

## **Lifeline Hospital Jebel Ali Rolls-out Month-Long Cancer Screening Program**

- *Extends Special AED250 Screening Package*

**Dubai-UAE: 9 February, 2015** – Lifeline Healthcare Group, a Dubai-based pioneering healthcare organization, is hosting a month-long cancer screening and awareness program as part of its commitment to shaping healthier communities.

The month-long initiative that began on February 4 provides residents of the UAE with health checks and consultation. The program includes seminars and workshops to raise awareness on a variety of cancers, their prevention and management.

The clinical examinations include monitoring vital signs, blood and stool assessments, as well as blood screening for prostate-specific antigen (PSA) for men and conventional pap smear for women. The patient's family history and lifestyle is extensively assessed during consultation and precautionary measures recommended if required.

Advet Bhambhani, Executive Chairman, Lifeline Healthcare Group, said: "One of the main challenges the region faces is delayed diagnosis. Community screening programs encourage people to benefit from the complimentary checks and consultation. However, we have noticed that such initiatives barely draw significant participation. The launch of our cancer screening program articulates Lifeline Healthcare's efforts to address this gap."

He added: "The Middle East is set to witness a surge in cancer incidences over the next decade, leading to 181% rise in mortality by 2019. Research attributes this rise to adverse lifestyle habits. Eliminating cancer as one of the leading causes of death in the region is a critical priority for us at Lifeline Healthcare. Our month-long special cancer screening tests aim to educate the local community on how diseases if detected at an early stage can easily be avoided."

As part of its outreach, the Group is developing four DUA centers in Sonapur, Jebel Ali, Al Quoz and International City. The centres are designed to provide quality and affordable healthcare to blue-collared workers in the UAE. Lifeline Healthcare Group additionally runs the only dedicated doctor-on-call service in the UAE, 800 DOCTOR and the Lifeline Ambulance fleet to support emergency medical needs in the New-Dubai community.

Lifeline Healthcare is among the most highly reputed healthcare organizations in the country since 1996. Through its concepts, Lifeline Hospital - Jebel Ali and two Lifeline Medical Centres at JBR and Bur Dubai – the Group has dedicated itself to providing quality medical care to the community in the UAE. Lifeline Healthcare Group articulates this priority through hosting community-driven events and health camps.