

Basvatarakam Hospital to promote early cancer detection among women

PNS IN HYDERABAD

CriticalRiver, a global provider of digital and technology consulting services, announced a partnership with Basvatarakam Indo American Cancer Hospital, in line with Women's Day 2024, towards uplifting rural women's health. They have identified Cancer awareness as a central theme with critical importance. Calling for action in line with this mission, CriticalRiver has undertaken this cancer awareness project in partnership with Basvatarakam Indo American Cancer Hospital.

In a critical move to supplement cancer awareness, CriticalRiver has made a donation of Rs 20 lakh to Basvatarakam Indo American Cancer Hospital, dedicated to

organising cancer screening programmes across rural areas in Telangana. This initiative represents a significant stride towards expanding healthcare accessibility to women in underprivileged communities.

The programme designed to address the unique healthcare needs of rural women, offering educational sessions to enhance cancer awareness and also facilitates access to advanced diagnostic services such as Pap smear tests, mammography as well as ultrasounds. The initiative targeted villages based on critical factors such as population density, cancer prevalence, socio-economic status and healthcare accessibility aiming to reach the most under reserved communities and make a meaningful difference in their lives.