



Bhaichung Bhutia in Kolkata to share his own experience on how to manage knee-osteoarthritis

-An estimated one-third of the population of Kolkata suffers from knee osteoarthritis

-Partners with Sanofi India's 'Steps that Count' initiative to appeal to younger arthritis patients (30-55 years age) to get a timely diagnosis, check with doctors to explore viscosupplementation as a treatment solution

Kolkata, February 28, 2015: Bhaichung Bhutia, former captain of India's football team, joined healthcare major Sanofi India's 'Steps that Count' initiative to raise awareness on knee osteoarthritis in the city today. The initiative encourages patients to live well with osteoarthritis by following the **three** important steps of **Talk- Control- Exercise**.

According to **Dr. M.S. Ghosh, Senior Orthopedic Consultant at Kothari Medical and Research Institute, Kolkata**, "Knee osteoarthritis is increasingly striking people at a younger age today. The condition which was commonly known to affect the elderly is now seen as a rising cause of worry amongst the young population in their 40s, limiting their daily activities. Sedentary lifestyle, rising obesity, Vitamin-D deficiency and poor dietary habits are all contributory factors for the early onset of knee osteoarthritis."

"The typical symptoms of knee arthritis are knee pain, swelling, pain while walking, climbing stairs. Currently, 80% of people between the ages of 30-55 years have some degree of movement limitation and 25% have disabling pain restricting their routine activities", added **Dr. Ghosh**

India has the second largest osteoarthritis patient base in the world, affecting more than 15 million people, with women forming a large portion of this population.² Of all the joints, osteoarthritis of the knee joint is the most common as it is vulnerable to wear and tear. If not treated appropriately at the right time the condition can lead to disability and a reduced quality of life.

Speaking on the occasion **Dr. Senthilnathan Mohanasundaram, Director - Medical Affairs, Sanofi India** stated, "We are delighted to have Bhaichung Bhutia share his learnings and experiences of dealing with knee osteoarthritis. Few people take the precautions necessary to prevent this condition. We conceptualized 'Steps that Count' program to raise awareness for timely intervention, appropriate treatment and the need for an active lifestyle. Bhaichung's personal experience with viscosupplementation will motivate patients to explore this treatment option with their specialists."

Traditionally, knee-osteoarthritis patients have been dependent on strong painkillers for temporary relief and when the condition worsened knee replacement surgery was the only option. But single shot

Factoids

- An estimated one-third ¹of the population of Kolkata suffers from knee osteoarthritis
- Increasing number of youth today are getting diagnosed with knee osteoarthritis due to the changing lifestyles
- Women are more likely to develop knee osteoarthritis at an early age than men
- Over-use of wrong footwear especially high heels contributes to the early onset of the condition



viscosupplementation has far-reaching benefits as it can relieve knee pain, increase mobility to a large extent and prevent indiscriminate use of painkillers.

Dr. Kanchan Bhattacharyya, Consultant at Calcutta Medical Research Institute and AMRI Hospital, Kolkata commented, "Viscosupplementation involves injecting a fluid into the joint which mimics the natural synovial fluid and helps lubricate and cushion the diseased joint³. This makes it an effective option for young active individuals to maintain their active lifestyles. This is supported by the recently published OASIS (Osteoarthritis Synvisc One™ Indian Post Marketing Study) which concluded that viscosupplementation with Synvisc One™ was well tolerated and effective in reducing knee pain in an osteoarthritis patient with a significant long-term (1 year) improvement of outcomes⁴".

While sharing his experience **Bhaichung Bhutia** stated, "Timely intervention and the right treatment has helped me manage knee osteoarthritis effectively, which is an extremely painful condition and can impact many of the things we take for granted, such as walking, climbing stairs or sports. My doctor intervened at the right time and suggested viscosupplementation with Synvisc One™⁵ which helped me maintain my active lifestyle. This simple treatment has today enabled me to live well with knee osteoarthritis and to continue to do the things I enjoy-- foremost among them being playing football."

Viscosupplementation usually does not have any side effects such as those associated with steroids and painkillers, and seeking timely treatment from their doctors can help patients keep their joints healthy.

References:

1. <http://www.ioaconagra.org/images/192/IOACONINPUTS/studyreport.pdf> accessed on 23/02/2015
2. <http://archive.indianexpress.com/news/new-pain-relief-therapy-for-kneeosteoarthritispatients/605646/> accessed on 08/10/2014
3. Wang Y et al. Effects of Hylan G-F 20 supplementation on cartilage preservation detected by magnetic resonance imaging in osteoarthritis of the knee: a two-year single-blind clinical trial. *BMC Musculoskelet Disord.* 2011 Aug 24;12:195.
4. Pal S et al. Long-Term (1-Year) Safety and Efficacy of a Single 6-mL Injection of Hylan G-F 20 in Indian Patients with Symptomatic Knee Osteoarthritis. *Open Rheumatol J*, 2014; 8: 54-68
5. Synvisc One™ is a product of Sanofi- Synthelabo (India) Limited.

About Sanofi

Sanofi, a global healthcare leader, discovers, develops and distributes therapeutic solutions focused on patients' needs. Sanofi has core strengths in the field of healthcare with seven growth platforms: diabetes solutions, human vaccines, innovative drugs, consumer healthcare, emerging markets, animal health and the new Genzyme. Sanofi is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

In India, Sanofi is present since 1956.

MEDIA RELEASE



Sanofi India Media Contact:

Ruchita MEHRA

Head – Communications (Corporate & Pharma Ops)

Tel.: + (91) 22 2827 8233

ruchita.mehra@sanofi.com

Heeral D'Costa

Senior Manager - Communications

Tel.: + (91) 22 2827 8032

Heeral.dcosta@sanofi.com