

## Suburban Diagnostics launches Unburden Your Health Campaign

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**#UnburdenHealthcare is a clinician centric extension of the same campaign. This will provide a platform for the medical fraternity to get involved with Suburban Diagnostics, to work towards the overall betterment of healthcare in the country, raise awareness among patients about various disorders and their preventive and remedial measures; thus again contributing towards reducing the burden of diseases on India's healthcare ecosystem.**



Suburban Diagnostics, a front-runner in world class diagnostic services which is headed by Dr. Sanjay Arora, who is an alumnus of the Grant Medical College, Mumbai has launched a campaign entitled #Unburden Your Health to reduce the burden of disease in society by making the masses aware about various health related problems and by stressing upon the importance of undergoing periodic and regular preventive health check-ups.

This will help to keep a close eye on one's health and catch any silent developing disorders at an early stage, so as to ensure they don't grow into unmanageable or complicated diseases.

Commenting on this new campaign, Dr. Sanjay Arora, Managing Director of Suburban Diagnostics opined that "For the last 25 years of our existence, being patient centric and taking a proactive rather than reactive approach to healthcare has been ingrained in our DNA. 'Don't do a test only after you fall ill, do a test not to fall ill' has been our mantra of preventive healthcare."

Through #UnburdenYourHealth the intention is to impress upon patients and healthy individuals that unburdening one's health, translates into unburdening the entire family and then society at large, from the avoidable and preventable burden of disease.

In today's fast paced world, health and fitness can take a major beating given the kind of sedentary lifestyle and stress we undergo. Be it a homemaker, a student, a laborer, a maid or a corporate employee - we all have our own stressors and our own coping mechanisms which may not always be healthy.

Smoking, alcoholism, tobacco use, junk food, sugar cravings, excessive consumption of caffeinated beverages, aerated drinks, absence of physical exercise, anxiety and sleep deprivation have become the order of the day.

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Physicians today, because of the reactive nature of our healthcare, are also faced with treating rather than preventing. Via #UnburdenHealthcare and Suburban Diagnostics' preventive health check-ups, the company wishes to reverse the

healthcare cycle, where patients will visit physicians to remain healthy and not just for treatment.