

Janssen unveils icare4u programme for skin, joint and digestive disorders

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The programme offers support tools to help navigate health challenges

The Janssen Pharmaceutical Companies of Johnson & Johnson has announced the launch of icare4u, a comprehensive programme to support the mental and physical health of millions of Indians affected by disorders caused by excessive inflammation.

The innovative programme is being launched at a critical time, with many Indians overwhelmed by the ongoing pandemic and finding it even harder to cope with debilitating conditions that affect the skin, joints and gastrointestinal system.

The icare4u programme features a dedicated website, with comprehensive information about the diseases, videos with medical experts, and a social media community for patients and caregivers on Facebook and YouTube. The information and support tools provided are specific to rheumatoid arthritis, axial spondyloarthritis, psoriatic arthritis, psoriasis, ulcerative colitis and Chron's disease.

Janssen India's Head of Medical Affairs, Dr. Jitendra Dixit said that conditions such as rheumatoid arthritis, psoriasis, psoriatic arthritis, axial spondyloarthritis and inflammatory bowel disease had a "huge toll" on the mental and physical health of those affected