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MSD Pharma, Smile Foundation launch mobile medical units in UP

13 July 2022 | News

Three Smile on Wheels Mobile Medical Units will be launched in Balrampur, Chandauli and Varanasi in Uttar Pradesh



MSD Pharmaceuticals and Smile Foundation announced the launch of three Smile on Wheels Mobile Medical Units in the districts of Balrampur, Chandauli and Varanasi in Uttar Pradesh.

Through the partnership, MSD Pharmaceuticals will fund three Smile on Wheels mobile medical units, that will provide primary healthcare services for underprivileged citizens in and around the three districts of Uttar Pradesh, under its CSR programme in India.

The programme aims to address the primary healthcare needs of 10 lakh people in Uttar Pradesh. The primary care services would be provided through enhanced technologies at the doorstep, thereby sharing the load of government health facilities and delivery of quality healthcare.

The Smile on Wheels programme sends well-equipped mobile medical units, along with specialised doctors, nurses, medical staff, and medicines to villages and underserved communities to provide crucial access to healthcare services.

The objective of the programme is to ensure improved healthcare services reach the doorsteps of people residing in unserved or underserved areas.