading healthcare monitoring brand in the country, and Lupin Limited, a global pharma major, has announced a long-term strategic alliance to strengthen respiratory disease management facilities in India mainly focusing on Asthma and COPD patients.

Synergizing their vision of improving lives and contributing to a better society through utilization of innovative technology, the alliance aims to support the whole journey and experience of a respiratory patient right from diagnosis to treatment.

Under this collaboration, the two companies will combine their respective strengths in disease know-how and solution-creation abilities to transform the outcomes of respiratory disease management by giving patients an ideal one-stop ecosystem providing screening, diagnostics, drug delivery, device, aided with advanced technology and digital tools all under one roof.

It is expected that the partnership will lead to:

- Development of a business model to broaden reach of disease management solutions and connect with un-diagnosed potential patients led by thought leadership and innovative expertise of both companies. This comprises setting up India's first-of-its-kind Nebulization Rooms in hospitals.
- Development of comprehensive and unique disease management solutions (drugs & devices) for optimal treatment; utilizing advanced sensing technologies such as WheezScan – India's first device to monitor wheezing in children and Mesh Nebulizers for accurate drug delivery.

In response to signing the MoU with OMRON, Rajeev Sibal, President — India Region Formulations, Lupin Limited, mentioned LUPIN's long association with OMRON, a global leader in healthcare monitoring, and expressed confidence that

this MoU will usher a new era in terms of improving awareness, diagnosis, adherence & drug delivery, all of which are focus areas for the respiratory team. He added that devices & initiatives under this MoU will help the clinicians to significantly improve clinical outcomes and boost the quality of life of patients.

Elaborating more, Mr. Masanori Matsubara, MD, OMRON Healthcare India, said “This joint endeavor with Lupin is one of the most significant steps in the direction of achieving OMRON's ‘Zero Asthma Events’ vision for Indian society. We are extremely hopeful & confident that our expertise in technology & monitoring will synergize well with Lupin's capabilities in pharmaceuticals to create a new business model strongly oriented towards creating value in the lives of millions of people suffering from debilitating diseases like asthma and COPD.”