

## Bayer launches nationwide campaign 'Preserve The Uterus'

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### Collaborates with FOGSI and IHW



Ahead of the hysterectomy awareness month that is observed in May, Bayer launched a nationwide campaign called 'Preserve The Uterus' to raise awareness among women and educate healthcare practitioners about the vital reproductive organ and the diseases that impact it to avoid an untimely or unjustified hysterectomy.

The nationwide campaign will be implemented in partnership with the Federation of Obstetric and Gynaecological Societies of India (FOGSI) and the Integrated Health & Wellbeing (IHW) Council, India's leading not-for-profit health awareness institution.

Bayer has already reached 3800+ practitioners through HCP education initiatives to raise awareness about gynaecological diseases and modern methods of management. This was achieved by organising 35 physical meets (Tier 2) & 20+ Digital meetings (Tier 1+ Tier 2). Bayer has also educated and upskilled PG students via a training programme on the same

The campaign involves a multipronged approach to drive awareness, education and capacity building to support a favourable policy and regulatory environment for this issue among the target audience. through digital and conventional media outreach in multiple Indian languages and extensive yearlong sensitisation and upskilling workshops with medical practitioners across the country via virtual and physical meetings. Bayer will also partner with various state governments to reduce the economic burden posed due to hysterectomy.