



Press Release

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Public Health Foundation of India (PHFI), Dr. Mohan's Diabetes Education Academy (DMDEA) and MSD India announce partnership for comprehensive diabetes management

Chennai, July 21, 2012: Public Health Foundation of India (PHFI) and Dr. Mohan's Diabetes Education Academy (DMDEA) today announced the launch and expansion of CCEBDM (Certificate Course in Evidence Based Diabetes Management) to develop core skills and competencies in primary care physicians for the practice of evidence based diabetes management, focused on the management of Type 2 Diabetes. An unrestricted educational grant for this capacity building initiative has been provided by MSD Pharmaceuticals Pvt. Ltd. (MSD India), a wholly owned subsidiary of Merck & Co., Inc., Whitehouse Station, New Jersey, USA.

Type 2 Diabetes (T2DM), has become a serious health threat with exploding population and changing lifestyle. The prevalence of type 2 diabetes has achieved an endemic proportion and is currently a global public health threat. The prevalence of T2DM among adults is expected to rise from 285 million in 2010 to 438 million by the year 2030¹. The numbers would probably be even far more disturbing if we count the number of associated life style disorders like obesity, hypertension, dyslipidemia and impaired glucose tolerance.

Diabetes is a considerable cause of premature mortality, a situation that is likely to worsen, particularly in low and middle income countries as diabetes prevalence increases. Surveys suggest that in the urban areas of the country almost 11 per cent of the population suffer from diabetes². The ICMR-INDIAB study³

published last year projected that in 2011, 62.4 million and 77.2 million people in India were living with diabetes and pre-diabetes respectively.

The aim of the program, CCEBDM, is to impart on-job training to the primary care physicians on the latest advances in the field of Diabetes Management. The course curriculum is divided into twelve modules spread over 12 months under which physicians are trained by regional faculty identified by the program organizers.

*Speaking on the occasion, **Dr. K Srinath Reddy, President, PHFI and Chair of Planning Commission's High Level Expert Group on Universal Health Coverage** said, "It is our endeavor to help strengthen education, training, and research in the area of Public Health. CCEBDM is a multi-stakeholder initiative in partnership with MSD India and Dr. Mohan's Diabetes Education. We believe that primary care diabetes physicians are going to play a major role in the evolution of the care of diabetes in years to come. Realizing the ever expanding number of diabetics in India this is very difficult in view of the relatively less number of Diabetologists/ endocrinologists; this vacuum needs to be filled in by trained physicians. We have already reached out to a vast number of doctors who have benefitted through this and we intend to reach out to more doctors in cycle - III, which is ambitiously larger than the previous cycles."*

***Dr. V Mohan, M.D., FRCP (London, Edinburgh, Glasgow, Ireland), Ph.D., D.Sc. FNASc, Chairman & Chief Diabetologist, Dr. Mohan's Diabetes Specialties Centre** said, "Diabetes is a condition that cannot be cured but can be controlled. It has been shown that people with controlled diabetes are less liable to develop the complications of the disease. Education (for both physicians and patients) is important because one cannot have good control without education in the management of diabetes .Our CCEBDM course with educational grant by MSD has been received very well by various federations and we have been able to make such rapid progress in training doctors in diabetes. A program which can increase the number of physicians equipped, trained and empowered to manage the disorder in a better way is highly warranted."*

*Talking about MSD's commitment to helping address treatment barriers for diabetes, **Mr. K. G. Ananthkrishnan, Managing Director, MSD India** said "We are honoured to partner with prestigious organizations such as PHFI and Dr. Mohan's academy and support this programme. With around 62.4 million diabetes patients in the country, this disease requires a comprehensive, multi-stakeholder approach in order to help address challenges and barriers to treatment. Supporting diabetes education and awareness initiatives are an essential part of MSD's ongoing commitment to fighting this growing epidemic. An initiative like this will help further educate physicians on the best ways to improve patient*

outcomes in managing diabetes health care. This is in line with MSD's commitment to India and to putting patients first."

About PHFI

The Public Health Foundation of India (PHFI) is committed to working towards a healthier India. PHFI is helping to build public health institutional capacity in India, through interdisciplinary and health system connected education and training, policy and programme relevant research, evidence based & equity promoting policy development, people empowering health communication & advocacy for prioritised health causes. Established in 2006 as a public private initiative, PHFI is an independent foundation headquartered in New Delhi and its constituent Indian Institutes of Public Health (IIPH) set up by PHFI have a presence in Hyderabad (Andhra Pradesh), Delhi NCR, Gandhinagar (Gujarat) and Bhubaneswar (Odisha). The Foundation is managed by an empowered governing board comprising senior government officials, eminent Indian and international academic and scientific leaders, civil society representatives and corporate leaders. For more information please visit www.phfi.org

About Dr. Mohan's Diabetes Education Academy

Dr. Mohan's Diabetes Education Academy (DMDEA), Chennai, a unit of Dr. Mohan's Diabetes Specialties Centre, has now been recognized by the International Diabetes Federation (IDF), Brussels (Belgium) as an IDF Center of Education for 2009-2013 and is one of only six Centers recognized by IDF worldwide.

About Merck/MSD

Today's MSD India is a global healthcare leader working to help the world be well. MSD India is a trade name of Merck & Co., Inc., with headquarters in Whitehouse Station, N.J., U.S.A. Through our prescription medicines, vaccines, biologic therapies, and consumer care and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to healthcare through far-reaching policies, programmes and partnerships.

MSD operates its human health business in India through three separate legal entities: MSD Pharmaceuticals Pvt. Ltd., Organon (India) Private Ltd., and Fulford India Limited, which are subsidiaries of Merck & Co. Inc., Whitehouse Station, N.J., USA. Since its existence in India, the company has moved quickly in laying the foundation for a business that is differentiated by its focus through launching innovative products relevant to India. MSD India currently operates in various therapeutic areas in human health, including Metabolics, Cardiovascular, Vaccines, Critical Care, Virology, Oncology, Women's Health, Dermatology, Respiratory, Virology, Musculoskeletal and Primary Care, and offers a strong and diversified product portfolio of over 75 brands in total. For more information on MSD India, visit www.msdingia.in

References

- 1 IDF Diabetes Atlas. 4th ed
- 2 http://zeenews.india.com/news/health/exclusive/diabetes-hypertension-on-the-rise-in-urban-india_17578.html accessed on 6th July 2012 (News from PTI)
- 3 Diabetologia. 2011 Dec;54(12):3022-7. Epub 2011 Sep 30. Prevalence of diabetes and prediabetes (impaired fasting glucose and/or impaired glucose tolerance) in urban and rural India: phase I results of the Indian Council of Medical Research-India DIABetes (ICMR-INDIAB) study. Anjana RM, Pradeepa R, Deepa M, Datta M, Sudha V, Unnikrishnan R, Bhansali A, Joshi SR, Joshi PP, Yajnik CS, Dhandhanika VK, Nath LM, Das AK, Rao PV, Madhu SV, Shukla DK, Kaur T, Priya M, Nirmal E, Parvathi SJ, Subhashini S, Subashini R, Ali MK, Mohan V; ICMR-INDIAB Collaborative Study Group.