

GE Healthcare launches infant warmer

Our Bureau

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GE Healthcare has launched an affordable warmer and two resuscitation devices for newborns.

These products, designed and made in India, are going to be marketed in Africa and Latin Africa as well.

A significant number of newborns would require some sort of incubation support, the absence of which could be fatal or could cause problems like blindness, according to the company.

But the price of existing equipment and lack of awareness have left many hospitals and nursing homes without such equipment.

CRITICAL NEED

GE Healthcare General Manager (Maternal Infant Care), Rita M. Barksdale, said innovation is critical to address the huge neonatal mortality rate in countries like India.

Lack of oxygen circulation and jaundice are some of the major causes for neonatal morbidity and mortality, she said.

"But these deaths and disabilities could be prevented by using devices such as warmers and resuscitation," she said.

Showcasing the three Lullaby branded products, Ashutosh Banerjee, Director (South Asia, Life Care Solutions) of GE Healthcare India, said these will be available for sale from next month and offered at 20-40 per cent less than those in the market now.

"The total number of units sold in the country is 12-15,000 as against the new births of 2.7 crore a year.

"About 35 per cent of them would require support. This shows the low penetration of devices," he said.

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