

# Newsletter

# DOCTORS FOR YOU

NOV, 2024

## Improving Healthcare Access in Tamil Nadu and Puducherry

Supported by *HDFC ERGO*



HDFC ERGO has unveiled a new healthcare project aimed at improving access and quality of healthcare services for underserved communities in Tamil Nadu and Puducherry. The initiative focuses on three key areas:

1. Cancer Screening and Awareness
  - Covering 33 districts to address breast and cervical cancer.
  - Organizing awareness camps to educate women on early detection.
  - Providing screenings and referrals to tertiary care hospitals for advanced treatment.
2. Mobile Medical Units (MMUs)
  - Delivering healthcare across 26 blocks in Tiruvallur, Kanchipuram, and Ranipet.
  - Services include general health check-ups, antenatal care, NCD management, and TB screenings.
  - Bringing healthcare directly to remote and underserved populations.
3. Infrastructure Upgradation
  - Upgrading government healthcare facilities in Krishnagiri, Virudhunagar, and Dharmapuri.
  - Renovations include solar panels, medical equipment, and nursing stations.

This initiative demonstrates HDFC ERGO's commitment to improving healthcare access for underserved communities.

## Enhancing Bone Health with the New DEXA Scan Facility

Supported by *United Way Mumbai*



Doctors For You (DFY) is proud to announce the inauguration of a state-of-the-art DEXA (Dual-Energy X-ray Absorptiometry) scan facility at VMMC & Safdarjung Hospital. This advanced diagnostic tool is designed to measure bone density and detect conditions like osteoporosis and fractures with precision and reliability. Highlights of the DEXA Scan Facility: Cutting-Edge Technology: Delivers highly accurate bone density assessments. Comfortable Experience: Provides a quick and painless, non-invasive procedure. Proactive Healthcare: Enables early detection of bone-related conditions, preventing severe complications. Personalized Treatment: Facilitates the development of tailored care plans for better outcomes.

- Inauguration Details: Date: 4 December 2024
- Venue: VMMC & Safdarjung Hospital

This initiative reaffirms DFY's commitment to improving patient care through early diagnosis, precise treatment, and innovative healthcare solutions. The facility is a significant step toward empowering communities with better bone health and overall well-being.

# World Diabetes Day 2024: Breaking Barriers, Bridging Gaps

*Supported by Pfizer*



World Diabetes Day 2024, celebrated on November 14, carried the theme “Breaking Barriers, Bridging Gaps,” emphasizing the need for inclusive and equitable diabetes care globally. To support this mission, Doctors For You (DFY) conducted awareness sessions across 10 centers, benefiting 471 individuals (221 males and 250 females). The initiative aimed to educate communities and bridge the gaps in diabetes prevention and care. The sessions focused on identifying early signs of diabetes and understanding the importance of timely medical attention. Attendees were encouraged to undergo regular health screenings for early detection and prevention. Lifestyle modifications were highlighted as critical tools for managing diabetes effectively. This included promoting balanced diets, regular exercise, stress management, and sufficient sleep. Visual aids and interactive discussions helped make the sessions more engaging and impactful, ensuring attendees retained practical advice for better diabetes management. DFY health experts stressed the significance of “breaking barriers” to provide affordable diabetes medicines and routine care for underprivileged communities. Special attention was given to empowering women, as 250 female beneficiaries attended these sessions. DFY also addressed the socioeconomic challenges that limit access to care. The initiative exemplified DFY's commitment to creating healthier, informed communities. By bridging gaps and breaking barriers, DFY contributes to building a future where quality diabetes care is accessible to all. This effort aligns with the global fight against diabetes, reinforcing the collective resolve to overcome challenges and foster healthier lives.

## Lung Cancer Awareness Month: DFY's Nationwide Impact

*Supported by Pfizer*



In observance of Lung Cancer Awareness Month, Doctors For You (DFY) conducted awareness programs across 9 centers Pan-India in November. These programs aimed to educate individuals about the importance of early detection, prevention, and treatment of lung cancer.

