

## Note

### Public Relation

On **14.11.2024**, ESIC Hospital Bareilly inaugurated a dedicated **Oral Cancer Detection & Tobacco Cessation Clinic** aimed at providing comprehensive screening and early detection services for oral cancer & Tobacco Cessation Clinic for specially insured persons (IPs) and beneficiaries as well as for others also. This new facility is part of ESICH's commitment to enhance preventive healthcare and addressing critical health issues within the community.

To raise awareness among IPs about the importance of early cancer detection, a Nukkad Natak (street play) by hospital staffs and health talk by specialists were also organized. This engaging performance highlighted key messages about the risks, symptoms, and need for timely check-ups, encouraging the IPs and beneficiaries to take proactive steps toward their health. The clinic will be run by Community Medicine specialist (In-charge), ENT specialist and dental surgeons.

Furthermore, Dr Goutam Chakraborty, M.S., ESIC Hospital Bareilly announced the upcoming inauguration of a Breast Cancer Screening Clinic and Female Genital Organ Cancer Screening Centre, scheduled to open next month. This new clinic will provide early detection services for breast cancer, helping to improve health outcomes by identifying potential issues at an early treatable stage.

These initiatives reflect ESIC Hospital Bareilly's ongoing efforts to expand its healthcare services, justifying the optimum utilization of available resources with focus on both prevention and early intervention to better serve the needs of everyone.

