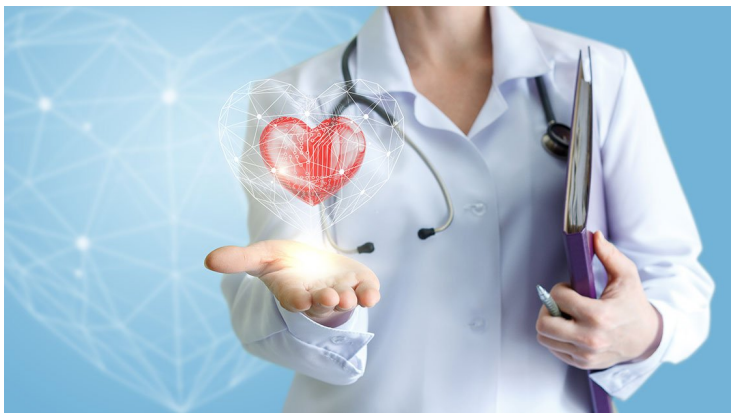
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Lupin lays focus on in-home cardiovascular care with digital therapeutics

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Collaboration with ACC marks a significant milestone in the advancement of Digital Therapeutics in the field of cardiology in India



Mumbai-based Lupin Digital Health and the American College of Cardiology (ACC) have announced a first-of-its-kind collaboration to deliver in-home cardiovascular care with Digital Therapeutics (DTx) in India.

This collaboration aims to accelerate the application and adoption of DTx in cardiology in India. Lupin Digital Health's DTx platform, Lyfe, also aims to give patients and their healthcare providers tools to manage heart diseases at home and help to ensure patients stay healthy after hospital discharge and reduce rehospitalisation.

As per the Indian Heart Association, heart diseases disproportionately affect Indians at a younger age, often without warning. Studies highlight that Indians suffer from heart ailments at least a decade earlier than their Western counterparts, underscoring the urgent need for preventive and comprehensive care.

This collaboration signifies a monumental leap in transforming cardiac care in India. Lupin Digital Health becomes the first Digital Therapeutics player in India to exclusively collaborate with ACC and provide comprehensive heart care.

As a part of this collaboration, Lupin Digital Health will leverage ACC's CardioSmart platform, guidelines, and workbooks to guide healthcare professionals and caregivers. These tools will be accessible to doctors, patients, and caregivers through Lupin Digital Health's Lyfe app and website, lyfe.in.

To promote the adoption of advanced digital solutions in Cardiology, ACC will provide certificates to cardiologists, recognizing their dedication to innovation and patient-centric healthcare. This collaboration plays a pivotal part in ensuring optimal care and driving improved outcomes within the comfort of patients' homes.