- Total Beneficiaries: 672
- Male Beneficiaries: 384
- Female Beneficiaries: 288

Through these sessions, DFY reached out to both men and women, raising awareness about the risk factors, symptoms, and available treatments for lung cancer. The initiative was a significant step in educating communities and encouraging early screenings, ultimately contributing to better health outcomes across the nation.

DFY KEY  
ACTIVITIES

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## Bringing Healthcare to the Doorstep: Vistex Team's Impact in Bihar



In collaboration with Dr. Sheth's, Doctors for You Vistex Team has been running a Mobile Medical Unit in Patna district, Bihar, with remarkable success. Together, we have conducted 111 medical camps, reaching 10,116 beneficiaries to date. In December alone, the team visited 25 villages, conducted 25 camps, and provided healthcare services to 2,670 beneficiaries. This initiative continues to bring essential medical care, consultations, free medicines, and preventive healthcare education to underserved communities, making a significant impact on the health and well-being of the region.

## Empowering Women: Rally Against Domestic Violence in Janta Nagar



The ZHT team, in collaboration with the NGOs SNEHA and Lok Seva Sangam, organized a successful rally in Janta Nagar Mandal, near Asma Medical Gali No. 05, to raise awareness about domestic violence. The event highlighted the challenges women face due to violence and aimed to empower them to take action.

During the rally, participants learned how to report incidents of violence to the police and access support services. The event proved to be a valuable initiative, thanks to the collective efforts of the ZHT team and partner NGOs, fostering a sense of community and providing essential resources for those in need.

## Bringing Cancer Diagnostics Closer: Histopathology Lab in Mokokchung, Nagaland

Supported by HDFC ERGO



Mokokchung, centrally located in Nagaland, plays a crucial role as a healthcare hub, serving nearly 45% of the state's population. Despite its strategic importance, the district lacks a dedicated cancer diagnostic facility, forcing patients to travel long distances. These challenges often lead to delayed diagnoses, financial strain, and high dropout rates from treatment. To address these gaps, a new histopathology lab is being established in Mokokchung. This initiative will enable timely and accurate cancer diagnosis, support treatment services such as chemotherapy, and provide specialized training for healthcare professionals to enhance local diagnostic expertise. By improving accessibility and strengthening healthcare infrastructure, the project aims to reduce the cancer burden in the region and improve patient outcomes. This effort underscores DFY's dedication to equitable healthcare access and aligns with the government's vision of enhancing medical services in underserved areas. This milestone is set to bring hope and relief to thousands of people across Nagaland and neighboring districts.

## Breast Cancer Screening Camp at Kalindi College

Supported by Indra IVF



Doctors For You (DFY), in collaboration with Indra IVF, conducted a Free Mammography Screening Camp at Kalindi College on November 14, 2024, benefiting 96 participants. The event included awareness sessions on breast cancer risks, self-examination, and early detection. Clinical Breast Examinations (CBE) were performed, with 23 mammograms completed for at-risk individuals. The camp emphasized proactive healthcare, creating awareness and access to preventive measures.

## Children's Day Celebration at Dhaiwali Grampanchayat Anganwadi Centre



On 14th November 2024, Children's Day was joyfully celebrated by the Nirantar Seva staff at the Dhaiwali Grampanchayat Anganwadi Centre, with 20-25 enthusiastic children participating. Doctors For You (DFY) contributed to the festivities by providing colors and paper for a vibrant painting competition. To promote health and nutrition, fresh fruits were distributed to all children, making the event both fun and meaningful. The celebration brought smiles and creativity to the forefront, creating cherished memories for everyone involved.

