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Abbott introduces Vertigo Coach app in India

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The Vertigo Coach app can help the 9.9 million people in India who live with vertigo in adopting holistic lifestyle changes to better manage their condition



US-based medtech and healthcare firm Abbott has launched the ‘Vertigo Coach’ app in India, a digital health solution to help people with vertigo get the information and resources they need to manage their condition holistically, at any time of the day.

It will act as a companion to people living with vertigo, helping them manage their condition by empowering them with tips on lifestyle choices and exercise. The Vertigo Coach app will serve as a one-stop platform offering information about symptoms, common vertigo triggers, and how to manage vertigo episodes.

By providing information about symptoms and ways to manage vertigo episodes, the app can further improve meaningful interactions between patients and their physicians. Additionally, it helps people stay on top of their treatment plan by helping users keep track of their medicines and avoid inadvertently missing a dose by scheduling a time to take pills daily. Automated push notifications and pill reminders make taking medication on-time hassle-free.

Vivek V Kamath, Managing Director, Abbott India Limited, said, “Vertigo, is a disorienting condition that can be effectively managed with appropriate steps. It’s important to help people understand it fully and simplify their journey to better health.”

Over 9.9 million people in India live with vertigo, a balance disorder that results in a sudden, unpleasant sensation that makes people feel like the world is spinning around. Although similar in some ways, vertigo and regular dizziness are not the same. Dizziness makes you feel off-balance or lightheaded, while vertigo creates the false feeling that your surroundings are moving or spinning. This “spinning sensation” can be extreme and affects a person’s balance.

An episode of vertigo can last from a few seconds to a few hours, or even a few days. A vertigo episode can happen at any age, but it is more commonly observed in the elderly, with about 30% of people over 60 years of age and 50% over 85 years of age experiencing vertigo and dizziness. Women are two to three times more likely to experience them than men. Fortunately, there are ways to effectively manage vertigo. This involves a holistic approach with physical therapy, medication in consultation with one’s doctor, psychotherapy, and lifestyle changes.