

Glenmark launches Digital Dose Inhaler

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Glenmark Pharmaceuticals has announced launch of Digihaler - India's first Digital Dose Inhaler (DDI)." This next-gen inhaler provides accurate digital dose counter along with low dose warning indicator to enable Asthma and chronic obstructive pulmonary disease (COPD) patients to track adherence to their therapy.

As per WHO estimates 2007, there are 300 million people currently suffering from asthma globally, and it is expected that could increase by further 100 million by 2025. There have been 2,50,000 deaths per year globally and 57,500 deaths per year in India.

On the occasion of the launch, Mr Sujesh Vasudevan, president and head of India Formulations & Africa Region, Glenmark Pharmaceuticals, said, "We feel Digital revolution will play a central role in the industry. Especially in Asthma and COPD disease, were patient's non-adherence to treatment regime is age old challenge worldwide, and also one of major reason for inadequate control of asthma and COPD across age groups. Digihaler is "India's First Digital Dose Inhaler (DDI)", aims to address this age old challenge, the device will enable the patients to track the number of doses that have been consumed and prominently placed indicator provides a low dose warning which is beneficial to patients. This will further enable the doctors to determine patient's adherence to the prescribed therapy regime."

He added, "Digihaler also addresses the issue of pseudo-adherence & tail-off phenomenon which leads to poor outcome of the therapy. Pseudo-adherence is when patients thinks that he/she taking their medication but in reality is just activating a nearly empty canister. A "tail-off" phenomenon occurs when patients continues to use the inhaler beyond the recommended number of doses and the drug delivery per actuation becomes inconsistent and unpredictable, with the amount of active drug eventually becoming negligible."

He added further, "With the launch of Digihaler, Glenmark is committed to provide innovative and world class products at affordable prices, and it further expands and strengthens our product offerings in the respiratory category too"

Digihaler, represents a next-gen inhaler which is "India's First Digital Dose Inhaler" (DDI). The device has DDI enabled with electronic dose metered kit which ensures 'Precise' or 'Accurate' delivery of dosage for 'Assured' benefits.

The revolutionary Digital Dose Inhaler - DDI offers several benefits like low dose display forewarning the patient about the impending end of the 'recommended' doses, end dose display, so device can be replaced with a new one' and "Tail-Off" phenomenon.