

MediBuddy partners with Philips to bring advanced heart health tracking in India

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HeartPrint assessment tracks a wide range of vital health indicators, including cardiovascular age, diabetes risk



Bengaluru-based digital healthcare platform MediBuddy has joined hands with global health technology leader Philips to redefine preventive healthcare in India.

On the occasion of World Heart Day (celebrated on 29 September), this pioneering partnership will bring early warning signs detection for the heart through the Philips HeartPrint to millions of smartphones across the country, potentially saving countless lives.

By integrating advanced artificial intelligence (AI) based longitudinal triaging on the users' smartphone, MediBuddy reaffirms its commitment to making high-quality healthcare accessible to all Indians.

World Heart Day highlights the urgent need for proactive heart health management and this partnership addresses a critical need in India's healthcare landscape. While traditional tests like ECGs assess the current state of the heart, the Philips HeartPrint offers a regular tracking tool that can indicate future risks and track how heart health progresses over time. This proactive approach to heart health management has the potential to transform cardiac care in India by enabling early intervention and personalised health strategies.

By simply scanning their finger using their smartphone's camera through the MediBuddy mobile application, users can track key biomarkers that indicate their risk of heart disease, overall health deterioration, heart resilience, and changes in heart

function over time. This technology analyses patterns to indicate critical factors such as the probability of heart disease, overall health deterioration, heart resilience, and both short-term and long-term changes in cardiac function. By tracking these crucial parameters, users can take proactive steps to address potential heart conditions before they develop into chronic issues.