### CASE STUDY 1

#### A Life-Changing Dental Journey at MDJ



Rajni, a 48 year old lady visited the dental department at MDJ with a persistent pain in the lower left region of her jaw. She had been relying on painkillers to manage the discomfort. When the pain became unbearable, she decided to seek professional care. On examination, mandibular first right molar was found to be carious, with tenderness on percussion (TOP+) and vestibular tenderness. A radiograph revealed that the decay had progressed to the pulp, causing a periapical abscess. Rajni also shared that she was a regular tobacco chewer, believing that it helped alleviate her pain. The team immediately initiated Root Canal Treatment (RCT) and prescribed antibiotics to manage the infection. After the first sitting, her pain subsided, and the swelling reduced significantly. Alongside the treatment, Rajni was counseled about the harmful effects of tobacco use. Rajni's journey not only transformed her own life but also served as an inspiration to other patients in the waiting area, highlighting the power of positive change and awareness.

### CASE STUDY 2



Khushboo, a 23-year-old from Noida, UP, was in her first pregnancy when we first met her in July 2024 during her second trimester. At the time, she weighed 37.4 kg, and her hemoglobin level was 10.8 g/dL. She struggled to follow a pregnancy diet due to recurrent nausea and vomiting.

We counseled her to consume small, frequent meals and provided protein powder to meet her daily requirement of 45-50 grams. With follow-ups every 15 days, she gradually adapted to the dietary plan.

By November 2024, her weight increased to 42.6 kg, and her Hb improved to 12.9 g/dL by October. She remained in regular follow-up with us and also at the District Hospital.

In December 2024, Khushboo delivered a healthy baby weighing 2.5 kg via LSCS due to meconium-stained liquor (MSL).



## Stay Safe This Winter: Do's and Don'ts for Cold Wave Preparedness

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### DO'S & DON'TS FOR COLD WAVE

A cold wave is a weather phenomenon that is distinguished by a cooling of the air.



#### Do's

- Have adequate winter clothing. Multiple layers of clothing are also useful.
- Have emergency supplies ready.
- Stay indoor as much as possible, minimise travel to prevent exposure to cold wind.
- Keep dry. If wet, change clothes quickly to prevent loss of body heat.
- Prefer mittens over gloves; mittens provide more warmth and insulation from cold.
- Listen to radio, watch TV, read newspapers for weather updates.
- Drink hot drinks regularly.
- Take care of elderly people and children.
- Watch out for symptoms of frostbite like numbness, white or pale appearance on fingers, toes, ear lobes and the tip of the nose.
- Put the areas affected by frostbite in warm not hot water (the temperature should be comfortable to touch for unaffected parts of the body).

#### In the case of Hypothermia

- Get the person into a warm place and change his/her clothes.
- Warm the person's body with skin-to-skin contact, dry layers of blankets, clothes, towels, or sheets.
- Give warm drinks to help increase body temperature. Do not give alcohol.
- Seek medical attention if the condition worsens.

#### Don'ts

- Don't drink alcohol. It reduces your body temperature.
- Do not massage the frostbitten area. This can cause more damage.
- Do not ignore shivering. It is an important first sign that the body is losing heat and a signal to quickly return indoors.

#### Cold waves can lead to Cold wave disorders such as

- Hypothermia - Mild, Moderate to Severe
- Frostbite
- Chilblains
- Dehydration
- Carbon monoxide poisoning
- Trench foot
- Snowblindness

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Timing - 08:00 AM to 08:00 PM

## STAFF OF THE MONTH



This month, we are delighted to recognize Narenderkumar D Chauhan from Gujarat Aastha Helpdesk as our Staff of the Month for his outstanding contributions and commitment to excellence.

We are incredibly proud to have him as a part of our team. His hard work and positive attitude inspire us all to strive for excellence every day.

## Celebrating Dr. Hussein's Birthday at Belur



Dr. Hussein's birthday was celebrated with warmth and enthusiasm at Belur, marking a special occasion to honor his invaluable contributions and dedication. The event brought the team together in a vibrant and joyous atmosphere, strengthening bonds and fostering a sense of unity. It was a heartening moment to express gratitude and appreciation for his efforts while sharing laughter, memories, and camaraderie with colleagues. The celebration truly reflected the spirit of togetherness and recognition.

## CONTACT US

For any Feedback or inquiries please reach out to us at  
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