

AstraZeneca signs MoU with Indian Diabetes Research Society

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AstraZeneca India (AstraZeneca Pharma India Limited) has recently signed a memorandum of understanding (MoU) with the Research Society for Study of Diabetes in India (RSSDI). This MOU is aimed at digitizing and driving correct awareness of Diabetes amongst people to prevent complications arising from the uncontrolled incidence of the disease.

RSSDI is the largest organization of Diabetes health care professionals and researchers in Asia with around 6000 members from amongst physicians, diabetologists, endocrinologists, as well as paramedical personnel. The organization has been instrumental in extensive research on Diabetes, as well as continuing diabetes education initiatives in India. As a key facet of this dual association, AstraZeneca unveiled a campaign- 'Beyond Sugar', a three-year patient awareness program developed to benefit over 1 Crore people living with diabetes across the country. This initiative will empower patients/caregivers to have conversations around Diabetes and make informed decisions about the management of the disease.

The International Diabetes Foundation Atlas on Diabetes shows that 1 in 11 people in south Asia have Diabetes and that India will have around 11.5 Crore diabetes patients by 2030. While 10% to 15% of the general population have Diabetes, a recent study suggested that 44% of patients hospitalized for Heart Failure (HF) have type 2 diabetes showcasing the steep correlation between Diabetes and HF. HF is a major health problem in India with post-admission mortality of 20%–30%. Chronic kidney diseases are associated with significant patient death and an increased risk of heart failure. Therefore, it is critical that Diabetes be controlled to decrease the incidence of HF and CKD in India.

Dr. Anil Kukreja, Vice President – Medical Affairs & Regulatory, AstraZeneca India, said “AstraZeneca has always been at the forefront of enabling patient-centric solutions for the management of non-communicable diseases. Despite currently available therapies, the awareness levels among the public is relatively low, resulting in uncontrolled Diabetes and additional complications of the heart and kidneys. The partnership between AstraZeneca and RSSDI will go a long way in supporting patient-centric digital awareness campaign and programs to raise awareness about Diabetes and its complications so that they can act early to manage or even prevent the complications”.