

Undiagnosed anaemia kills 1 million mothers and children globally each year.

Anaemia is a condition that occurs when the level of hemoglobin in blood drops down considerably (Hb<12g/dL for women). Hemoglobin supplies O₂ throughout the body and helps in expelling CO₂

Low Hemoglobin >> poor health >> poor physical & mental development

Anaemia is a **serious problem** especially during pregnancy

More amongst Rural



Estimated number of maternal deaths in India (136,000 per year) (www.medindia.nic.in)



Does not Survive
IMR is 57/1000 Live Births



Prevalence of anaemia

Population 1.62 billion
Pre-school Children 71%
Pregnant Women 49%

Nearly **1 million deaths annually**

Around 50% of these are anemics because of poor nutrition >> can be treated by providing nutritional supplements

But What lacks is Active surveillance

Need According to a WHO report on Prevalence of Anaemia "We lack APPROPRIATE TECHNOLOGY for detection of anaemia"

Lets Play Scenarios

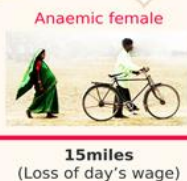


1. Patient Volunteers(Actual)

>> walk to the PHC for checkup

2. Healthworker Volunteers(Desired)

>> walk to the village to checkup



15miles (Loss of day's wage)



Hb check during each trimester of pregnancy is advised
Inconvenient to make trips to the PHC because of Pregnancy, as well as fatigue in case they are anaemic
Lose a day's wage and that could even mean a meal makes it worse to justify a trip

Villagers not motivated to give blood sample(malaria surveillance) because there is no perception of being sick, hence Low compliance
Current Portable Diagnostic solutions are either expensive, require skill or less reliable

Solution



A doorstep model where a healthworker goes to the village

PLUS

TouchHB : A portable affordable, easy-to-use & reliable device that is **NON-INVASIVE**



The TouchHB Vantage

REDUCED RECURRENT COSTS: needles, gloves, and cartridge not required.
NON-INVASIVE: Better compliance. No infections otherwise associated with needle prick
ALMOST INSTANT RESULTS: Saves time money & effort.
EASE OF USE: Eliminates need of lab experts, can be used by healthworker.
PORTABLE: Useful for screening and monitoring on door to door basis
BATTERY OPERATED: Suitable for rural areas



and most importantly **INVASIVE**

I'm scared of Needles & Syringes



Impact TouchHb helps monitor Hemoglobin status, provide nutritional supplements; timely referral if Hb<6.5g/dL in the third trimester

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Incubation Support

Recognition & Awards

