

## Vasudev Tribhuvan joins Wellthy Therapeutics from Biocon

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Wellthy Therapeutics has recently announced the appointment of Vasudev V. Tribhuvan as Vice President, Partnerships & Alliances effective May 2018.

Commenting on the appointment, Abhishek Shah, Co-Founder and CEO of Wellthy Therapeutics said, "We have reached a point where digital pills greatly augment conventional drugs to target outcomes which were previously unheard of. Wellthy has already been pioneering outcomes beyond the pill in India. Vasudev's rich experience in understanding of healthcare stakeholder problems, coupled with Wellthy's world-class platform to solve for them has incredible potential to accelerate our impact goals, both in India and in Asia".

Vasudev's previous role was at Biocon, where he was the Senior Director, Marketing and led strategic initiatives for the metabolic unit while guiding the team on patient programs. Prior to Biocon, Vasudev held sales and marketing leadership roles with AstraZeneca, Boehringer Ingelheim and Novo Nordisk, and is an alumni of the University of California, Los Angeles.

Commenting on his new role, Vasudev V. Tribhuvan said, "For years, there has been a push within the pharmaceutical industry to move 'beyond the pill', to improve outcomes in chronic metabolic disorders. The impetus to move beyond the pill typically arises from the realizations that drugs alone do not suffice for patients to achieve optimal clinical outcomes. Pharma companies should consider integrating beyond-the-pill solutions as a differentiated package offering in chronic disease categories, also ensuring better outcomes."