



P&G Health in collaboration with the Indian Medical Association commemorates World Diabetes Day with #KnowtheSigns Scientific Conclave

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- Vitamin B Deficiency affects quality of life of ~ 19% of all people with diabetes*

India, 8th November 2023: Ahead of World Diabetes Day (WDD) 2023, P&G Health joined hands with **Indian Medical Association (IMA) for #KnowtheSigns WDD Scientific Conclave**, to bring spotlight on the Signs of Diabetic Peripheral Neuropathy and drive awareness and education amongst health care professionals on its early diagnosis and holistic management. Simulcast to 9 cities, the conclave led by leading Neuropathy Experts and Key Opinion Leaders focused on ‘**Decoding the Signs of Peripheral Neuropathy**’ and was attended by more than 1000 healthcare practitioners from across the country.

Milind Thatte, Managing Director, P&G Health India stated, “As a partner to International Diabetes Federation (IDF), P&G Health is committed to continued efforts to raise awareness on Diabetes and its associated complications including Peripheral Neuropathy and Vitamin B Deficiency. An estimated 1 in 2 Diabetics and 1 in 10 Pre-diabetics are estimated to suffer from Peripheral Neuropathy, while Vitamin B Deficiency affects the quality of life of ~ 19% of all people with diabetes. A key barrier we have recognized is that pre-diabetics and diabetic patients are often unaware of their symptoms, which leads to worsening of symptoms, delay in seeking treatment and a resultant impact on quality of life. We are bringing to life #KnowtheSigns through a digital consumer awareness initiative to help people understand the condition by shedding light on daily struggles and symptoms. Through #KnowtheSigns Scientific conclave, experts from across India came together to deliberate on the growing concern of PN and Vitamin B deficiency, and its diagnoses, treatment, and management. Through our #SeetheSigns Photo Exhibit, HCPs also immersed themselves in an experiential zone into the lives of Neuropathy patients to understand the impact of symptoms on their quality of life. We are also organising Nerve Health Diagnostic camps across India in coming weeks to help consumers #TestTheSigns of Peripheral Neuropathy and Vitamin B Deficiency”

Dr Sharad Kumar Agarwal, National President, IMA added “We are delighted to partner with P&G Health for the accreditation of #KnowtheSigns WDD Scientific Conclave 2023. Research shows that most people with Diabetes are at a risk of developing Diabetic Peripheral Neuropathy (DPN). India being the Diabetic capital of the world, it becomes imperative to have continuous education programs to ensure we, as a community, can work towards the effective management of DPN.”



Dr. Satish Khadiolkar - MD [Medicine], DM [Neurology], DNBE, Dean, Medical Faculty, Professor and Head - Department of Neurology-Bombay Hospital, Institute of Medical Sciences, Mumbai, moderating the event.

With Diabetes Mellitus Type 2 being the leading cause¹ of PN, the increasing prevalence of PN is closely linked to the rise in the number of diabetic patients. Diabetic Peripheral Neuropathy (DPN) is the result of damage to the nerves impacting quality of life of people as they are not able to go about their daily lives as comfortably. Symptoms of PN include numbness, tingling, prickling, and burning sensations in the hands and feet. B

vitamin deficiency and polymedication are other high-risk factors along with diabetes, leading to peripheral nerve damage. Published studies across different countries confirm that up to 80% of patients with PN remain undiagnosed and untreated.



The esteemed panel (from L-R): **Dr. B. M. Makkar** - MD, FIAMS, FICP, FRSSDI, FRCP (Glasg, Edin), FACP, FACE (USA). Renowned Diabetologist Makkar's Diabetes and Obesity Centre, New Delhi. President - RSSDI, Hon. Secy AIAARO, Hon. Secy RSSDI (2017-19); Ex-Chairman - RSSDI Delhi Chapter.;

Dr Vijay Negalur - MD, FICP, FACP, PGDDM (UK), FELLOW OF DIABETES. Co-founder and Medical Director at Dr. Negalur's Diabetes & Thyroid specialities centre. Director of Renuka Hospital for Advanced Diabetic Care. Currently one of the leading teachers in PHFI- (Public Health foundation of India);

Dr. Shashank Joshi - MD, DM, FACP, FACE, FRCP. Consultant Endocrinologist Affiliation: Lilavati, Sir HN RFH, Joshi Clinic. Padmashri, Govt of India 2014. President, Indian Thyroid Society; President, Indian Academy of Diabetes;

Dr. Neeta Shah Mehta - MBBS, MD - Medicine, DM-Neurology. Senior Consultant Neurologist at Bhatia Hospital Nanavati Max Super Specialty Hospital. Founder Life Member - Indian Academy Of Neurology, Founder Life Member and Past President - of the Maharashtra Association of Neurology;

Dr. Shehla Shaikh - D.M (Endocrinology.). M.D. (General Medicine). Consultant Endocrinologist at Saifee Hospital and Reliance Hospital, Mumbai. Principal Investigator in International Clinical Trials -35 Member of Executive Committee, CAD Awarded Top Docs Mumbai by T.O.I group from 2017-2022. Author of international Hajj and Diabetes guidance and IDF-DAR guidelines 2021;

Dr. Sanjay Kalra - MBBS, MD (Medicine), DM (Endocrinology and metabolism). Chairperson, Education Working Group – ISE, Director and Endocrinologist, Bharti Hospital, Karnal, India. President of the South Asian Federation of Endocrine Societies President of the Indian Professional Association for Transgender Health (PATH).

References:

1. Landmann G. *Ars Medici*. 2013;1: 18-21

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