

HealthMode raises awareness on chronic lifestyle diseases

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This drive aims to raise public awareness of the risk and prevention of chronic lifestyle diseases in India.



HealthMode.Org, a recently set-up Mumbai based preventive healthcare social enterprise, today announced the launch of the 'Window of Opportunity' drive. This drive aims to raise public awareness of the risk and prevention of chronic lifestyle diseases in India.

The public awareness initiative is also supported with a health coach available on live chat as a free public service. This is hosted on HealthMode.Org's website to answer any questions or concerns about fitness, wellness or chronic lifestyle disease risk, prevention, care, and management.

This initiative is being kicked off with an awareness-raising public education program on the physical, emotional and financial risks posed by environmental factors and poor lifestyle choices. This is conducted by Dr. Kirnesh Pandey, a leading obesity, diabetes and thyroid specialist.

Madhuri Sen, Founder and Lifestyle Coach, HealthMode.Org shares, "HealthMode.Org's 'Window of Opportunity' program aims to raise public awareness of how the negative impact of chronic lifestyle diseases on quality of life can be easily reduced. That the prevention, early detection, and management of chronic lifestyle diseases stem their natural progression to vascular and organ damage. We call this the 'Window of Opportunity'. This "window" is open especially for those between the ages of 25-50 years, the age group at highest risk today."