

## Terumo India introduces phygital model to advance medical skills

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### To accelerate medical education for cardiovascular healthcare professionals (HCPs) in India



Terumo India, the Indian arm of Terumo Corporation, a global leader in medical technology headquartered in Japan, has announced the launch of **eTISL**, a 'phygital' version of its highly successful initiative, Terumo India Skill Lab (TISL).

Designed as a hybrid of physical and digital interfaces, eTISL aims to accelerate medical education for cardiovascular healthcare professionals (HCPs) in India.

Coinciding with Terumo Corporation entering its hundredth year since inception, eTISL builds on the successful journey of the Terumo India Skill Lab and is a fitting tribute to an organization whose starting point and unchanging corporate mission has been '*Contributing to Society through Healthcare.*'

Over the past two years, TISL has delivered high quality programmes to over 7000 healthcare professionals (HCPs) through 175 faculty, on diverse topics pertaining to cardiovascular health. Now, the shift to a 'phygital' model will allow the initiative to exponentially increase its reach and impact.

The eTISL project is designed to include live events, digital colloquium and patient resources covering various topics such as safer cardiovascular procedures, bifurcation, multiple vessel disease, complex PCI, trans-radial intervention, complex CTO and perfusion technology.