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Alkem Labs unveils new initiative to spread awareness on lung health

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The Healthy Lungs portal is a one-stop knowledge repository to consume knowledge about lung diseases



Understanding the dire need for lung health awareness, Mumbai-based Alkem Laboratories has pledged to spread awareness through its initiative “The Healthy Lungs”. The Healthy Lungs portal (www.thehealthylungs.com) acts as an experience-sharing platform for patients with access to the patient community. Under this initiative, the patients also get access to virtual educators, on-ground camps, and doctor talks to learn about diseases and accurate inhaler techniques.

Exposure to multiple irritants such as dust, chemicals, and smoke, make lungs susceptible to diseases like chronic obstructive pulmonary disease (COPD) and asthma. Respiratory diseases are the second most common cause of death after heart disease. The global burden of disease (GBD) report highlighted COPD is the second leading cause of death and disability in India. Out of the chronic respiratory disease burden in India, COPD accounts for over 50% of the disease burden and 70% of the years of life lived with disability.

Crude estimates suggest that India is home to over 55 million COPD patients and 38 million asthma patients. Off late, inhalers have evolved as the most efficient mode of drug delivery for lung disease patients. However, only 10% of patients receive inhalers. Out of this 10%, only 30% of patients take the medicine accurately. For accurate delivery of medicine through inhalers, patients must have access to its right knowledge and technique.