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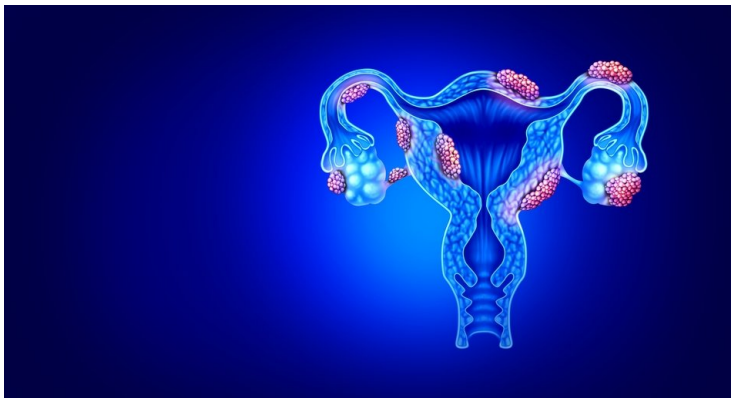
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THIP partners with ISSRF to launch digital education programme for endometriosis

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Evidence-based initiative aims to advance disease awareness and health literacy



The Healthy Indian Project (THIP) has announced a strategic partnership with the Indian Society for the Study of Reproduction and Fertility (ISSRF), which will serve as the Knowledge Partner for THIP Academy's upcoming Evidence-Based Digital Patient Education Programme on Endometriosis.

The programme is designed to improve disease awareness, patient engagement, health literacy and informed healthcare decision-making among women living with endometriosis.

Under the partnership, ISSRF will provide scientific guidance, academic oversight and clinical expertise for the programme, while THIP Academy will be responsible for instructional design, patient engagement design, content production, digital learning experience, multilingual adaptation, educational outcome measurement and nationwide distribution through its online platform.

As Knowledge Partner, ISSRF will ensure the programme reflects the latest scientific evidence and clinical best practices, while THIP Academy will transform this expertise into an engaging, patient-friendly digital learning experience designed to improve understanding, confidence and informed healthcare decision-making.

Endometriosis affects an estimated 190 million women globally, including over 40 million in India, yet awareness remains alarmingly low. Many women wait 6 to 10 years for a diagnosis, often enduring chronic pain, infertility and emotional distress as symptoms are dismissed as "normal."

To address this gap, THIP and ISSRF have developed a structured, evidence-based, self-paced Massive Open Online Course (MOOC) that provides patients and caregivers with reliable medical information through expert-led videos, assessments, downloadable resources and knowledge checks, enabling informed healthcare decisions while continuously measuring learning outcomes.