

CASE STUDY

NEBBUDDY – Empowering Patients Through Guided Nebulization Support

Objective

Nebulization is a key method for delivering medication to patients with chronic respiratory conditions such as asthma, COPD, and cystic fibrosis. Its effectiveness depends on correct usage, yet many patients struggle with the steps involved, often leading to inconsistent outcomes. JB Pharma introduced NEBBUDDY, a virtual support tool that provides clear, language-specific guidance to help patients follow proper nebulization practices and manage their treatment independently.

Key Outcome and Impact

Over three lakh patients have benefitted from NEBBUDDY. The tool offers round-the-clock digital access to video instructions in eleven regional languages, guiding users through setup, use, and cleaning of the nebulizer. It is made accessible through QR code stickers placed on prescriptions, allowing patients to view personalised support based on their preferred language. This has helped improve understanding of the treatment process, particularly among elderly individuals and those in rural areas, where in-person support may not always be available. It has also strengthened the way healthcare professionals deliver instructions by offering a consistent and easy-to-follow resource.

Conclusion

NEBBUDDY reflects JB Pharma's effort to improve treatment adherence in respiratory care through practical digital solutions. By offering 24x7 access to simple and reliable guidance, the initiative supports better disease management and encourages confident, independent care among patients.