

Biolog-id launches regional office for blood component monitoring in New Delhi, India

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Leverages solutions to compliments India's demand for improved blood product supply management, healthcare cost control, and enhanced patient safety during the transfusion process



Biolog-id, a global service provider of connected healthcare solutions, announce on June 4, 2021 the opening of a registered office in the capital city of India, New Delhi. By creating this hub, biolog-id is willing to support more efficiently its clients and distributors while increasing its sales forces.

India is one of those countries where the level of requirement in terms of traceability of sensitive therapeutic products is extremely high. For several years, Indian public and private medical institutes have confirmed their interest in biolog-id's solution; implemented in the country since 2019, Biolog Transfusion Solution has been adopted by some of the most renowned establishments. Fortified by these successes, biolog-id's unique technologies are increasingly in demand by Indian customers who are committed to improving blood product supply management, controlling healthcare costs, and for the patient, enhancing safety during the transfusion process.

"Through the different installations, biolog-id has proved its expertise in the region for tracing, tracking, and monitoring the blood components," declares Bruno Chappert, CEO of biolog-id. "In the light of the growing demand, it was required to establish a permanent presence to address this sizeable market that is India."

"Our Indian customers are looking for a quality, reliable and flexible partner that can help them achieve their digital transformation of the blood supply chain," says Deepak Singh, Managing Director of biolog-id India. "Through this strategic implementation and investments in India that is poised for growth, we're building a strong team of world class talents to stay in close contact with our customers, improve experiences, and provide timely support."

Present in 14 countries all over the world, this announcement consolidates biolog-id's legitimacy in the country and adds to the current subsidiaries' offices already in place in Europe, the USA, and Australia.