

Introducing 'Cheeny Kum', India's first organized diabetes care plan

Diabetics can now easily control blood sugar levels and manage their lifestyle to prevent life-altering complications

Mumbai, Maharashtra, September 16, 2009 /India PRwire/ -- 'Cheeny Kum' (which literally means 'less sugar'), a real-time monitoring and comprehensive management program for diabetes is now available in India. Cheeny Kum Plans cover blood sugar monitoring & supplies, medications, lab tests & lifestyle counseling- all made available to you at a pre-fixed cost. The webportal www.cheenykum.com provides a simple and clean interface to monitor and access your sugar levels and diabetic statistics to help you spot dangerous trends and better manage your lifestyle & diabetic health. You can easily input your data via any mobile phone, email or web-browser and access no matter where you are. So whether at home, on the road or in the office, your sugar levels, medications, diet & physical activity are monitored in real-time!

You can then share this information with your doctor, family and friends and even get further motivation, support and advice from our Diabetes Support Team. Also, with Cheeny Kum's doorstep services, there's no need to go anywhere for blood sugar monitoring supplies, medications and tests. "Our goal is to provide all stakeholders, i.e. patients, doctors, authorized healthcare professionals, caregivers and even patients' family members with a simple & easy-to-use solution that maximizes their benefits", says Dr. Ankit Khambhati, the program Director.

It is now well documented that diabetes is increasing globally in epidemic proportions across all age groups. According to WHO, there is an apparent epidemic of diabetes which is strongly related to lifestyle and economic change. Over the next decade the projected number will exceed 200 million. Global prevalence of diabetes will increase from 4% in 1995 to 5.4% 2025. A 42% increase from 51 to 72 million in the developed countries and 170% increase from 84 to 228 million, in the developing countries.

India leads the world with largest number of diabetics. The number of people with diabetes in India currently around 40.9 million and is expected to rise to 69.9 million by 2025 unless urgent preventive steps are taken. An increasing early age of onset of the disease combined with its increasing prevalence is of great concern, because if the epidemic shifts to children, it could have serious consequences on the health of the nation.

A chronic disease like diabetes, if not managed properly, can cause serious problems such as kidney failure, lower limb amputations, blindness, heart disease, strokes and nerve damage. Proper monitoring with real-time patient data is the key to managing the condition and preventing life-altering complications that could be the cause of serious economic burden- both individual & global. So clenched your fist and say 'Cheeny Kum', India's slogan in the fight against diabetes.

For more information, please contact:

Dr. Ankit Khambhati
CEO

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.