

## **P&G Health announces launch of innovative tool to help reduce diabetes complications**

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### **A vital step towards mitigating the high burden of diabetes complications in India**



Procter & Gamble (P&G) Health, along with Obesity International, has announced the launch of "Language of Diabetes", a novel patient awareness and empowerment digital tool. Offered free of charge, this technology-based innovation is aiming to significantly lower the incidence of diabetes complications in India, where diabetes and pre-diabetes affect about 236 million people. The tool is a critical step towards improving health outcomes where awareness about diabetes and its complications is very low.

Milind Thatte, Managing Director of P&G Health, said, "P&G Health's Neurobion is committed to raising awareness on Diabetes and its associated complications such as Peripheral Neuropathy and Vitamin B Deficiency. Through our partnership with Obesity International, we aim to empower patients and consumers with an innovative digital tool, thereby helping them to stay committed in our endeavour to spread awareness and education around the signs and symptoms of diabetes and its associated complications."

This tool features a mobile-friendly microsite with an intuitive interpreter tool, offering self-care options, glucometer guidance, and connections with doctors. The campaign also integrates offline engagement for maximum impact. The tool has the potential to create a community of highly diabetes aware patients and caregivers, who not only manage their diabetes but create a multiplier effect through their connections in the society.