

## **MTal advocates for integration of life-saving medical devices for spectators during cricket matches**

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**MTal's letter to the cricket councils emphasises the collaboration between the medical technology industry and cricketing bodies to establish a new standard for fan safety**



In a path-breaking move to prioritise spectator well-being at cricket matches, the Medical Technology Association of India (MTal), which represents leading research-based medical technology companies with a large footprint in manufacturing and training in India, recently wrote a persuasive letter to both the International Cricket Council (ICC) and the Board of Control for Cricket in India (BCCI) advocating for the integration of life-saving medical devices near spectators as a safety measure.

A report by Harvard Business School has indicated that the adrenaline rush, stress levels, and emotional fluctuations experienced by spectators at live sports matches can significantly increase the risk of cardiovascular events, brain strokes, etc. In their findings, they underscore the importance of timely access to life-saving medical interventions, such as defibrillators and ECG monitoring, as critical components of spectator safety protocols.

The proposed integration includes advanced medical monitoring systems, emergency response equipment, and other cutting-edge technologies that can significantly enhance the ability to respond promptly to any health-related incidents in the crowd.

Pavan Choudary, Chairman, Medical Technology Association of India said, "We propose that the cricketing landscape be made safe with the integration of state-of-the-art medical devices strategically placed within the spectator areas, creating a safety net that aligns seamlessly with the thrill of the game."

Adding to Choudary's views, Dr O.P. Yadava, CEO & Chief Cardiac Surgeon, National Heart Institute & Director, All India Heart Foundation said, "The escalating prevalence of cardiac arrests among India's young population necessitates the integration of life-saving medical devices near spectators during live sporting events."

Dr Ratna Devi, Director, Patient Academy for Innovation and Research & Chairwoman, ISPOR Patient Council stated, "This move could establish a new standard for public health at sporting events, setting an example for global best practices in ensuring the safety and well-being of diverse audiences."