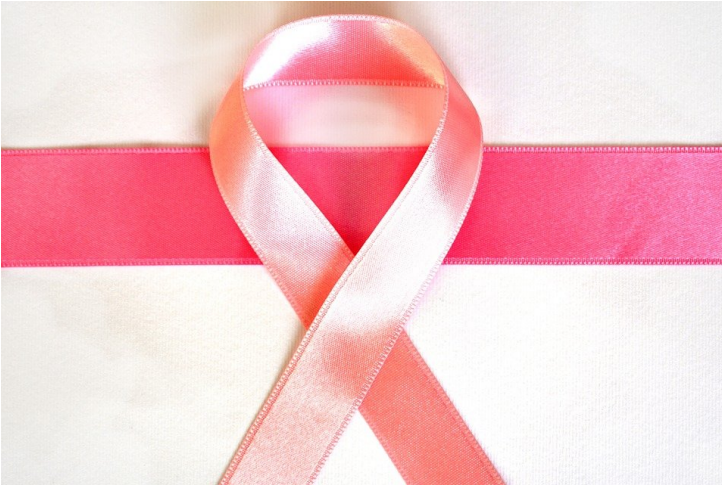


The CK Birla Hospital for Women launches The Breast Centre

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Gurugram's first and one of India's most comprehensive breast health facility



The CK Birla Hospital for Women has announced the launch of one of India's most comprehensive breast health facilities, 'The Breast Centre' in Gurugram. It offers a full spectrum of breast health services including prevention & genomics, screening (breast exams, ultrasound and mammogram) breast surgeries, breast reconstruction and conservation, chemotherapy and post-treatment support in the form of rehabilitation and counselling services.

The hospital has also partnered with the National Association for the Blind (NAB) to offer a unique breast screening technique - Medical Tactile Examination which uses the highly developed sense of touch of blind women in the early detection of any abnormalities which could be indicative of breast cancer. With this, the hospital becomes the only hospital in Gurugram to offer this unique service.

Breast cancer is the number one cancer among Indian women and accounts for 14% of all cancers in women. In urban areas, 1 in 22 women is likely to develop breast cancer during her lifetime. Out of these women 1 in 2 may not survive making the outlook even more bleak. It is believed that one of the biggest reasons for the high mortality rate is the late diagnosis which is primarily due to lack of awareness and the absence of a proper breast cancer screening programme.

The CK Birla Hospital for Women has developed a very comprehensive programme for breast cancer prevention and screening. Under the programme, it is offering a free comprehensive breast cancer screening package worth Rs 5000. The package includes a clinical breast examination, a radiology screening in the form of an Ultrasound or Mammogram depending on the age and risk factor of the woman and a consultation with a breast specialist. This will not just help in the early breast cancer detection but also aims to identify women who are at high risk of developing breast cancer so that they can make lifestyle modifications and take the necessary medical guidance to tackle the issue.

Speaking on the launch Avanti Birla, Promoter, the CK Birla Hospital for Women said, "The rising incidence of breast cancer is a reality and early detection is key to the successful cure and treatment of breast cancer. Our Breast Centre provides all screenings as well as treatments for Breast Cancer that are available anywhere globally."