Hyundai, UP-PGH roll out country’s 1st mobile breast cancer clinic for underserved

HARI FOUNDATION, Inc. (HFI), the corporate social responsibility arm of Hyundai Asia Resources, Inc. (HARI), in partnership with UP-PGH and the UP-PGH Cancer Institute, conducted the first medical mission of the Alagang Breastfriend Mobile Diagnostic Clinic at the UP-PGH grounds. The mission benefitted nearly 40 indigent patients in its first run.

The Alagang Breastfriend Mobile Diagnostic Clinic, the very first of its kind in the country, will be deployed to underserved communities to impart relevant information about breast cancer and offer free screening for early signs of breast cancer. The customized Hyundai H350 luxury van is equipped with state-of-the-art mammography and breast ultrasound facilities.

Alagang Breastfriend (#AlagangBFF) is HARI Foundation’s flagship wellness campaign for women to take charge of their health and so continue to be a driving force for the betterment of society.

Phase 1 of this comprehensive breast cancer awareness campaign consists of a donation of a Hyundai H350 luxury van, customized into a modern mobile diagnostic clinic to be manned by UP-PGH doctors and personnel.

This initiative has become more relevant as the Philippines tops the list of the highest incidence of breast cancer among Asian countries. Department of Health figures state that one out of every 13 Filipinas can develop breast cancer. Early detection is the key to higher survival rates.

Addressing patients and medical staff, HFI President Ma. Fe Perez-Agudo declared: “We are doing something for the Filipina, and ultimately for our nation. We value your presence here today because we see that you value your health. You want to be strong so that you may keep on caring for the people who rely on your love and support.”

A NOTEWORTHY MODEL

In response, UP-PGH Executive Director Dr. Gerardo Legaspi cited the program as “a good example for screening and preventive care” that other health institutes could follow. “This project was realized just in time with the recent passing of the National Integrated Cancer Control Act and the Universal Health Care Act (UHC).”

The National Integrated Cancer Control Act seeks to promote the health and well-being of every Filipino and to cut down by at least 30% incidences of premature death due to cancer and other non-communicable diseases. The UHC aims to provide all Filipinos access to complete, high-quality, and affordable health care services.

In tandem with the screening procedures, a lay forum on breast cancer was held by UP-PGH Cancer Institute Chairman Dr. Jorge Ignacio, whose dream is to provide charity patients the same care that a private hospital, here or abroad, can offer. “We have so many plans for the Institute,” he shares. “That is why it is very important to collaborate with the private sector, like Hyundai in the Philippines, through HARI Foundation. We make the burden of cancer awareness a shared responsibility.”
The partners in wellness affirmed that this first medical mission is just the beginning of many more journeys of the Alagang Breastfriend Mobile Diagnostic Clinic. “I look forward to have more mobile diagnostic clinics go around the country to touch more lives and so touch base with more women. I believe that the earlier you get to know your state of health, the earlier you can find a solution,” said Agudo.

HARI Foundation, UP-PGH, and UP-PGH Cancer Institute formalized the donation of the Hyundai H350 through a deed of donation signing and ceremonial turnover ceremony of the Alagang Breastfriend Mobile Diagnostic Clinic on Oct. 25, 2018, in observance of Cancer Awareness Month. The partnership is an important step in fulfilling their shared goal to provide the greater part of society access to important resources and technology that may improve women’s overall well-being, and enable them to lead healthier, more productive lives.