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Fujifilm launches next phase of early TB diagnosis campaign in Kerala

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The campaign will focus on providing doorstep TB screening services to facilitate diagnosis



Fujifilm India has launched the second phase of its campaign on tuberculosis- TB “NEVER STOP: SCREENING TO REDUCE DIAGNOSTIC DELAYS” in Waynad, Kerala. The second phase of this campaign aims to increase awareness of TB as a curable disease and promote screening and early diagnosis among tea sector workers, difficult to reach the population in rural and urban areas including the tribal population.

Under the campaign, Fujifilm India will support three mobile handheld X-ray machines and implementation of the project in community settings. Apart from symptomatic screening, Fujifilm would be providing nutrition support to identified TB patients in Waynad district.

Fujifilm aims to reach more than 5 million people and screen around 30,000 of them by using handheld X-ray machines. The project will also facilitate TB testing of identified presumptive cases.

In association with International Union Against TB and Lung Disease (The Union), the project aims to demonstrate a model for promoting early diagnosis of TB by utilising newer solutions in community settings. Through the campaign, Fujifilm will be offering door-to-door awareness on TB and provide mobile digital X-ray services along with Qure.ai’s computed aided radiology software application designed with deep-learning for the intervention.