

## LifeCell with Sohum Innovation Labs to aid in newborn hearing screening

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**The partnership is aimed at initiating the first phase of newborn hearing screening programme in Pune and Bengaluru**



LifeCell International has partnered with Bengaluru-based Sohum Innovation Labs to introduce an affordable Newborn Hearing Screening programme across the country.

Complementing LifeCell's RightStart Newborn Screening, the most advanced and comprehensive newborn care program, the hearing screening will benefit neonates even from remote areas across the country.

Commenting on this development, Ishaan Khanna, CEO and Executive Director, LifeCell International, said, "With Sohum on board, we have been able to add affordable hearing screening to our suite of diagnostic services that we were aiming to offer for a long time now. We also take pride in associating with an out-and-out Indian brand like Sohum Labs, through whom we are now able to serve the needs of newborns beyond urban markets."

Nitin Sisodia, Founder & CEO, Sohum Innovation Labs, said, "When it comes to hearing screening devices in India, we firmly believe that we have set the gold standard."