

HEALTHCARE CAPSULE



Empowering HealthCare Business Minds

“THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT”

Industry Mentorship Program

Let's create a better future together...

LAUNCHING OUR INDUSTRY MENTORSHIP PROGRAM

We are thrilled to announce the launch of our Industry Mentorship Program, which aims to bridge the gap between aspiring individuals and industry professionals. This program will aid in building a community of driven and motivated students who are inspired to learn, grow, and succeed and unlock the full potential of mentors to guide and empower students toward achieving their academic and career goals. Furthermore, it will provide a networking, learning, and career development platform, helping students gain the skills and confidence they need to thrive in the competitive professional world.



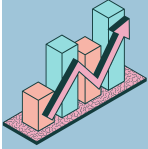
INNOVATION & TECH

PHEEZEE - An Innovation Empowering Physiotherapy

Pheeze, a wearable gadget developed by Startoon Labs Pvt. Ltd. in Hyderabad, is a revolutionary solution designed to empower individuals in their journey toward optimal physical well-being. Combining cutting-edge technology with the expertise of physiotherapists, this device offers a personalized and accessible approach to rehabilitation and pain management. According to Suresh Susurla, Founder & CEO, Pheeze is a patented technology, capable of measuring the surface electromyogram (sEMG) of bulk muscles and range of motion (ROM) of primary joints simultaneously to determine joint health, making it a one-of-a-kind product in the world with this capability.



By Pratiksha Bajpai (Source: <https://tinyurl.com/PheezeTechnology>)



STARTUP SHOWCASE

Femtech Firm MyAva Acquired by Healthtech Startup Bonatra

With the acquisition, Bonatra aims to broaden its holistic healthcare initiatives and establish itself as a one-stop shop for treating persistent medical disorders. MyAva assists women in controlling chronic health illnesses such as polycystic ovarian syndrome (PCOS), thyroid problems, and insulin resistance. To assist women in improving their health and wellbeing, the startup offers carefully curated programs and customized strategies.

It is an Internet of Medical Things (IoMT) startup run by doctors with a focus on solutions that include customized and targeted lifestyle, nutritional and fitness interventions to balance hormones, as well as functional methods of gut reset, correcting gut dysbiosis (imbalance in gut bacteria), and using natural detoxification processes to lessen heavy metal toxicity in the body. The business asserts that it would develop individualized treatment programs for individuals with these chronic conditions using IoMT devices to examine numerous health factors.

In a pre-seed funding round sponsored by ITI Growth Opportunities Fund last year, Bonatra raised INR 5.5 Cr.

By Pratiksha Bajpai (Source: <https://tinyurl.com/MyAVABonatra>)



INDIAN EXPRESS

- LG Electronics India anticipated 10% growth in the upcoming fiscal year (FY24) by foraying in the healthcare sector
- Pharmaceutical firm Sanofi India announced that its board has approved the demerger of its consumer healthcare division into an independent entity
- The National Drug Pricing Regulator (NPPA) announced that it has established retail prices for 23 different formulations, including medications for diabetes and high blood pressure
- Sekhmet Pharmaventures joined the race along with Nirma Group to acquire Glenmark Life Sciences (GLS), the 82.85% subsidiary of Glenmark Pharmaceuticals

GLOBAL EXPRESS

- Biopharmaceutical giant AstraZeneca joined forces with Quell Therapeutics, a UCL spinout that develops cell engineering technology to treat autoimmune diseases, in a deal potentially worth more than \$2 billion to develop cell therapies
- Kantar revealed its plans to divest its remaining specialized healthcare enterprises, specifically Kantar Profiles' Health division and Kantar Media Healthcare Research (KMHR), by selling them to fieldwork company M3 Global Research
- Avanos Medical Inc. announced the divestiture of its respiratory health business to North American medical device giant SunMed Group Holdings, LLC



ON THE HEALTH SEAT

Abhinav Thakur, Managing Director at Accurex Biomedical Pvt. Ltd.

Q. Ever since its inception, Accurex Biomedical has witnessed constant growth, what are your sources of motivation?

A. Accurex Biomedical's constant growth can be attributed to several key factors. The company likely has a clear vision and purpose that inspires its employees and leaders, such as improving healthcare outcomes or developing innovative medical technologies. Accurex Biomedical prioritizes innovation and research, constantly striving to develop new and improved products or technologies. The company effectively meets market demands by offering products and services that address healthcare challenges and value customer satisfaction, delivering high-quality products and excellent customer service. The company focuses on attracting and retaining talented individuals, fostering teamwork, and providing growth opportunities and forms strategic partnerships and alliances to access new opportunities, resources, and expertise. Lastly, the company's commitment to regulatory compliance and quality assurance instills trust among customers and stakeholders. These factors contribute to Accurex Biomedical's sustained growth and success in the biomedical industry.



