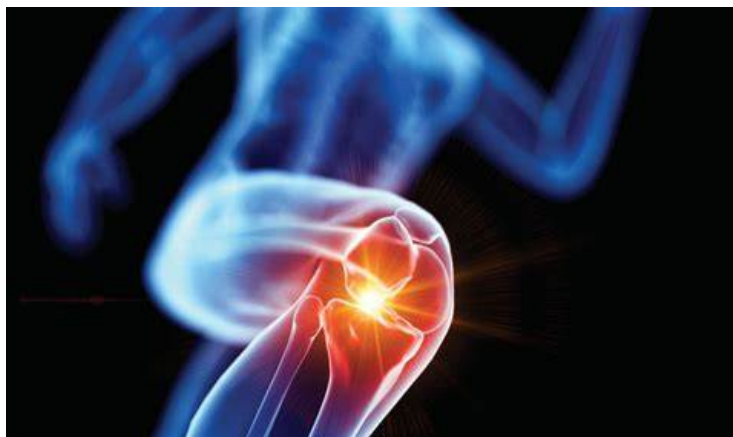


Startoon Labs signs MoU with pharmacy retail chain Medplus

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To focus on joint and muscle health using a novel monitoring device



Startoon Labs, a Hyderabad-based medical device R&D and manufacturing company with a focus on joint and muscle health, has signed a Memorandum of Understanding (MoU) with Medplus, a prominent pharmacy retail chain, to initiate the Pheeze assessment in the Medplus diagnostic centres.

Medplus Diagnostics offers pathology and radiology services. It is a part of Medplus health services, which is known for its pharmacy retail chain. It has now introduced the muscle & joint health diagnostics by using the Pheeze device

Pheeze, a Hyderabad startup's joint health monitoring device and USFDA listed, is a first of its kind in the world. It is a wearable prognostic device that can monitor and track the functional recovery of patients undergoing physiotherapy.

By generating AI-enabled reports that include valuable insights on affected muscles, along with the impressions and personalised recommendations, it helps the physiotherapist with the right assessment, thereby aiming for faster and effective patient recovery.

A study focusing on individuals aged 45 years and above reported that approximately 50% experienced joint pain, about 33% suffered from back pain, and around 20% had ankle or foot pain. Also, a national survey states that the most commonly affected sites were the knee (8.5%), back (6.2%), ankle (3.8%), shoulder (3.2%), elbow (2.9%), hand/wrist (2.9%) and neck (1.5%). A study among IT professionals in India reported that 64.9% experienced neck pain, 19.8% experienced wrist pain, and 42.1% reported shoulder pain.

Dr Srivani, a physiotherapist said that Pheeze is a powerful device that evaluates muscle function and nerve communication that enables precise diagnosis conditions such as joint pains and muscle disorders.