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Lupin launches digital asthma educator platform

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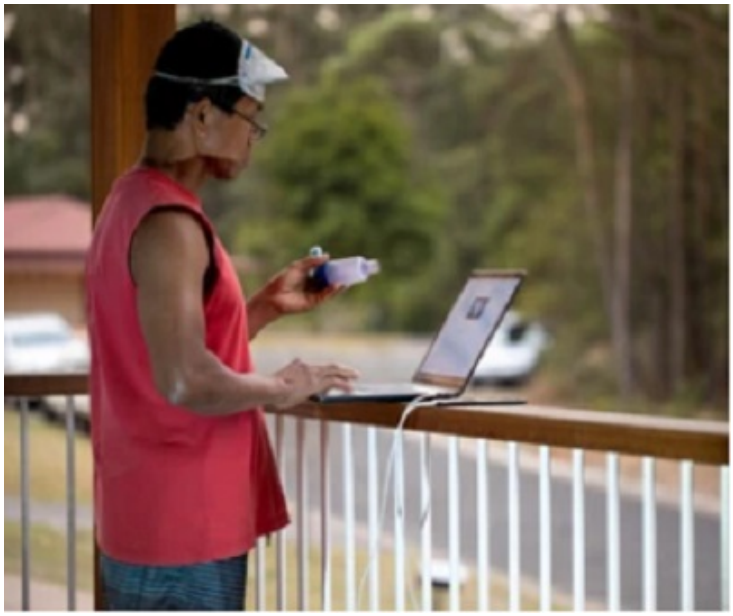
The new platform is the latest initiative under Lupinâ??s long-running umbrella programme, Joint Airways Initiative



Lupin has launched its digital asthma educator platform. The platform guides asthma patients on the correct technique of using inhalers. The new platform is the latest initiative under Lupin's long-running umbrella programme, Joint Airways Initiative (JAI), for patients suffering from respiratory ailments.

Rajeev Sibal, President - India Region Formulations, Lupin said, "We believe this platform would assist healthcare professionals in significantly helping their patients understand correct inhalation technique and better manage their ailment."

Lupin will undertake a pan India integrated marketing campaign including social media and radio channels. Posts on JAI Digital Asthma Educator will be targeted at both doctors and patients.

To create awareness of the importance of correct inhalation technique, radio bytes from 50+ leading healthcare professionals will be broadcast across India on 93.5 FM. In addition to these promotions, Lupin will engage with leading healthcare professionals to launch the JAI - Digital Asthma Educator platform among all doctors in India.