

Lupin to combat rising prevalence of CVDs and COPD in Maharashtra

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To enhance healthcare services, ensure timely diagnosis, and improve accessibility of healthcare services

Lupin Human Welfare and Research Foundation (LHWRF), the Corporate Social Responsibility (CSR) arm of Mumbai-based pharmaceutical firm Lupin, has signed a Memorandum of Understanding (MoU) with the Government of Maharashtra to address the growing prevalence of Cardiovascular Diseases (CVD) and Chronic Obstructive Pulmonary Disease (COPD) in the Palghar district of Maharashtra. The partnership aims to prioritise the diagnosis and treatment of these diseases while working to reducing their long-term prevalence.

To lay a strong foundation, an assessment study was conducted to map existing services, identify challenges in healthcare delivery, and estimate the cost-of-service gaps. The findings were reviewed by the Public Health Department (PHD) and incorporated into Lupin's final programme.

The programme will be implemented over the next five years, initially focusing on two blocks, Palghar and Dahanu. The primary objectives include raising awareness about the risks associated with CVDs and COPD, highlighting the importance of early screening and diagnosis to prevent complications and decrease mortality rates. The campaign will also promote healthy lifestyles and implement preventive measures, underscoring the significance of early screening, diagnosis and adherence to treatment.