Everlasting Bond
Nandivaram - A model labour room

Bringing a life into existence is magical. A woman has been gifted with the power to unveil the magic of life. As joyful as this may sound, the process of labour is strenuous and excruciating. During the moments of pain, a comfortable place and pleasant ambience can help ease the process of labour a little. Phoenix Medical Systems has designed a model labour room with the objective of providing an organized and controlled environment, a soothing, clutter-free room a mother can walk into for the delivery. The room has all the equipment of a modern labour room. It is equipped to tackle any emergency that may arise. It has a delivery bed that can support any natural birthing position (squatting, lithotomy, lateral) of the mother’s choice. It also has a neonatal work station with provisions for keeping the infant warm, an electronic blender resuscitation unit and an SpO₂ monitoring system. Since the sight of medical equipment, accessories and medicines can be daunting for many, everything is stored in drawers on the wall in an aesthetically appealing style. Gas outlets, monitors and electrical sockets with cables have all been moved off the floors and walls - they are mounted on pendants suspended from the ceiling. All the instruments that are used to assist the process of labour are set on a utility cart according to the order and frequency of their use. Thus the organisation of the space enables the doctor and the medical staff to work efficiently, laying out everything they need systematically. The setup is also organised to simplify training activities. The walls and floor are coated with antibacterial paint to minimize the risk of infection. The labour room is designed for implementation of stringent waste disposal, cleaning and infection - prevention techniques in accordance with the latest guidelines for effective sanitation. The modular delivery room provides a relaxed and secured environment in the journey of motherhood. The pleasing colour scheme and pictures on the walls help the mother relax. The staff and officers of the Nandivaram primary health centre are excited about the setup. The project will be functional by November 2018.

Testimonial

“We’ve been using Phoenix nCPAP unit for the past 2 years and it’s simple to use, user friendly and effective. We’ve treated countless babies with the equipment and the performance is excellent.”

Edenwale Hospital, South Africa
Smartcane continues to bag laurels for its simple and efficient design. Having found its place at National Museums Scotland and Cooper Hewitt Smithsonian Design Museum, Smartcane has now entered the doors of Gates Foundation Discovery Center, in Seattle.

The Gates Foundation Discovery Center is a catalyst to educate, inspire and motivate local and global awareness and action. Through exhibits and programmes, the Discovery Center convenes and connects people to relevant topics, stories and resources to inspire action. The cane will be displayed until 19 May 2019 at the ‘Design with the 90%’ exhibition in the Discovery Center. The exhibition highlights the role of design in addressing some of the world’s most critical problems.

Celebrating 60 years of phototherapy

It is fairly common for newborn babies to have mild jaundice, and the condition is usually resolved without any intervention. Sometimes, however, the jaundice is severe, and if it is not treated, it leads to a condition called kernicterus. In this condition, the brain of the baby is damaged by the high levels of bilirubin in the blood. This can result in problems with hearing and vision and intellectual disabilities and cerebral palsy.

Fortunately, the treatment of this condition is simple. It requires exposing the skin of the baby to light, particularly blue light of a particular wavelength. This treatment is called phototherapy.

The treatment for jaundice was discovered in 1956. Since then, this simple treatment has saved millions of babies from the ill effects of kernicterus.

An event was organized in Delhi on 28 July 2018 at India Habitat Centre to celebrate six decades of phototherapy. It was aimed at spreading awareness about the serious effects of kernicterus, the benefits of phototherapy and the health of newborn infants in general.

The Department of Pediatrics of AIIMS, PRESIDE (Pediatric Research and Education Society of India), IndiaNeoDesigns (a non-profit NGO with members from academia and industry that promotes the use of technology in neonatal health) and Stanford University, USA jointly organized a day-long event to commemorate 60 years of phototherapy. Phoenix Medical Systems was the industry partner of the event.

Indigenous innovations in neonatology and maternal health were exhibited. The event provided an opportunity for neonatal professionals, decision makers from the private and government sectors and technologists to have discussions.

A panel discussion in which Prof. V.K. Bhutani, Prof. O.N. Bhakoo, Prof. J.P. Mittal, Prof. Neelam Kler, Prof. V.K. Paul and others participated. A stakeholder meeting with the theme ‘India’s path to becoming a global leader in neonatal health technology’ was also held. There were participants from NITI Ayog, ICMR, DBT, Wellcome Trust, BMGF, academia and industry at the meeting.

A similar event was organized in Chennai on 1 August 2018. The event was organized by the National Neonatology Forum (NNF) in partnership with IndiaNeoDesigns. Among the guest speakers was Dr. Darez Ahmed, Mission Director of National Health Mission (NHM), Dr. Arun Kumar Singh, National Advisor, RBSK, Dr. Kumudha, Child Health Expert Advisor of NHM TN and Dr R Shanmugasundaram, Advisor, Mehta Children Hospital.
We are delighted to announce the opening of an international branch office at Amsterdam. The new branch will help us serve our international customers better. We already have an international office at Johannesburg.

Our third manufacturing plant, in Sriperumbudur, Tamil Nadu, has also begun functioning. It will help us keep pace with the increased demand for our products and continue to deliver them in a timely manner. With wastewater treatment plant and solar panels, the new eco-friendly factory stretches over an area of 2.5 acres. It is the largest neonatal plant in Asia.

We have expanded!

We understand that interaction is vital for success. Our team travelled to a few hospitals in Kolkata, Bangladesh and Nepal to provide training on product usage, maintenance and feedback.

Medical device standardization

There will be Indian standards for a range of medical devices, old and new, soon. Nearly 1000 products are currently being benchmarked. NITI Aayog member V.K. Paul, in his address at a conference held in New Delhi, said the standardization is expected to be completed in the next 2 months.

“We don’t have any Indian standards (for medical devices). As we speak, about 1000 products’ standards are being completed, and the deadline for that is about two months from now.” And, from old devices to new, most of the important devices will carry Indian standardisation from the BIS,” he said.

Source: Times of India