***Mr. Abhinav Thakur,
Managing Director, Accurex Biomedical***

Q. Can you share your thoughts on the rapidly evolving medical disciplines?

A. Rapid technological advancements, including AI, genomics, telemedicine, and wearable devices, are revolutionizing medical disciplines. Precision medicine tailors treatments based on an individual's genetics, lifestyle, and environment, leading to better outcomes. Regenerative medicine explores repairing or replacing damaged cells, offering hope for previously incurable conditions. Digital health integrates technology such as EHRs and telemedicine for improved access, data analysis, and self-care. Integrative and holistic approaches consider the person's well-being, beyond disease treatment. Global health emphasizes rapid response, prevention, and treatment of infectious diseases, reinforced by robust healthcare systems. Ethical considerations encompass data privacy, equity in access, and responsible technology use. While these advancements hold great promise for enhancing care and addressing challenges, it is crucial to approach them ethically and with patient-centeredness to ensure widespread benefits and appropriate risk management.



ON THE HEALTH SEAT

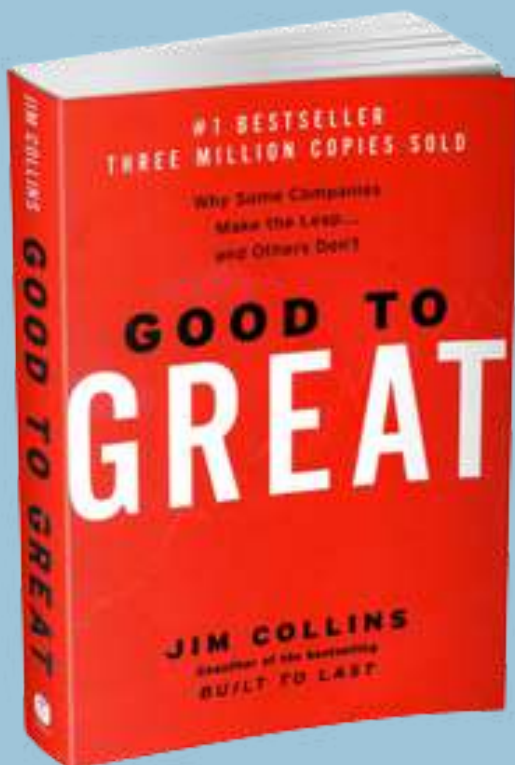
Abhinav Thakur, Managing Director at Accurex Biomedical Pvt. Ltd.

Q. Where do you see the medical device space moving to in the next five years?

A. In the next five years, the medical device space is expected to undergo significant changes based on current patterns and advancements. One key trend will be increased connectivity and integration, with medical devices seamlessly sharing data with electronic health records and other healthcare technologies. This will enable real-time monitoring, analytics, and collaborative care. Artificial intelligence (AI) will also play a crucial role, with intelligent algorithms embedded in medical devices for diagnostics, treatment planning, personalized medicine, and outcome prediction. Another trend is the miniaturization and development of wearable devices that continuously monitor health parameters, provide personalized feedback, and support remote patient monitoring. The demand for remote and home-based care will drive the design of medical devices with telemedicine and virtual consultation features, improving access and reducing healthcare costs. Personalized medicine will extend to medical devices, with patient-specific designs and 3D printing technology creating custom implants and instruments. Enhanced cybersecurity measures will be prioritized to protect patient data as devices become more interconnected. The regulatory landscape is expected to evolve with stricter regulations addressing safety, effectiveness, and privacy concerns. The actual trajectory of the medical device industry will depend on technological advancements, regulatory frameworks, market demands, and societal needs.

THE BOOK NOOK

Good To Great by Jim Collins



Have you ever wondered about the factors that set successful companies apart from their mediocre counterparts? American researcher and consultant Jim Collins expounds on these differentiating principles in his best-seller - "Good to Great: Why Some Companies Make the Leap... and Others Don't".

Disciplined leadership, a culture of excellence, the value of concentrating on what a company can be the best at, and an unrelenting pursuit of improvement are some of these distinguishing principles. The book offers insightful advice and useful tactics for businesses aiming for long-term success. A must read for all business enthusiasts!

By Riddhi Sawardekar