

## Cipla introduces a new respiratory inhaler

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Cipla has announced it will soon launch an innovative inhaler which will bring important benefits for physicians, patients and healthcare providers on managing Obstructive Airway Disease (OAD). The new inhaler is called Synchrobreathe which is a novel, breath-actuated inhaler (BAI) with a dose counter.

According to the company, Synchrobreathe is very simple to use and eliminates coordination challenges, which is the biggest issue faced by patients using conventional pressurized metered dose inhalers (pMDIs). The inspiratory flow required to trigger the inhaler mechanism is low, which makes its use attractive to a large number of patients whether young, elderly or patients suffering from severe conditions. Synchrobreathe is a BAI with built-in dose counter which allows patients to track doses, thereby encouraging patient compliance.

At the South Africa Thoracic Society (SATS) Conference in Cape Town, South Africa (7-10 August 2015) around 200 healthcare providers, pulmonologists, thoracic surgeons and other specialists heard about Cipla's innovation in caring for patients with Obstructive Airway Disease.

Mr Frank Pieters, global head of respiratory for Cipla said, "Simple and intuitive, Synchrobreathe is an innovation in managing respiratory disease. Synchrobreathe is attractive for patients as the inhaler is easy to use effectively. Equally importantly, Synchrobreathe will help cut the time healthcare providers need to spend to train patients in correct inhaler use. With this simple inhaler, the healthcare professional knows the patient will be able to use it easily and get the full benefit from every dose."

Mr Paul Miller, CEO Cipla Medpro, South Africa said, "South Africa has amongst the highest asthma mortality rates in the world. As a leading company in the area of Respiratory health in South Africa, we are proud to announce the development of this innovation for the first time to the medical community at the SATS congress. Synchrobreathe will definitely make patients' lives easier in managing their Obstructive Airway Disease. Synchrobreathe is in line with Cipla's commitment to bring

innovative products and inhalers to best fit physicians' and patients' needs, thereby advancing healthcare for all. Synchrobreathe is expected to reach the market in the current year."