



Sterling Accuris Diagnostics puts focus on preventive healthcare

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Creates awareness about Preventive Health Check-up with its unique campaign

Gujarat based Sterling Accuris Diagnostics, a front-runner in world-class diagnostic services in Western India, has launched a campaign entitled #BimariBolkeNahiAati to create awareness about regular preventive health check-ups among masses.

Commenting on this new campaign, Mr. Rajiv Sharma, CEO & Managing Director, Sterling Accuris Diagnostics mentioned, "For the last 5 years, we have been aggressively working around our core philosophy – Accurate, Reliable and Advanced. We are committed to providing accurate, reliable and advanced pathology services to our patients. Taking this forward, we have launched our first branded content film #BimariBolkeNahiAati."

#BimariBolkeNahiAati the intention is to highlight the importance of regular preventive check-up in today's fast-paced world where chronic diseases have become a common phenomenon. The good part is that millennials are now more aware and concerned about themselves and their family members; they completely understand that timely checkups and proper treatment improve the quality of life which eventually reduce the stress and financial instability.