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Takeda India develops new app to support patients with inflammatory bowel disease

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Enabling users to track their health, gain deeper understanding into their condition



Takeda Biopharmaceuticals India has announced the launch of ‘For You, With You IBD’ (FYWY IBD), a mobile application designed to support individuals having Inflammatory Bowel Disease (IBD).Takeda’s patient-centric strategy, the initiative is a digital health solution aimed at supporting everyday disease management and patient well-being.

India currently accounts for one of the world’s largest populations of people living with IBD. A 2023 Lancet study by the IBD Centre at the Asian Institute of Gastroenterology (AIG), Hyderabad, revealed a sharp rise in prevalence from 0.1% in 2006 to more than 5% by 2022, highlighting an urgent need for accessible patient support mechanisms.

Complementing this, the Global Burden of Disease 2019 study estimated 2,70,719 IBD cases in India, with an age-standardised prevalence rate of 20.34 per 100,000 more than double the 1,30,000 cases in 1990. While diagnoses of ulcerative colitis are increasing, Crohn’s disease is often underdiagnosed and is becoming a growing public health concern. IBD’s non-specific symptoms frequently lead to delayed diagnosis and treatment, reducing patients’ quality of life. Managing symptoms such as bowel urgency and ensuring quick access to toilets remain major challenges, as these significantly affect daily functioning and cause anxiety.

With IBD cases on the rise across India, Takeda’s ‘For You, With You IBD’ (FYWY IBD) app represents a pivotal step in addressing this growing challenge through innovative, care-driven, patient-centered technology. Co-created with inputs from patients and clinicians, and grounded in medical expertise, the app serves as a digital companion, empowering individuals to manage their IBD with greater ease, confidence, and inclusivity.

By enabling users to track their health, gain deeper understanding into their condition, and stay connected to their care teams, FYWY transforms the patient experience. This intuitive platform not only addresses unmet needs but also builds a sense of control and community, delivering impactful, real-world support directly to patients’ fingertips.