

World Hepatitis Day: Biocon Initiates Awareness Program on Hepatitis C

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Biocon Branded Formulations business announced the launch of a new patient support program "Ek Prayaas" through a nationwide awareness drive for Hepatitis C on the occasion of 'World Hepatitis Day.'

Biocon's Virology Division set up in April 2015, is driven with a mission of "Saving Lives" with a prime focus on HCV. The 'Ek Prayaas' program in collaboration with healthcare professionals will organize a nationwide HCV awareness campaign across tier I and tier II cities. The program is aimed to educate the common man about the causes and effects of Hepatitis C. According to WHO July, 2016 data, 130-150 million people globally have chronic Hepatitis C infection. It is estimated that about 1.5 crore people in India are infected by Hepatitis C.

The Biocon Virology division though in its infancy is extensively engaged with Gastroenterologists, Hepatologists, Blood Banks and Deaddiction Centres to create awareness about HCV, updating HCPs on the recommended HCV management approaches and paving the way towards HCV eradication.

Commenting on this program, Prakash S Kayal, Senior Director and Business Head, Virology Division, Biocon said: "Hepatitis C (HCV) is a neglected disease, with very little public awareness on disease and its implications, if left untreated. With the advent of advanced therapies, Hep C is curable if diagnosed and treated on time. Through 'Ek Prayaas' we aim to increase public awareness on Hep C , enabling early diagnosis and treatment to combat HCV and save several innocent lives. Together with our partners we hope to eradicate HCV in India."

Hepatitis-C is a viral disease that causes liver inflammation leading to diminished liver function or liver failure. It is referred to as a "silent epidemic" as most people infected with HCV have no symptoms of the disease until liver damage becomes apparent, which may take decades.

