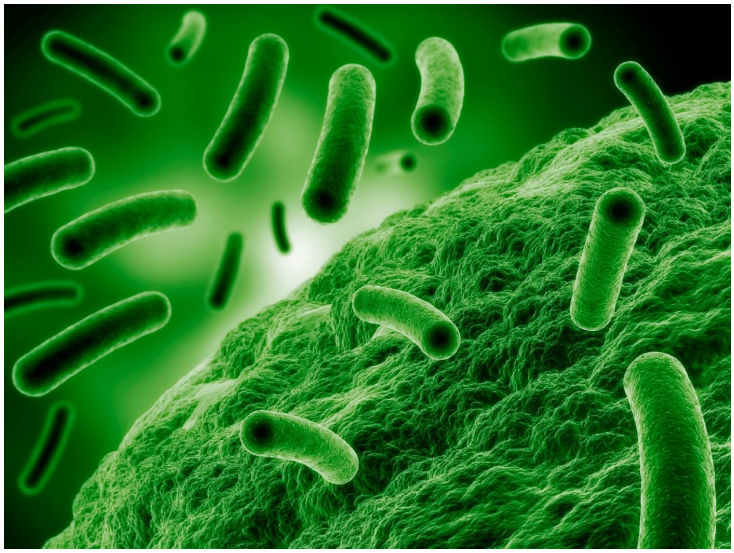
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Orchid Pharma announces national launch of antimicrobial solutions division

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This new business unit aims to lead antimicrobial stewardship in India with innovative solutions



Orchid Pharma, Chennai-based company, has announced the formation of Orchid AMS (Antimicrobial Solutions), a dedicated division focused on helping address the critical challenge of Antimicrobial Resistance (AMR) in India. This strategic move aims to address the growing threat of AMR in India and globally through innovative products, comprehensive support programmes, and digital solutions.

Orchid AMS will spearhead the company's efforts to combat AMR through a comprehensive approach encompassing innovative product development, robust support programmes, and advanced digital solutions. The new entity aims to partner with over 2,500-3,000 hospitals and healthcare institutions in the next two to three years, to implement effective antimicrobial stewardship programmes (AMSPs).

To mark this significant initiative, the company is hosting a series of sessions aimed at providing a platform for healthcare professionals, policymakers, and industry experts to engage in crucial discussions on AMR and the role of antimicrobial stewardship.

In the first phase of its outreach, Orchid AMS will cover Delhi, Mumbai, Bangalore, Chennai, Hyderabad, Vishakhapatnam, Coimbatore, Kochi, Thiruvananthapuram, Ahmedabad, Pune, Jaipur, Chandigarh.

Orchid AMS will take lead in Antimicrobial Resistance wholistically through innovative solutions bucketed under five initiatives:

- **Pathbreaking Products:** Orblicef (Cefepime Enmetazobactam), Ceftaroline, and Cefiderocol are already leading efforts in combating AMR
- **A 'First Do No Harm' team**: A dedicated group of experts committed to providing evidence-based recommendations free from commercial bias
- **Wide Product Basket**: Introducing a comprehensive basket of molecules, covering 2500 - 3000 hospitals over the next three years
- **Active participation in Anti-Microbial Stewardship Programmes** (AMSP): Collaborating with hospitals to strengthen their antimicrobial stewardship practices
- **Leveraging Digital Solutions for Doctors**: Providing healthcare professionals with real-time data on pathogen resistance patterns and incidence rates.