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DSS Imagetech launches advanced IVF vertical Hanahealth

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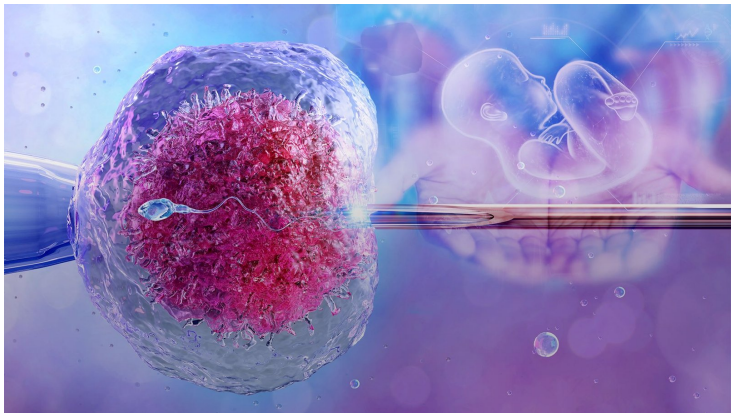
To bridge the gap by empowering In-Vitro Fertilisation labs and hospitals with advanced technology



DSS Imagetech, a market leader in Molecular Diagnostics, Life Sciences, and Biotechnology, has launched an advanced new IVF vertical — Hanahealth — that will offer specialised IVF and Assisted Reproductive Technology (ART) services and products across the country.

“As the single, trusted source for IVF instruments, media, and training in India, we offer embryologists and fertility specialists a comprehensive portfolio of IVF solutions—from advanced microscopes and micromanipulation tools to world-class culture media, meeting head-on, the demands of a market that is bigger, more visible, and more outcomes-driven than ever,” said A.R. Ghatak - Vice President, IVF Division, Hanahealth by DSS (DSS Imagetech Pvt.â?¯Ltd.).

Hanahealth will offer its partners IVF laboratory equipment including inverted microscopes and micromanipulators, stereo microscopes, sperm analysis and selection tools, time- lapse incubators and culture media. Hanahealth is also at the forefront of AI catering to clinics that are adopting time-lapse incubation and AI-aided embryo assessment to standardize decisions and raise success confidence.

"Global evidence shows AI can support embryo viability prediction from time-lapse/morphology data and labs want vendors like Hanahealth who integrate responsibly. India’s broader AI push (IndiaAI Mission) signals policy tailwinds for responsible clinical AI adoption. Hanahealth is an IVF brand that couples optics/imaging strength with digital readiness,” said Sindhoora Rao B, Embryologist - Application Specialist, Hanahealth - DSS Imagetech Group.