

## **“We are working towards enabling IVF labs in India to benefit from AI-powered assessment tools”**

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**India’s dropping fertility rates have created a huge demand for Assisted Reproduction. Addressing this concern, New Delhi-based DSS Imagetech, a market leader in molecular diagnostics, life sciences, and biotechnology, has launched an advanced new IVF vertical — Hanahealth, that will offer specialised in vitro fertilisation (IVF) and Assisted Reproductive Technology (ART) services and products across the country. To find out more about the company’s plans in this new direction, and about the company’s future plans, BioSpectrum exclusively interacted with Ajay Kandhari, Director at DSS Imagetech.**

**DSS Imagetech has recently stepped into the IVF sector. What are the major plans in this direction? How do you plan to strengthen your presence in the IVF market in the years to come?**

The launch of DSS Imagetech’s IVF vertical Hanahealth comes at a very crucial time in India. Fertility rates in the country are dropping; more busy couples are postponing parenthood and changes in lifestyle are leading people to know more about assisted reproduction. In such a scenario, IVF is no longer regarded as a niche service but as a vital component of fertility care, allowing couples looking to conceive, a safe and successful alternative.

Hanahealth offers a combination of cutting-edge Assisted Reproductive Technology (ART) services and products, innovation, education and support that are all crucial to build and grow the IVF ecosystem in India.

As we go forward, Hanahealth will continue to train and conduct workshops for embryologists and lab technicians across India ensuring they are well equipped to adopt and manage advanced technologies. We will also intensify our efforts to help

IVF clinics in Tier II/III and beyond cities and towns benefit from the strong network, infrastructure and experience of our parent company, DSS Imagetech, making advanced fertility care more accessible and affordable across India.

**India continues to evolve with new reforms and developments in healthcare, but there are still major gaps when it comes to diagnostics and biotechnology. How is DSS Imagetech contributing to fill these gaps and improve access to advanced molecular diagnostics and life sciences solutions to address important health and healthcare issues?**

Yes. The lack of an on-going medical education process among IVF doctors is a big cause of concern. The IVF is an ever evolving medical field that relies heavily on diagnostics and biotechnology and experts in the field are expected to keep up with the fast-changing developments in the area. However, many doctors are unable to regularly update their skills or be on top of their research game which can lead to slow adoption of new techniques while also affecting the quality of care.

At DSS Imagetech with a legacy of over 80 years, we are closing these gaps with our advanced molecular diagnostics and life sciences solutions that help in faster and more accurate disease detection, as well as better research outcomes. We are constantly looking at effective ways to stay ahead of the curve. We partner with leading global technology players to bring the latest innovations to India, while adapting them to local needs. We are also leveraging AI-driven tools for better assessment of embryo health, supporting clinicians in making more precise implantation decisions to be able to improve outcomes for patients.

Our strong network across the country, including in Tier II/III cities, allows us to deliver, implement and support these solutions more effectively. By equipping doctors, researchers, and institutions with the latest products and services as well as through our regular training workshops, we aim to make advanced healthcare more accessible for people in India.

**Even today, many patients in India don't get tests done on time because of high cost or lack of access. As a pioneer in diagnostics, how do you see companies like yours helping bridge this gap?**

Lack of awareness, fear, social and cultural stigmas and financial constraints are some of the key factors responsible for keeping people away from regular tests. For other patients in rural India, the bigger concern is lack of access to medical facilities and care. At DSS Imagetech, we strive to make advanced diagnostics — the first step towards treatment — more affordable and accessible across the country.

We are also now working on educating people in India about the advances made in the field of diagnostics and biotechnology through our marketing initiatives. Education is a very crucial aspect of what we offer at DSS Imagetech as being aware can save a life. By working closely with doctors, hospitals, and research institutions pan India, we aim to close the gap and ensure more patients benefit from timely and accurate diagnostics, leading to better treatment outcomes.

**What's next for DSS Imagetech? Are there new domains or technologies you're looking to explore?**

At DSS Imagetech, we are always looking for new ways to bring better healthcare technologies to India. Along with our strong base in diagnostics and life sciences, we are now expanding into areas like fertility care through our IVF brand Hanahealth, offering specialised IVF and Assisted Reproductive Technology (ART) services.

We are also working towards enabling IVF labs in India to benefit from AI-powered assessment tools, which will support clinicians with more accuracy, consistency, and transparency in IVF.

Our aim is to make these innovations available not just in big cities but also in tier-2 and tier-3 towns, so more people can benefit. Going forward, our focus will remain on bridging gaps in healthcare and giving doctors, researchers, and patients access to world-class solutions.

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