

THE CLINIC to conduct 10,000 scans for creating Awareness of Osteoporosis among women across India

The White Ribbon Initiative- a joint initiative by FEMINA & THE CLINIC to fight Osteoporosis in India

Mumbai, Maharashtra, November 13, 2008 /[India PRwire](#)/ -- At the White Ribbon Initiative, The CLINIC confirmed that they would check over 10,000 women for free across India over the coming few months. With a strong network of over 200 doctors in most of the cities in India they would not only provide basic scans but also provide advance scans at a discounted rate to the women who are diagnosed in the initial scan. Pooja Bedi who went for the scan before the event said that it was a very simple process and she thanked god that she was not diagnosed with Osteoporosis Dr Ankit Khambati - CEO The CLINIC said 'The prevalence of osteoporosis in Indian women and its long-term implications on women is an alarming public health concern. Today, THE CLINIC is well positioned to play a vital role in the early diagnosis, prevention and management of osteoporosis.'

Coinciding with this initiative The CLINIC also announced the programme "RAGA" A programme designed to tackle a common lifestyle illness and manage common stress. The program offers a personalized and 360 degree approach, consisting of routine examinations, lab tests, expert counseling and regular follow-ups. Whether you are at home, or work or traveling, you will have the full attention of dedicated doctors and experts in nutrition, exercise, stress management and integrated therapy.

At the occasion Dr Duru Shah, President - Indian Menopause Society, said "As society ages, there are millions of women in the aging group who require attention who may be suffering from Osteoporosis. They need attention which will give them a quality of life with dignity and meaning." Dr. Viral Shah, Chief Consultant, Breach Candy Hospital (MRI department), Tarun Rai, CEO WWM And Tanya- Editor Femina also said a few words. Indrajit Dasgupta, Unit Head Goldshield Healthcare Pvt. Ltd. observed that "Osteoporosis and Osteoarthritis are gaining epidemic proportions in India. Goldshield is actively working towards creating awareness on these ailments and is committed to offering people the best advise through its free health camps and highly subsidized diagnostics. We believe that our rich global experience in healthcare will benefit the people and our association with 'White Ribbon Initiative' would help us further in this cause.

In the midst of the seriousness of Osteoporosis The Vagina Monologues by Mahabanoo Kotwal Skit sparked laughter throughout the crowd and focused on the lighter side of Osteoporosis. Contemporaries Pooja Bedi, Queenie Dhody & Anna Singh as well as Priyanka Chopra (Brand Ambassador) were present to show their support as they spoke passionately on the cause and their own personal take. Celebrities Sonal Chauhan, Alka Yagnik, Nandita Mahtani, Deanne Pandey, Dolly Thakore, Masumeh Makhija, Vikram Bawa among others graced the occasion and were all spotted supporting the cause by wearing a white ribbon.

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Notes to Editor

The Clinic–Family Healthcare Nationwide - is a gateway to managed healthcare. The services offered by Doctors and other healthcare providers in our network are coordinated to ensure high quality and standardized healthcare

for you and your family.

Using a high-tech Electronic Medical Records program and a personalized approach, The Clinic co-ordinates the network's best practices to offer you and your family preventive management of life style diseases, like diabetes, high blood pressure, arthritis, asthma and heart diseases.

Whether you are 18 or 80, or whether you are healthy or not, The Clinic is your advocate to healthy living and value healthcare.

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