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Fujifilm spreads awareness about early detection of breast cancer in Bhubaneshwar

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In Bhubaneshwar, Fujifilmâ??s Full Field Digital Mammography machines are installed at NIDAN Diagnostic



Fujifilm India hosted an event to raise awareness about the early detection of breast cancer in Bhubaneshwar, Odisha.

As part of the event, Fujifilm addressed key problems and potential solutions in digital mammography breast imaging while also highlighting the clinical relevance of the technology. Fujifilm has installed its cutting-edge AMULET Innovality, a highly advanced breast cancer diagnostic tool with contrast enhanced digital mammography (CEDM) technology at NIDAN Diagnostic which enables women to diagnose breast cancer at an early stage.

Breast cancer is one of the most prevalent and fatal forms of cancer. Government data shows that, on average, nearly four out of ten women diagnosed with breast cancer succumbed to the disease in India in 2020. As per the 2020 National Cancer Registry Program Report, the number is expected to rise to more than 2.3 lakh cases in 2025.

Despite the advancements in treatment, the risks associated with breast cancer continue to rise. The primary reason for this is lack of awareness amongst patients and only reaching the doctor during their last stages of the disease. Understanding this problem, Fujifilm strives to educate people and take the early detection technology across India to save lives.