

Fujifilm India organizes breast cancer conference

14 December 2018 | News

Knowledge transfer on how technology has redefined the way to treat breast cancer.



Reinforcing its commitment towards being a socially responsible brand, Fujifilm India Pvt Ltd, a leader in the development and application of imaging and information innovations to healthcare technologies conducts **Amulet- TAB (Together Against Breast Cancer)** that aims to trigger behavioral change and to build awareness on the fact that early detection of breast cancer can increase the rate of survival.

The event witnessed an ensemble of eminent doctors from Mumbai, Delhi, Hyderabad, Bangalore, Aurangabad, Cochin, Shimla and Kolkata. The two-day conference acted as an interface to enable an intellectual session focused on the following topics: Breast cancer in India, Future of imaging, role of Artificial intelligence and journey of hope. It also brings together experts from the Healthcare industry as well as breast cancer survivors.

Over the years, the number of cancer cases has risen dangerously. As per WHO estimates, in India 1 per 50,000 women are diagnosed with breast cancer every year. This number is expected to rise to more than 2 per 50,000 cases a year by 2030. Out of every 2 women newly diagnosed with breast cancer in India, one woman dies. The biggest reason for these deaths is lack of awareness and ignorance because most patients reach the doctor when the cancer has already reached the last stage.

Mammography is the most powerful breast cancer detection tool. Mammograms don't prevent breast cancer, but they can save lives by finding breast cancers as early as possible. According to a report by WHO, Mammograms have been shown to reduce breast cancer mortality by around 20% in women by early detection. Modern day digital mammography machines with tomosynthesis such as the Fujifilm's 50 Micron digital Mammography – Amulet Innovality are able to detect cancers early and involve very little radiation, even less than a standard chest X ray. In future, digital mammography will become more and more common. Most oncologists agree that breast screening mammography should start at the age of 40 and earlier in patients with high risks like genetic predisposition (BRCA 1 & BRCA 2 antigen positive) and those with strong family history.

Commenting on the occasion, MASAHIRO OTA, Corporate Vice President of Fujifilm Corporation & Managing Director of Fujifilm Asia Pacific said, "Breast cancer is the number one cancer that affects women. Since early detection is key to improve survival rates, we are bringing innovative solutions such as digital mammography to help women detect the

disease early. I am very proud and pleased to say that as of now we have more than **3,400** happy users of our digital mammography across the world, among them **26** installations are in India. We are also making efforts to create awareness among women on breast cancer and promoting campaigns such as the Pink Ribbon to promote the early discovery of breast cancer.”

“We need a holistic, comprehensive and life-course approach to improve women healthcare. We will continue to drive ourselves for better healthcare as we are committed to improve women healthcare. We are entering in an era of “AI” and “IOT,” and Fujifilm is already working together with Japan’s top doctors to improve diagnosis with the latest technology and help the patients and the community.” **He added.**

“In the past 2-3 years, Fujifilm India touched lives by initiating health check-ups across cities in India, especially in remote areas and associations with hospitals to drive awareness around early detection of breast cancer. We believe in enabling doctors with next generation technology that allows them to go beyond conventional knowledge, which can help save lives and encourage patients to become more engaged in their own care. Mammography machine helps in providing advance treatments attuned to every patient’s need. I believe that such associations and exchange of technology is a critical step forward towards building a vibrant and healthy India.” **said Haruto Iwata, Managing Director, Fujifilm India.**