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Roche Diabetes Care, Maharashtra Govt partner to strengthen diabetes management

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Extends outreach to 4000 underprivileged diabetics to manage their diabetes better



Roche Diabetes Care and the Maharashtra Health Department have partnered in their commitment to create a comprehensive ecosystem of care for diabetes management, and to strengthen the ongoing efforts by the Health Department to manage diabetes in Maharashtra. Supporting the government's efforts to provide free insulin to children with diabetes, Roche Diabetes Care has extended DiaBeaters, a diabetes awareness programme, with the distribution of 4000 Accu-Chek Instant S glucometers free of cost to underprivileged diabetics in Jalna, Maharashtra on World Diabetes Day 2020. This is to ensure that those afflicted and unable to afford glucometers for self- monitoring of blood glucose, can now keep their diabetes in check.

Speaking about this, Omar Sherief Mohammad, Country Head, Roche Diabetes Care India, said, "We are proud to partner with the Maharashtra Government in our commitment to create a comprehensive care ecosystem for the underprivileged through diabetes awareness-building, education and screening."

Emphasising the various efforts by Maharashtra Health Department for improving diabetes care in the state, Rajesh Tope, Maharashtra Health Minister, said, "We are pleased to have Roche Diabetes Care partner with us for an initiative to improve diabetes management of our brothers and sisters who suffer from diabetes and are unable to afford glucometers for self-monitoring of blood glucose."

The DiaBeaters awareness programme was launched earlier this year with the aim to build awareness among children, parents and teachers about diabetes. Through engaging and informative multimedia materials delivered in a virtual classroom, the DiaBeaters programme provides information on diabetes prevention and management. The pilot programme reached 4,300 children in nine schools across Delhi, Chennai and Bengaluru; in its next phase the DiaBeaters programme will be expanded through strategic alliances with like-minded partners in the public and private sectors.

Roche Diabetes Care is working towards Integrated Personalised Diabetes Management (IPDM) solutions in India and in line with the Government's vision of providing affordable healthcare to all citizens; Roche is working with healthcare providers to create patient-centred products and solutions for convenient, affordable and effective diabetes management.