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BD India launches new age blood collection device targeted to minimise patient's pain

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BD Vacutainer UltraTouch Push Button Blood Collection Set is designed with BD RightGauge technology

To minimise patient pain and discomfort as well as enable single prick success during blood collection process, BD (Becton, Dickinson, and Company) has recently launched the BD Vacutainer UltraTouch Push Button Blood Collection Set in India.

The BD Vacutainer UltraTouch Push Button Blood Collection Set is designed with BD RightGauge technology, enabling the use of a ‘thinner’ needle for blood collection and combined with, BD PentaPoint Technology, it results in significant decrease in insertion pain for the patient. Noteworthy to mention that the BD Vacutainer UltraTouch comes with the BD Push Button Technology which reduces chances of getting needle injury by 88%.

Commenting on the launch, Atul Grover, Managing Director, BD India/South Asia said, "Blood collection is often the first invasive procedure for patients that plays a critical role in the overall patient satisfaction and experience score. Aligned with our purpose of advancing the world of health, we are committed to developing products that improve patient experience at every stage of healthcare delivery. And we are confident that the BD Vacutainer UltraTouch that is built with advanced technology will enable a better patient experience owing to single prick success and reduced pain during blood collection.”

With its advanced technology, BD Vacutainer UltraTouch Push Button Blood Collection Set is likely to reduce needle phobia associated with first time blood collection.