

## **8 MARCH: INTERNATIONAL WOMEN'S DAY**

### **PRESS RELEASE**

#### **PREVENTION IS BETTER THAN TREATMENT**

Let's make **Prevention ... a lifestyle!!!**

With this message that is dedicated to International Women's Day the Board of Directors of the **MITERA S.A.**, **HYGEIA S.A.** and **LITO S.A.** will co-hold a **Press Conference at the DIVANI CARAVEL Hotel in Athens today at 12.00.**

The purpose of this Press Conference is to sensitise and inform women of the value and significance of prevention against both breast cancer and cervical cancer.

**The Municipality of Athens, EUROPA Donna of Greece and the Hellenic Cytology Society** have all expressed their support for this campaign.

During the Press Conference **Mr Aristeides Solidakis**, an **Obstetrician Gynaecologist, Director of the Department of Colposcopy and Vaginal Pathology of MITERA**, will remark on the significance of regular examinations with the Papanikolaou test, while **Mrs Eleni Faliakou, Breast Surgeon, a contracting physician of the Breast Centre of the LITO Maternity Clinic**, will remark on control with mammography.

The Board of Directors of the three Hospitals, **via the Vice-Chairman of the Athens Diagnostic and Treatment Centre HYGEIA S.A., Mr Themistoklis Charamis**, shall announce a series of actions whose aim shall be to inform women as best as possible so that they may be able to protect themselves against these two dangerous forms of women's cancer.

Unfortunately, many women do not know or do not believe that they may be in danger.

In Europe, every 18 minutes a woman dies from cervical cancer –the second most frequent form of cancer that women under the age of 45 contract.

One in very ten women will contract breast cancer at some time in their lives. Every year, one million women on a world-wide level are diagnosed with breast cancer.

Only regular check-ups with the Papanikolaou test and Mammography may help women promptly identify and treat cancer.

To this end, the three hospitals **printed 50,000 leaflets on the value of prevention** that **shall be distributed in the centre of Athens during a special informative campaign** and that shall be also available at the three hospitals.

Concurrently, the three hospitals **informed the Municipality of Athens that they will conduct free PAP tests and Mammographies** within the framework of their social responsibility for the preventive medical care programme that the Municipality will implement in its municipal clinics. This action constitutes a new perception for the managements of the three hospitals and expresses the natural need that the **MITERA, HYGEIA** and **LITO** hospitals have to participate, get involved with and assume a more active role in the communities in which they are active, offering, within the framework of the principles of their Corporate Social Responsibility, actions that are directly connected with their cognitive subject: **HEALTH**.

The broader aim of the above actions that shall be carried out in an effort to sensitise and inform women of the value of prevention against both breast cancer and cervical cancer is to raise the awareness of the Hellenic State to develop a National Prevention Programme with the collaboration of all scientific organisations, both private and public.

**Prompt diagnosis is the best and effective way of treating and fighting cancer!**