

## Dr Morpen Now- New healthcare chain with ECP therapy device to cure heart problems

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**New Delhi:** Dr Morepen Ltd., a wholly-owned subsidiary of Morepen Laboratories Ltd., is setting up a first of its kind healthcare chain in India by the name of “Dr Morepen NOW” in the area of preventive cardiology and diabetology. The move is part of the company’s “Nation on Wellness (NOW)” drive, which envisions providing non-invasive means to treat cardiovascular diseases and diseases associated with cardio-metabolic issues gripping the country today. The first NOW clinic has come up in Hauz Khas, New Delhi. It’s a very good and interesting development in the context of country like India which is increasingly being referred to as a diabetic capital of the world. Dr Morepen’s CEO Mr Varun Suri, is looking after this new project of the company.

Dr Morepen has joined hands with the US dollar four billion Renew Group of Singapore to set up these specialized medically controlled and supervised “Wellness Centres” in India. To start-with, it’s a distribution tie-up with the Renew Group, the scope of which will get expanded in later years.

As per the company, Dr Morepen's NOW wellness clinic is the beginning of a revolution in the management of heart and other lifestyle related diseases. NOW will redefine the meaning of Wellness in India. It is a serious platform with the latest and state of the art technology. Techniques and therapy to be used at all centers would be very easy to use and consumer friendly. Most of them won't even require a prick on your skin. A NOW wellness centre would eventually be a one stop shop in preventive cardiology and all lifestyle related issues.

The NOW wellness centres of Dr Morepen would feature many state-of-the-art non-invasive devices including an External Counter Pulsation (ECP) therapy device. ECP therapy has been used by doctors for decades. It's a non-invasive therapy, which enhances blood flow and feels just like a lower body massage. It brings about a host of health benefits while being safe, simple, relaxing, improves energy level and thus the overall quality of life. The efficacy of an ECP device is demonstrated in more than 300 published studies and there are numerous ongoing clinical trials. An ECP therapy prevents surgery and stenting. "Why go for surgery and stenting when a patient can in a non-hospital environment get treated and get holistic health advice which stays with him for ever," says Mr Suri.

Dr Morepen's Wellness program involving ECP therapy is an ideal health program for men and women in the age group of 30-50 years. For 50 plus men and women, the wellness or cardiac program would be need based specific to individual requirements.

The philosophy of the NOW wellness centre revolves around four key pillars: Scan now, Boost now, Transform now and Live now. In the first stage, a person is screened through various parameters and completely non-invasive tests. Then, the patient is given consultation by a registered cardiologist. Next, a customized nutrition regimen is devised to bring about important changes in one's life and for the patient's wellness. Finally, a rehab programme, including physiotherapy as well as yoga and meditation is fitted out.

In the first phase of its expansion, Dr Morepen plans to open around 100 NOW wellness centres in 25 top cities of India over the next three years. These centers would be a mix of company-owned centers and franchised operations. Each centre will have 1-3 ECP devices (to be sourced from Renew Group) under its Augment NOW program, basic pathology services, basic devices for physiotherapy and some diagnostic tests for heart health which are a easy and yet effective way to find about heart health of people who have a busy lifestyle. Just 15 minutes are required for the tests before the journey to improvement starts.

A cardiologist, a nutritionist, trained ECP operators, a pathologist, a physiotherapist, a yoga/meditation expert form part of the technical team in every center. The Renew Group would also take care of the maintenance, service and training aspects for all its ECP devices installed by and for its Indian Partner- Dr Morepen, in India.

Dr Morepen's priority would be to set up NOW wellness clinics in all metros and other major cities like Mumbai, Pune, Aurangabad, Bangalore, Hyderabad, Ahmedabad, Surat, Baroda, Amravati (the new state capital of Andhra Pradesh), Trivandrum, Chandigarh, Lucknow, Kanpur, Jaipur, Jammu, Amritsar, Ludhiana, Bhopal, Indore, Raipur, Bhubaneshwar, Patna, Guwhati, Dehradun, Ranchi and many other cities in a staged manner.

Now team is well guided by its Chief Mentor Dr. Pratiksha G. Gandhi (M.B.B.S., M.D.) who has successfully, over a period of 15 years and with the support of her team, treated over 30,000 cardiac

cases by avoiding bypass surgery and angioplasty. She is recognized as India's first woman in preventive cardiology and is a trained expert in ECP therapy and Yoga.

The team of Cardiologists, Nutritionists, Physiotherapists, Yoga Experts and others at NOW, all share the same conviction that tiny steps can make a big difference in heart health and avoid big emergencies later on. The mantra at NOW is "All's Well if the Heart's Well". At NOW, it is believed that a healthy heart leads to the wellness of the mind and body. Dr. Morepen NOW's 360 degree approach, with the help of latest technology and an expert team, helps a person in understanding how fit his heart is in just 15 minutes. NOW's programs are focused on providing customized solutions as per a person's condition and lifestyle. So it doesn't matter is a person is young or old, a gym freak or a couch potato, NOW motivates and inspires him to get fitness of heart.