

GE launches system to treat infant jaundice

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Bangalore: Wipro GE Healthcare, GE Healthcare's business arm in India, introduced its Lullaby LED Phototherapy System to address the challenges in the neo-natal segment. The Lullaby LED PT, developed at the GE India Technology Center, is designed to offer safe, efficient and easy phototherapy to treat infants with hyperbilirubinemia (neonatal jaundice), a condition caused when there is too much bilirubin in the blood.

The Lullaby LED PT has been designed to tackle the widespread problem of neonatal jaundice, occurring in about 60 percent of term babies and 80 percent of pre-term infants. If untreated, elevated jaundice has the potential for neurotoxic effects and kernicterus, causing irreversible brain damage. Most common problems of neonatal jaundice can be cured using phototherapy, a shining blue light at the baby.

The Lullaby LED Phototherapy system utilizes LED technology to reduce power consumption as well as overall replacement costs to achieve up to 80 percent energy savings and a 50x extended bulb life, making it one of the most affordable phototherapy system.

This product has also been chosen by the Federation of Indian Chambers of Commerce and Industry (FICCI) as the best innovation in 2012 and has been awarded the Healthcare Excellence Award from amongst 120 innovations from India. This recognition reiterates GE Healthcare's 'In India, for India' vision to make healthcare affordable and accessible.