

Jitesh Pandey



Company Information:

URL: www.medblue.in

Key Contact Name: Jitesh Pandey

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Address: CoE Medtech SGPGI

Founded in: 2022

Are you listed on GeM?: No

Do you have HTA data? NO

Team:

Medblue's team consists of experienced professionals with diverse backgrounds in medical device innovation, public health, embedded technology, and business development. They bring together expertise in design, data analytics, research, and clinical practice to drive the development and impact of innovative healthcare solutions. The project is managed by Jitesh Pandey.

Current States:

The company operates from two locations in India

- IIT Hyderabad, R&D Setup
- SGPGI Lucknow, Operations Setup

Company Overview: *Medblue Innovations: Revolutionizing healthcare with affordable and accurate medical devices for neonatal care, improving outcomes for newborns*

Problem: Late detection and treatment of Jaundice in babies leads to BIND in the TIER II and III cities, there no affordable and user-friendly means to identify and refer such babies who are suffering from severe jaundice.

Solution: BiliSURE- affordable and non-invasive devices for accurate measurement of bilirubin levels, enabling timely detection and treatment of neonatal jaundice.

Description of Clinical Need:

80% of the babies are born with Jaundice, at low/ mid resource setting there is no device for the measurement of Jaundice. 15% of those babies require medical attention and if not provided attention on time Jaundice can lead to BIND (bilirubin Induced Neural Disorders). We bring an affordable Non-Invasive Technology to avoid such conditions.

Technology:

The device is affordable and accessible to the Indian market; it takes into account the error causing parameters and delivers accurate results. It is a spectrophotometer that measures various molecules from the skin levels.

Defensibility:

Medblue Innovations has applied for the patent of the stated technology and its applications.

Certifications:

The company has initiated the documentation for regulatory clearances, the expected date for competition is 01-06-2024

Competition:

Direct Competition: Philips Bilicheck, Drager JM 105

Indirect: Lab Analyzers performing LFT

Business Model:

B2G: NHM, NRHM, etc. are in larger volumes, we aim to get a few big-ticket-sized customers.

B2B: Appointment of sales channels

Co Sales Pharma and NGO: Co sales channel with the pharmaceutical chains and NGOs

International Progress: NA

Partnering with Uttar Pradesh:

Medblue Innovations offers affordable diagnostic solutions that can significantly contribute to Uttar Pradesh's healthcare system. By partnering with the state, Medblue can address healthcare challenges and improve accessibility to diagnostics. Uttar Pradesh can support Medblue with growth opportunities and impact in neonatal care. Together, we can enhance healthcare delivery, reduce costs, and ensure widespread access to essential diagnostics, fostering a sustainable and inclusive healthcare ecosystem.