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Health IT 2 Min Read

# ICMR drones blood bag delivery trial successful under its iDrone initiative

During the course of this validation exercise, scientists identified the challenges in the timely delivery of blood and blood products especially in the remote areas and congested metropolitan cities of India and assessed the quality and integrity of fragile bodily fluids such as blood due to the impact of drone's movement.



ETHealthWorld

Updated On May 10, 2023 at 07:40 PM IST



New Delhi: In continuance with the national mission of expanding the drone ecosystem in India, the Indian Council of Medical Research (ICMR), Union Health Ministry successfully conducted a trial run of blood bag delivery by drones under





and LHMC in a visual line of sight.

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LHMC and GIMS are included as centres for supplying blood bags and testing the samples, while IIIT is acting as the implementation centre for drone sorties. The protocol development, study designing, implementation, and coordination of the project are being undertaken by scientists from ICMR headquarters. The drone-based delivery of blood will reduce the time for last-mile deliveries within the country.

Highlighting the significance of the event, Dr Rajiv Bahl, Director General, ICMR emphasised, "This 'i-DRONE' was first used during COVID-19 pandemic by ICMR for distributing vaccines to unreachable areas. Today, we are transporting blood & blood-related products, which are supposed to be kept at a low temperature. After the experiment, we found that not only can we maintain the temperature, but there was also no damage to the products transported. We sent another sample through an ambulance & if there are no differences in the samples sent using the



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He further stated, “Clarity on challenge mapping and identifying the possible solutions can be achieved by developing indigenous capacities in research, and introduction of innovations and technologies in the mainstream.”

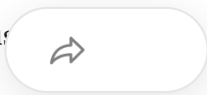
During the course of this validation exercise, scientists identified the challenges in the timely delivery of blood and blood products especially in the remote areas and congested metropolitan cities of India and assessed the quality and integrity of fragile bodily fluids such as blood due to the impact of drone’s movement. The investigators from LHMC, GIMS and IIIT will further conduct drone flights to validate the quality of packed red blood cells, fresh frozen plasma, and platelets in this study. The findings of this study will provide scientific evidence from India for examining the impact of drone transportation on blood products. This study will lead to the development of SOPs for wider applicability and the use of drones for the delivery of blood bags and their components. Additionally, it will provide answers to whether drones shall be used as a method of transportation for temperature-sensitive blood products in remote locations of the country.

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Health IT 1 Min Read

# Doceree partners with Hello Health to strengthen global footprint

The company believes that the partnership will further strengthen its global footprint by giving it access to eight key markets: Vietnam, Indonesia, Malaysia, Cambodia, Myanmar, Singapore, the Philippines, and Taiwan.



ETHealthWorld

Updated On May 10, 2023 at 02:31 PM IST



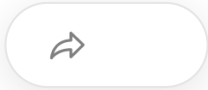


companies by combining the world-class HCP targeting

and reach capabilities of Doceree with Hello Health’s leading patient and consumer reach and engagement solutions, and its strong geographical presence in the South East Asian region.

The partnership further strengthens Doceree’s global footprint by giving it access to eight key markets – Vietnam, Indonesia, Malaysia, Cambodia, Myanmar, Singapore, Philippines and Taiwan.

“We continue to look for innovative partnerships that help us grow our geographical footprint and be at the forefront of programmatic HCP messaging in the pharma marketing category. It is our commitment to empower our partners with the capability of targeting and reaching HCPs effectively across the globe with our deep and innovative technological expertise,” said Harshit Jain MD, Founder & Global CEO - Doceree.





Doceree’s proprietary HCP-identification technology will enable Hello Health to expand its capabilities to target and reach prescribers efficiently within their digital workflow for showcasing them messages from pharma brands.

“As a team, we will unlock the full potential of programmatic messaging and engagement with HCPs in SEA and bring the best ROI to our clients in the new evolving digital healthcare ecosystem,” said Bertrand Sauvageon, CEO, Hello Health Group.

Doceree has been augmenting its technological capabilities and this latest partnership intends to create great value for both companies and their shareholders and lay down a path of success and growth for their respective clients and partners.

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Health IT 2 Min Read

# Health experts 'must raise alarm on AI threats'

AI exploded into the public consciousness last year with ChatGPT, a bot capable of generating tracts of coherent text from short prompts. The health academics pointed to a range of threats, including powerful AI surveillance systems being developed in dozens of countries, killer robots and disinformation.



AFP

Updated On May 10, 2023 at 12:32 PM IST



Paris: Health professionals must warn the world about the dangers of artificial intelligence (AI), a group of academics wrote on Wednesday, as clamours grow for work on the technology to be halted.



The academics wrote in the BMJ Global Health journal that time was



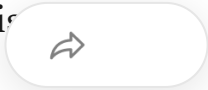
The wild popularity of the bot sparked a race between tech giants like Google and Microsoft to embed AI in everything from spreadsheets to search tools, and prompted investors to pour money into AI startups.

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But the health academics pointed to a range of threats, including powerful AI surveillance systems being developed in dozens of countries, killer robots and disinformation.

For healthcare, they wrote, people with darker skin were at serious risk of harm or reduced care because the datasets used to "train" AI algorithms were often biased.

They argued that "the window of opportunity to avoid serious and potentially existential harms is



The authors, led by Frederik Federspiel of the London School of Hygiene and Tropical Medicine and David McCoy of the United Nations



an analysis piece.

"If AI is to ever fulfil its promise to benefit humanity and society, we must protect democracy, strengthen our public-interest institutions, and dilute power so that there are effective checks and balances."

Concern about the direction of AI research is prompting alarm even among those at the centre of the field.

Earlier this month, computer scientist Geoffrey Hinton, often dubbed "the godfather of AI", quit his job at Google to warn of the "profound risks to society and humanity" of the technology.

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In March, billionaire Elon Musk Tesla carmaker deploys AI systems -- and hundreds of experts called for a pause in AI development to allow time to make sure the technology was safe and properly regulated.

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