

Axio Biosolutions launches India's first bleeding control awareness campaign

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Partners with top hospitals for week-long training on bleeding control



In order to create awareness and provide training on bleeding control on the lines of 'Stop the Bleed Day' organised in the US every year on the last day of March, med-tech company Axio Biosolutions is declaring 'Stop the Bleed Day' on 31st March 2018.

As part of this initiative, Axio Biosolutions is partnering with major hospitals across India, including AIIMS in Delhi, Zydus Hospital in Ahmedabad, Apollo Gleneagles Hospitals in Kolkata, Kamineni Hospital in Hyderabad, and Manipal Hospital and Columbia Asia in Bengaluru.

The plan is to provide an extensive, week-long training (24th–30th March 2018) to doctors, nurses and paramedic staff in using AxioStat, the company's flagship product which is being used by Indian armed forces to stop bleeding in battlefields.

20 per cent of global deaths due to road accidents occur in India. A vehicular accident is reported every two minutes on Indian roads, and a death every eight minutes. The disheartening fact is that most of these deaths could have been prevented. Unfortunately, there is a general lack of awareness in India about controlling life-threatening bleeding - something that could save millions of lives every year.

Commenting on the campaign, Leo Mavely, CEO, Axio Biosolutions, said, "The most common cause of preventable death following injury is uncontrolled bleeding. The longer someone bleeds, the higher the chance that they will succumb to their injuries. Our aim is not only to train hospital and paramedic staff on how to stop uncontrollable bleeding, but also the bystanders because accidents can happen at any time. 'Stop the Bleed Day' is our earnest attempt to spread awareness and save maximum lives. For, every life is precious!"

Axiostat – advanced haemostatic dressing will be used free of cost to treat patients with bleeding in trauma cases on 30th & 31st March, 2018 in the partner hospitals. Even the waiting rooms of the trauma/emergency departments will be equipped to teach the public ways to control bleeding with gauze and tourniquets in case of an accident.