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Luye Pharma raises awareness on mental health

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Luye Pharma together with the partners are committed to organizing a series of online and offline lectures



China headquartered Luye Pharma Group held a special signing ceremony as part of the "We Care About Mental Health" initiative, marking the start of three new strategic partnerships across the region. As part of the initiative, Luye Pharma granted Alvogen Korea Co. Ltd. (Alvogen Korea), Zuellig Pharma Ltd. (Zuellig Pharma) and DKSH (Thailand) Ltd. (DKSH) exclusive distribution and marketing rights to Seroquel® (quetiapine fumarate, immediate release) and Seroquel XR® (extended release formulation) in their respective regions of South Korea, Hong Kong and Thailand.

Following the signing, the parties came together to issue a call for action as part of the "We Care About Mental Health" initiative, raising awareness and supporting patients, physicians and health systems in overcoming the huge unmet needs. This is especially timely against the challenging backdrop of the COVID-19 pandemic.

"We Care About Mental Health" is an initiative designed to raise awareness of the importance of mental health issues faced by society today, and intended to reach participants across multiple regions.

Luye Pharma together with the partners are committed to organizing a series of online and offline lectures hosted by experts in the field of mental health, helping to educate the public and further raise awareness of matters related to mental illness.

Image caption- Upper left to right: Dr. Yehong Zhang, President of Luye Pharma (International); Justin Lee, Country Manager of Alvogen Korea; Lower left to right: Andi Umbricht, Chief Executive of Zuellig Pharma Hong Kong & Macau; Bijay Singh, Global Head of Business Unit Healthcare of DKSH