

## Alkem Labs forays into ophthalmology with new eye care products

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**For meeting the diverse needs of patients suffering from various eye conditions**



Mumbai-based pharma firm Alkem Laboratories has announced its entry into the field of ophthalmology with the launch of an extensive portfolio of affordable and quality eye care products.

Alkem introduces a line-up of brands targeting key therapeutic categories for its ophthalmology segment launch by providing innovative, quality, and affordable solutions to ophthalmologists, who play a pivotal role in managing and treating eye diseases.

In addition, Alkem Laboratories is committed towards patient care by helping enhance the knowledge and awareness of patients with vital knowledge in a user-friendly and inclusive manner through a dedicated patient education website. Each sales package includes a scannable QR code that provides accessible Interactive multilingual patient education in a user-friendly and inclusive manner through a dedicated patient education website.

The nationwide launch of Alkem's ophthalmology segment ensures that patients across India have access to quality eye care formulations at an affordable price. These offerings aim to elevate the standard of eye care and improve the overall well-being of patients.