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# Fujifilm India focuses on early detection of breast cancer in Meerut

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**Partners with Dr. O.P. Gupta Imaging Centre**



Fujifilm India with Dr OP Gupta Imaging Center, Meerut, recently organised a programme to raise awareness about the early detection of breast cancer. As part of the partnership with the centre, Fujifilm India has installed its cutting-edge Amulet Innovality, a highly advanced breast cancer diagnostic tool which enables women to experience early detection of breast cancer.

The company held a seminar addressing the main problems and potential solutions in digital mammography breast imaging while also highlighting the clinical relevance of technology.

In India, breast cancer cases are on the rise. The country has the sixth highest breast cancer rates in Asia and the tenth highest in the world compared to other population registries. One in 22 women get breast cancer at some point in their lifetime. Despite the innovations in treatment, the risks associated with breast cancer continue to rise. The biggest reason for this is lack of awareness amongst patients, and only reaching the doctor during their last stage of the disease. Understanding this problem, Fujifilm strives to educate people and take the early detection technology across India to save lives.