

**Trivitron Healthcare launches India's first ever Cost Effective New Born Screening Programme**

*Uses Lab systems Diagnostics Finland Products and Solutions by Hitech Diagnostics Center*

Chennai, 24th September 2014 - Trivitron Healthcare Pvt. Ltd., India's biggest medical technology company, *announced the launch of a cost effective New Born Screening Programme in India. Trivitron Healthcare is pioneering this service in India using Labssystem Diagnostic, (A Trivitron Enterprise) products & solutions by Hitech Diagnostic Centre.* The programme was launched at the Trivitron corporate office in Chennai, today. *Dr. GSK Velu, Founder & Managing Director, Trivitron Healthcare, Dr. Wu Hao, Product Manager, Labssystem Diagnostics, Finland- a Trivitron Enterprise and Dr. SP Ganesan, Medical Director, CEO, Hitech Diagnostic Centre* were present to grace the occasion.

Speaking at the launch event, *Dr. GSK Velu, Founder & Managing Director, Trivitron Healthcare,* says, *"Since Trivitron acquired Labssystem Diagnostics Finland last year, we are designing and developing products more suited for Indian population to identify the Top 5 parameters (TSH/ 17 OHP/ G6PD/ PKU/ Galactose) for the first level screening with a focus on detecting disorders which are curable if diagnosed earlier. While USA/ Europe does excessive testing with commercial lobby by companies, India need to be designing its own program with a very clear post detection follow up protocols, to improve the health of our future generation in India. With this launch Trivitron Healthcare brings the Core test panels at an affordable cost to patients using local manufacturing approach. Being an Indian company Trivitron works towards making NBS accessible to all the newly born children by working closely with various state government and central ministry of health."*

Out of 26 million babies born every year in India, less than 2% of them receive neonatal screening. While this essential service is provided mandatorily to all new born children in the developed world, India sees a dismally low rate in new born screening, thus leaving out our future generation from

possible treatment opportunity and exposing them to severe risk of irreversible damages like developmental delays with potential fatalities, physical disability, blindness, mental retardation etc. New Born Screening is a pediatric services that aims at diagnosing these inborn errors of metabolism in newly born children & providing suitable treatment early enough to ensure a healthy tomorrow for these kids.

Says, *Dr. Wu Hao, Product Manager, Labsystems Diagnostic, Finland- a Trivitron Enterprise*, "Labsystems Dx, Finland, a Trivitron Enterprise, is a world leader in new born screening solutions based on the highly sensitive fluorescence methods. They are the first company in the world to develop a Fluorescence based sensitive assay for Phenylketonuria. Labsystems went on apply its proprietary know how to develop other biochemical assays tests like G6PD, Galactose, nTSH (neonatal Thyroid Stimulating Hormone), and 17-OH Progesterone. Trivitron is proud of being the leading player in the world in this segment and has an ambitious plan to foray into other more esoteric testing, product line expansion in India as well."

Talking about their partnership with Trivitron Healthcare, *Dr. SP Ganesan, Medical Director, CEO, Hitech Diagnostic Centre*, said, "We are extremely proud for being able to partner with the second largest supplier of core panel NBS testing in the world. This pioneering move is sure to bring a sea change in the way we approach neonatal healthcare & ensure a healthier tomorrow for our future generation."

###