Jiva unveils diagnostic protocols for Ayurveda

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Jiva Ayurveda has launched first-of-its-kind diagnostic protocols for Ayurveda, with the aim to create a definite structure for this ancient healing tradition and turn it into globally accepted medical science. The launch ceremony was organized recently in New Delhi in the presence of Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH, Govt. of India.

The newly developed protocols called Ayunique are the result of a huge data analytics project that was initiated by Jiva Ayurveda six years ago. Using Big Data analytics and machine-learning techniques, the 5,000-year-old knowledge of Ayurveda and personalized treatment records of lakhs of patients at Jiva have been consolidated to offer the most advanced decision-support system for Ayurveda doctors. This will assist them in making root-cause based diagnosis in a structured, standardized and data-driven manner while allowing for the personalization of treatment.

Said Vaidya Rajesh Kotecha, Secretary, Ministry of AYUSH, Govt. of India: "On behalf of the Government, I congratulate Jiva Ayurveda for coming out with diagnostic protocols for Ayurveda, which is truly a unique achievement. Most practitioners of traditional systems of medicine are not able to communicate effectively with modern science. This science belongs to all humanity and we should not hesitate to deploy it for the advancement and validation of Indian healing systems. Jiva is a prime example of entrepreneurship which is using science to further the cause and acceptability of Ayurveda. AYUSH systems of medicine need a digital platform and IT-based solutions, and the diagnostic protocols by Jiva are a welcome step in this direction."

Said Dr. Partap Chauhan, Director, Jiva Ayurveda: "Ayurveda is fundamentally a personalized system of medicine that aptly addresses the world's challenge of moving away from a symptomatic-only approach to medicine. The Jiva Ayunique protocols are like the operating system for Ayurveda practice that structure the practice of Ayurveda and creates a wealth of data. They will truly enable a scientific approach in providing a more precise, personalized Ayurveda and establishing it as a globally accepted treatment science."

Added Rishi Pal Chauhan, President, Jiva Group: "Ayurveda practitioners around the world are referred to as health and wellness coaches because Ayurveda is not recognized as medical science. Jiva Ayunique is a concrete step towards changing this status quo. The dream of 'health for all' can only be achieved if Ayurveda is made widely available throughout

the world. However, for that to happen, acceptance of the science behind Ayurveda is a must."

Jiva Ayunique Protocols have already been validated on more than 25,000 patients. Jiva is also collaborating with number of universities and institutes worldwide to undertake further research studies based on these.

The Jiva Health App was also launched. It provides authentic and actionable Ayurvedic health and wellness information through a personalized feed. The content is curated by the world-renowned Ayurvedacharya Dr. Partap Chauhan. At the core of the app is a recommendation-engine powered by artificial intelligence, which, based on user's consumption patterns and preferences, serves them with a personalized stream of content.

Users can take number of Ayurvedic tests and health assessments. The app allows patients to connect with Jiva doctors for personalized consultation and treatment. They can also track their treatment history and access their records. The App is available on Google Play Store and Apple Store.