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Fujifilm India partners with GVN Hospital for early detection of gastrointestinal cancer

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To provide cost-free screenings for early-stage gastrointestinal cancer to underprivileged patients in smaller cities and underserved areas



Fujifilm India has announced its partnership with GVN Hospital, Trichy to introduce a groundbreaking mobile endoscopy unit called Endo Bus, revolutionising the early detection of gastrointestinal (GI) cancer across India.

Starting from December 11, the primary focus of this philanthropic initiative is to facilitate free screening of early-stage GI cancers for economically disadvantaged patients in smaller cities and underserved regions. It will ensure that vital healthcare services are accessible to those in need, irrespective of their socio-economic status or geographical location.

Endoscopy is vital for diagnosing gastrointestinal related cancers. The procedure uses an endoscope, a tiny camera on a flexible tube, to check the GI tract by inserting it either through the mouth to see the upper part (esophagus and stomach) or through the anus to examine the lower part (large intestine & small intestines). However, underserved communities face hurdles in availing the benefit of this crucial procedure due to poor endoscopic infrastructure, lack of skilled staff, financial constraints and geographic barriers.

With the mobile endoscopy system provided by Fujifilm India in the Endobus, doctors will be able to perform GI endoscopy and colonoscopy using Flexible spectral Imaging Color Enhancement (FICE) technology as part of the screening and it will help in early detection of suspicious lesions.

Once the patients with suspected lesions are screened, at the remote location; they will be moved to GVN hospitals for advanced diagnosis using linked colour imaging (LCI) and blue laser imaging (BLI) technology.