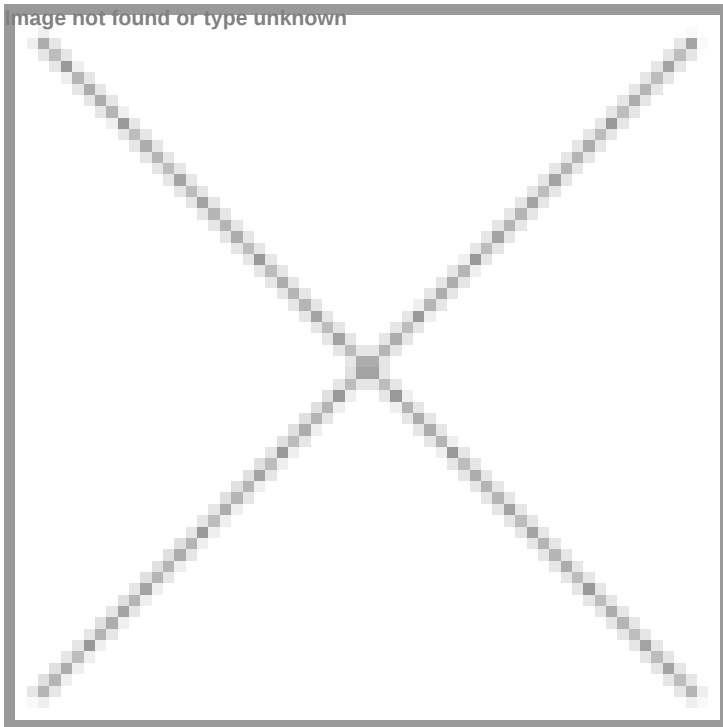


“Rapid evolution of technologies, biopharmaceuticals, and genomic medicine are reshaping the healthcare sector”

01 February 2024 | Views | By Dr Manbeena Chawla

Terumo India, the Indian arm of Japan-based medtech firm Terumo Corporation, has recently announced the launch of new medical tools, intended for use in the management of liver cancer. With World Cancer Day, on February 4, 2024, calling to improve prevention, detection and treatment of cancer, new products are being launched in the Indian market to shape a way forward. BioSpectrum India spoke to Shishir Agarwal, President and Managing Director, Terumo India about the current scenario of the oncology medical devices market in the country.



For the first time in India, Terumo has introduced an advanced therapy for the management of liver cancer. What challenges are being addressed with this introduction? What are the objectives to be achieved?

Cancer continues to be a major contributor to the global disease burden. Hepatocellular carcinoma (HCC) is the most common type of primary liver cancer, emphasising the importance of its awareness and intervention.

Recognising this pressing need, the introduction of Balloon-TACE (B-TACE) in India is a pivotal step in addressing critical challenges associated with liver cancer management. With Occlusafe, Terumo's B-TACE device, patients benefit from more precise and targeted delivery of chemotherapy drugs to the tumour. Additionally, damage to surrounding healthy tissues is minimised. This is associated with improved response rates with significantly fewer repeat treatments required versus TACE alone. This offers the potential to preserve liver function.

Is Terumo planning to launch more products in the Indian oncology market? Please share details.

With more than 100 years of experience, Terumo's extensive medical device portfolio ranges from vascular intervention, cardio-surgical solutions, blood transfusion, and cell therapy technology to medical products essential for daily clinical practice.

Yes, Terumo India aims to expand interventional oncology portfolio with novel therapeutic solutions, and to provide a more comprehensive toolkit for managing cancer care. Our commitment to advancing healthcare in India is built on the foundation of research and cutting-edge technology through a profound understanding of the healthcare system. Terumo Corporation (Japan) has a wide range of portfolios. Our plan is to gradually bring in all relevant latest technologies to India after carefully assessing the healthcare needs.

What are the current challenges facing the oncology medical devices market in India?

Cancer's global impact drives an escalating demand for chemotherapy, acting as a key catalyst propelling the growth of the oncology devices market, according to FICCI. However, challenges persist, particularly in developing countries like India, where healthcare spending is lower as compared with their developed counterparts.

Despite government efforts to streamline regulations and bureaucracy, the landscape remains intricate. Accelerating growth demands creation of an efficient ecosystem, skill development, and unwavering support for ease of doing business.

How is Terumo leveraging the concept of genomics in the medical technology space for cancer detection and treatment, or for other diseases?

The healthcare landscape is undergoing a profound global paradigm shift, influenced by the ageing population and the increasing prevalence of chronic illnesses. Concurrently, the rapid evolution of technologies, encompassing digitalisation, biopharmaceuticals, and genomic medicine, is reshaping the healthcare sector. As we conclude the second term of our 5-Year Growth Strategy, GS26, we remain focused on the innovation strategy vision of "From Devices to Solutions." The strategic pillars, encapsulated by the 3Ds (Delivery, Digital, Deviceuticals), will guide our solutions towards innovation and synergy.

What major plans are in store at Terumo India for 2024?

In addition to introducing cutting-edge Japanese technologies and products in India, Terumo is actively engaged in enhancing awareness and adoption of minimally invasive intervention procedures across physicians and patients in the country. Recently introduced innovations like Balloon TACE and novel embolisation procedures such as Prostate Artery Embolisation and Uterine Fibroids hold significant potential in the Indian market.

Looking ahead, we aim to upscale our ongoing training and skill enhancement initiatives for healthcare practitioners, reinforcing our dedication to advancing medical practices.

Dr Manbeena Chawla

(manbeena.chawla@mmactiv.com)