

## CASE STUDY

### Combating Silent Threats – Community Health Camps for Cardiovascular Risk Screening

#### Overview

Hypertension and elevated heart rate are two of the most prevalent yet underdiagnosed cardiovascular risks in India, often going unnoticed until they lead to severe health complications. In response, JB Pharma launched a large-scale initiative of community-based health camps focused on early screening, awareness, and preventive care. These health camps are designed to bridge the gap between diagnosis and treatment, particularly in underserved and high-risk populations. Through structured screenings and expert-led awareness sessions, the initiative empowers individuals to take charge of their health before critical thresholds are crossed.

#### Key Outcome and Impact

- Held 4,122 health camps focused on early detection of hypertension and elevated heart rate
- Screened 37,112 individuals, with 9,716 new cases of hypertension or elevated heart rate identified
- Enabled first-time screenings for many participants, facilitating timely diagnosis and medical intervention
- Provided follow-up guidance on treatment pathways, including lifestyle changes and medication adherence
- Enhanced community awareness of cardiovascular health, promoting regular health monitoring
- Contributed to reducing long-term disease burden through preventive care and early-stage intervention



Health Camp for Cardiovascular Risk Screening

#### Conclusion

JB Pharma's health camp initiative stands as a testament to its commitment to public health, early intervention, and sustainable community well-being. With over 37,000 lives touched and nearly 10,000 critical diagnoses made, this program underscores how strategic outreach can drive meaningful impact in preventive healthcare.