

Piramal Enterprises launch portable diagnostic device

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Piramal Enterprises' diagnostic division recently announced the launch of "QDx Instacheck" -Right-here-Right-now. It is touted to be a first-of-its-kind portable diagnostic device that is specifically designed to perform 20 clinical parameters and deliver quantitative results within 3 - 15 minutes. It covers wide therapeutic areas including cardiovascular disease, hormonal imbalance, emergency care, diabetes, oncology, infections, pregnancy and infertility management.

This portable and affordable device is considered to deliver quantitative test results with high accuracy. The device is virtually maintenance free and can be operated very easily with minimal training requirements. QDx Instacheck is particularly useful for doctors' clinics, emergency care units (such as ICU, CCU), hospitals, pathological labs, IVF centres, ambulance services, pharmaceutical companies and NGOs engaged in healthcare services.

Commenting on the launch Mr. Vijay Shah, Executive Director and Chief Operating Officer, Piramal Enterprises said, "It is our endeavour to empower the medical community such as gynaecologists, cardiologists, diabetologists, general physicians, pathological labs to perform critical tests Right-here-Right-now with minimum investment and lowest operating expenses and finally making treatment decisions faster. The launch of QDx Instacheck is in line with our division's vision of bringing affordable instant diagnostic solution through our point-of-care product range. This 1.3 kg portable device is the first-of-its-kind revolutionary instant diagnostic device in the Indian market that is poised to change traditional diagnostic methods to instant diagnosis."

QDx Instacheck has been commercially test marketed from January to March 2013 across various parts of India through our field force and over 250 authorised distributors. The formal launch of the product is scheduled in April 2013. A record of 387

instruments was sold in just 45 days from test marketing launch.