

## Philips unveils products to reduce infant mortality in India

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Philips Innovation Campus (PIC), Bangalore, continues its quest to provide innovative and affordable healthcare solutions for India. The company on June 27, 2013, launched an innovative and advanced suite of mother and child care solutions during the Annual Media Onsite, 2013. This suite of products focused across the continuum of care is affordable and caters to a diverse set of care areas.

"India loses over three lakh babies every year. Many of these are premature and low birth weight infants who are exposed to hypothermia - a condition where the infants' body temperature drops below the normal temperature required for metabolism and body function. The Philips Efficia range of infant Warmers and Incubators are intended to reduce infant mortality which is the need of the hour in India. Other major causes for infant mortality are neonatal jaundice and respiratory distress, which are addressed by products such as BiliChek ® transcutaneous bilirubinometer, BiliTx™ phototherapy system and NeoPAP respiratory support solution for neonates" said Dr Wido Menhardt, CEO, Philips innovation Campus.

"The launch today is in line with our commitment to focus on next generation healthcare solutions. We believe that this whole new suite of products launched today will provide value to customers through cost effective solutions and greater efficiencies. We have solutions for premium urban corporate hospitals as well as tier-2 cities and primary health centers." said Krishnakumar, President - Philips Healthcare India.

It is also important to monitor the bilirubin levels in infants since neonatal jaundice is common in newborn babies, affecting nearly half of them in the first two weeks of life. The Philips BiliChek ® measures bilirubin levels in a non-invasive manner

making use of light instead of a needle, reducing pain and trauma to the babies. The most convenient aspect of BiliChek ® is that, it can be utilized without the hassles of undergoing a lab test and waiting for results.

BiliTX™ wraps babies in healing light. Neonatal jaundice can be effectively treated through phototherapy, and, Philips through its global expertise in healthcare and lighting is focused on developing products that support the infant's development and the health of the mother.

With NeoPAP Philips provides a sophisticated neonatal CPAP (Continuous Positive Airway Pressure) delivery system, developed to treat newborns and infants with Respiratory Distress Syndrome (RDS). This non-invasive, dynamic system features a lightweight interface made of soft, skin-friendly silicone to ensure patient comfort and safety.

Philips Innovation Campus, whose vision is to create innovative and meaningful healthcare solutions for the community, with focus on constantly improving patient care, believes that this launch will provide easy access and efficient healthcare for all.