

Glenmark launches Whatsapp-based chatbot for fungal infections

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For creating awareness against Dermatophytosis and related fungal infections

Glenmark Pharmaceuticals has developed a digital patient education tool 'Hello Skin' in collaboration with the IADVL (Indian Association of Dermatologists, Venereologists and Leprologists), to help patients suffering from Dermatophytosis (Ring Worm or Tinea) in India, to adhere to the recommended treatment duration.

Hello Skin helps patients not only improve adherence to optical/systemic recommended therapy with daily pill reminders, but also in creating disease awareness and provides skincare tips to patients suffering from Ring Worm. This platform is patient-friendly and will be available in six different regional languages including Hindi and English, enabling better patient compliance with the technology.