

Bayer offers affordable payment solutions for Eylea treatment

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Bayer has announced its collaboration with social healthcare venture Arogya Finance to introduce the Eylea Easy Pay Programme in India to provide flexible and affordable payment solutions to help patients in India access Eylea (afibercept solution) treatment.

Through this partnership, Bayer and Arogya Finance have increased the accessibility of the innovative treatment solutions, thus reducing the immediate financial burden on patients and their families.

These financing solutions will be available across the country. Centres in states like Maharashtra, Delhi, Karnataka, Bengal, Kerala, Tamil Nadu, Uttar Pradesh, to name a few, will offer this programme to their patients.

Bayer's Eylea is used for the treatment for both Wet Age-related Macular Degeneration (AMD), which affects the elderly population and Diabetic macular edema (DME), which affects diabetics, and is administered via an injection directly into the eye. Since Eylea is an ongoing treatment for chronic eye conditions, treatment adherence is important.

Bayer launched the 'Eylea 4 U' Patient Assistance Programme in 2020 with the objective of improving access and adherence to the treatment by Indian patients. In continuation with this aim, Bayer and Arogya Finance have collaborated to tackle the central issue of patient adherence by reducing the upfront financial burden of treatment that usually impacts the patient and their families.

"By collaborating with Arogya Finance, we extend our commitment to delivering solutions to improve and maintain vision, to support patients on their journey to better health," said Manoj Saxena, Managing Director, Bayer Zydus Pharma & Country Division Head South Asia.