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Fitterfly Healthtech launches #FightPrediabetes challenge

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Fitterfly partners with Endocrine Society of India, Lal Path Labs, Roche India and USV



In a first-of-its-kind initiative to mark World Prediabetes Day on the 14th of August, Mumbai-based startup Fitterfly Healthtech has joined hands with top doctors, Roche Diabetes, Lal Path Labs and USV Pharma to launch the initiative with an online event.

The partners have come together with a focus of carrying forward the three-fold solution to create sustained mass awareness, catching prediabetes early and coming together to solve the problem.

The event also marks the launch of an online Prediabetes Risk Test which is an evidence-based, clinically validated tool for assessing an individual’s risk of Prediabetes and also provides recommended next steps.

The partners have also launched the #FightPrediabetes challenge in which 100 people with a high risk of prediabetes get a chance to win a Prediabetes package worth Rs 6000 and reverse their prediabetes in three months.

Dr Arbinder Singal, Co-founder & CEO of Fitterfly Healthtech said, “We can slow down the avalanche of diabetes destroying our interests at large, by preventing 11- 12 crore Indians progressing to Diabetes every year. The impact can be huge and the time to start is now. New age digital technologies like digital therapeutics can lead to significant behaviour change and help people prevent or delay the progress to diabetes”