



## AstraZeneca strengthens partnership with NASSCOM to fight NCDs

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### To foster digital solutions for addressing Non-Communicable Diseases (NCDs) in India

A day-long flagship health-tech event of NASSCOM, LHIF **'Re-defining the Healthcare Landscape - The Digital Shift'**, was inaugurated on 19th Sept by some of the leading names in the industry.

LHIF (Lifesciences & Healthcare Innovation Forum) is a platform created by NASSCOM to drive digital transformation in the Lifesciences and Healthcare Industry. This Forum is one of the largest neutral eco-systems comprising stakeholders from Pharmaceutical Industry, Med-Tech Companies, Health Insurance organizations, Hospitals, Radiology and Imaging companies, Technology Companies, Industry Associations, Startups, Academia and government bodies.

Nearly 300+ participants from across the life sciences & healthcare supply chain attended from all over India.

Keynotes were given by **Dr. Devi Shetty, Chairman & Executive Director, Narayana Health**, **Mr. Nalinikanth Gollagunta, Managing Director, Wipro GE Healthcare**, **Mr. Niclas Jacobson, Deputy Director - Ministry of Health and Social Affairs, Govt. of Sweden** and **Mr. Gagan Singh, Managing Director, AstraZeneca Pharma India Ltd.**

The event discussed a wide range of topics in healthcare such as **Med-Tech Innovation in Healthcare, The Digital Doctor Of The Future, Societal Impact Through Health-Tech, Cloud Computing In Healthcare & Lifesciences, Building a Unified Digital Health Platform** and **Current Trends in Healthcare**. **Sankara Nethralaya Medical Research Foundation** presented a collection of industry success stories in digital adoption.

In addition, the **#LHIF Startup Awards** were presented to **SIX** high-impact and tech-driven healthcare startups breaking new ground in innovation & healthcare.

Speaking on the occasion, **Debjeni Ghosh, President, NASSCOM** states, "Advanced technology adoption in Indian healthcare sector is poised for substantial growth as it continues to emerge as a game-changer in the delivery of quality healthcare services. Technological innovations and interventions are crucial to convert today's expensive medical discoveries

into affordable solutions. The NASSCOM LHIF is an important step in developing a closer partnership between health-tech companies, global healthcare organisations, academia and the government to work collaboratively in deploying proven innovation to solve critical healthcare challenges present today and at pace to enable the local population to get the best and most efficient healthcare services possible. NASSCOM's collaboration with AstraZeneca is one such effort in this area to further promote digitally-enabled technologies, across regions, so that evidence can be generated, and tech adoption is scaled at speed, both domestically and internationally."

Delivering the opening Keynote address at the forum, **Gagan Singh, Managing Director, AstraZeneca Pharma India Limited** shared that both NASSCOM and AstraZeneca are committed to strengthening their collaboration towards driving the digital healthcare agenda. This partnership would focus on healthcare delivery interventions via digital technologies and collaboration towards Healthcare Innovation Centers showcasing the impact of such solutions across the patient journey, from early diagnosis, to treatment and wellness. NASSCOM & AstraZeneca's have an existing partnership under the iDREAM programme – a health tech start-up accelerator programme and incubation centre in Bengaluru that supports start-ups in bringing innovative and frugal solutions that can help in the management of NCDs in India and beyond.

AstraZeneca's iDREAM platform is a global initiative that seeks to create innovative solutions for improving patient's lives through partnerships with start-ups, companies and academia to develop patient-centric solutions.