

Wellthy Therapeutics goes vernacular

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Expands its digital therapeutic capability by going vernacular, starting with Hindi & Kannada

Asia's leading Digital Therapeutics company Wellthy Therapeutics has announced the launch of its digital therapeutics in Diabetes and Cardiovascular conditions in Hindi and Kannada, furthering its effort towards effective disease management for more than 528 million Hindi speakers and more than 43 million native Kannada speakers in India.

Wellthy Therapeutics' mission is to inspire and enable 10 million patients to reverse, prevent or control their chronic condition in the next decade. Requested by patients and physicians alike, and driven by the data seen through extensive patient interventions and research, the launch of native-Hindi and native-Kannada services is the next step to bring Wellthy Care's outcome focused digital therapeutic interventions to a much wider pool of chronic disease patients in India.

Speaking on the occasion, Abhishek Shah, CEO & Co-Founder, Wellthy Therapeutics, said, "Delivering population health outcomes using digital therapeutics allows us the unique privilege of designing for the patient first. While incredible strides have and will continue to be made on our therapeutic capability in diabetes and cardiology, we have embarked on a powerful journey using the native language. Expanding our Made in India effort to Made for Bharat, we continue our march towards empowering and enabling patients to manage their chronic conditions better, by meeting users' needs in their cultural setting, in their language of choice."

Digital therapeutics (DTx) deliver evidence-based therapeutic interventions to patients that are driven by high quality software programs to prevent, manage, or treat a medical disorder or disease. They are used independently or in concert with medications, devices, or other therapies to optimize patient care and health outcomes.

"Chronic disease management must be driven by solutions built around lifestyle modification methods and monitoring methods. Wellthy's move to speak with users in a language they understand will have high applicability and shall drive manifold benefit by easing the growing disease burden through empowerment," Dr Rajeev Chawla, President, Research Society for the Study of Diabetes in India.

Wellthy Therapeutics specializes in providing digital therapeutic solutions for chronic conditions. The solution works to build

skills for patients suffering from Type II Diabetes, Hypertension, Dyslipidemia and Chronic Kidney Disease, improve behaviours, and deliver clinical decision support to physicians, and thereby impact outcomes.

Its' solutions are available to patients in the form of an application available to download for both Android and iOS users. Users can select a preferred language, and access all therapeutic content, coaching and care delivery available via the platform.

Wellthy Therapeutics will commercially release its digital therapeutic solutions in cultural and language adaptations including Bengali, Tamil, Telugu and Malayalam in the future, alongside adaptations for major ASEAN and MENA markets, in its mission to improve health outcomes.