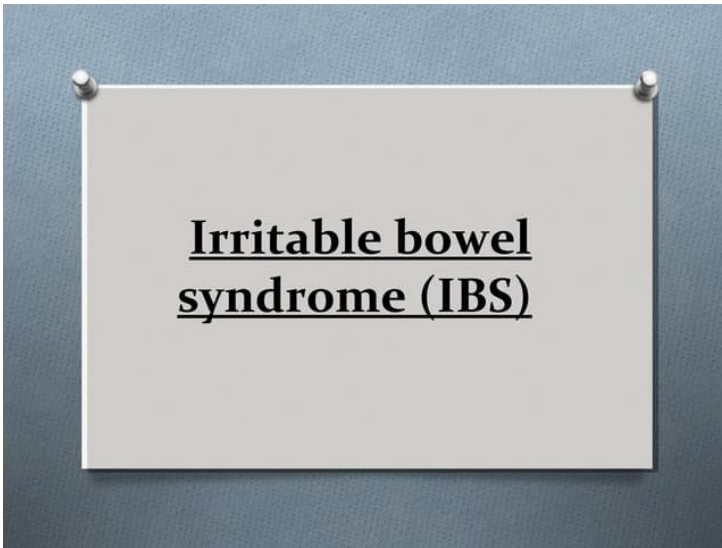


Dr. Reddy's launches India's first-ever digital integrated care plan to manage Irritable Bowel Syndrome

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DailyBloom IBS is a mobile application developed in-house by Dr. Reddy's



Hyderabad-based Dr. Reddy's Laboratories has announced the roll-out of its condition management programme DailyBloom IBS, India's first integrated care plan for Irritable Bowel Syndrome (IBS).

The programme is based on extensive research and is enabled by a mobile application developed in-house. DailyBloom IBS focuses on a comprehensive care plan that includes diet management, psychological and physical wellness support for patients with IBS. Dr. Reddy's has launched the programme on 'World IBS Day', on 19 April, a day that aims to increase awareness of the IBS condition, discuss misconceptions, challenges and even stigma attached to it.

Irritable Bowel Syndrome (IBS) is a functional gastrointestinal disorder characterised by abdominal pain, bloating and altered bowel habits. Studies show that IBS leads to significant morbidity, work absenteeism, loss of productivity, economic burden to the society, and impacts the quality of life of patients. Around 7% of the Indian population suffers from IBS.

Dr. Reddy's DailyBloom IBS is a 14-week care plan that comes with a personalised approach to ensure that each patient's experience is tailored to their specific needs. The journey of a patient on the care plan begins with the DailyBloom Gut Health Index, an initial assessment that captures the frequency of symptoms and impact on their quality of life. Following this assessment, patients engage in a goal-setting session, allowing for further personalisation of their care pathway. This crucial step ensures that each plan aligns with the individual's health goals and lifestyle preferences, making the management of IBS more effective and aligned with the patient's life. In the 14-week journey, patients receive 16+ consultations from a team of certified nutritionists, psychologists and care managers complemented by unlimited chat support from the care team. The programme also provides users with access to over 500 gut-friendly recipes based on Indian cuisine to help them manage their condition successfully.

