



TRANSFORMING INDIA DIAGNOSTICS EVENT

TO BE HELD FROM 1 – 3 DEC 2020

New Delhi; 3rd Nov 2020: The Transforming India Diagnostics Event 2020 (TIDE) is scheduled for 1-3 Dec 2020. Organised by India's leading in-vitro diagnostics organisation – J Mitra & Company, the theme of this 3-day virtual summit - is **Covid, HIV and Celiac**. The summit will drive participation of specialists of the industry, be it from IVD, POCT, Molecular Diagnostics, R&D and end users. Key industry and segment thought leaders are ear-marked to speak and share their insights in a bid to look at ways and means of negating the effects of these extremely havoc-creating diseases. The broader aim of TIDE is to catalyse revolutionary changes in the Indian diagnostics space, by making diagnostics solutions more accessible and affordable for the masses, thereby playing a key role in the government's mission of Swasth Bharat, Shreshth Bharat!

The timing of the Summit is extremely significant – 1st December is World AIDS Day and dedicated to raising awareness of the AIDS pandemic caused by the spread of **HIV** infection; The spread of **corona** is likely to increase due to the festive celebrity and hence the need to re-educate and re-affirm the actionable; and **Celiac** is emerging as a major epidemic for the world, especially the predominantly wheat-eating masses. Roughly, a third of the Indian population is genetically susceptible to develop Celiac disease. In case of all these three diseases – there is currently no known cure or treatment.

The global healthcare focus is shifting from treatment & cure to prevention & early detection.

The world has recognised the need for early warning systems in the healthcare segment – currently for Covid-19. This trend is going to continue for all forms of diagnostics and other diseases in times to come. As the first line of defence against the various diseases, the medical diagnostics industry is likely to herald a sea-change in the manner in which healthcare has been addressed throughout the world. It is going to focus more on proactive initiatives towards detection as opposed to the current practice of reactive-emergency procedures.

Diagnosis of patient has always remained a challenge for the medical fraternity and the quest to know more has benefitted with the development of novel ideas and technologies over the centuries.

The India Diagnostics Summit is a yeoman effort of J Mitra & Company to create awareness among all the stakeholders and understand the concerns and roadblocks in the diagnostics industry, and address the same with new opportunities, state-of-the-art technology and aggressive R&D, thereby empowering the country in its fight against the healthcare catastrophes.

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Registration link: https://zoom.us/webinar/register/WN_BlhKAFijT9eE44f6571iCA

