Healthcare practitioners are faced with numerous diagnostic challenges, since many diseases of infectious etiology mimic IBD in their presentation.1

A study conducted in India confirms a median diagnostic delay of at least 2 years in IBD patients.2

World IBD Day is observed on 19 May each year and unites people worldwide in their fight against Crohn’s disease and Ulcerative Colitis, known as Inflammatory Bowel Diseases.

Observation of World IBD Day aims at starting a dialogue among healthcare practitioners around the world on physical and psychological impact of the disease on patients.

World IBD Day also provides an opportunity to revisit the importance of appropriate diagnosis, referral and treatment in improving the quality of life of patients with IBD.

IBD affects five million people worldwide, with an estimated 1.4 million patients in India.3,4

There is no cure, no known cause, and little public understanding of the pain and chronic suffering with which IBD patients courageously cope every day of their lives.

The current scenario of IBD calls for a holistic solution capable of enhancing processes in this specialty area, to get a deeper understanding of factors such as,