

CASE STUDY

Detect to Protect: Scaling Early Intervention Against Diabetes

Objective

Diabetes is often called the “silent epidemic”. It is a chronic condition that can go unnoticed until it causes irreversible health complications. With India facing one of the world’s largest diabetic populations, early detection is critical. In response, JB Pharma launched a nationwide Diabetes Detection Camp initiative, focused on screening, awareness, and preventive care at the community level.

Key Outcome and Impact

- Conducted 3,951 screening camps across communities to identify undiagnosed diabetes cases early
- Screened 34,306 individuals, resulting in 10,076 confirmed diabetes diagnoses
- Enabled timely medical guidance and referrals to manage newly detected cases
- Promoted awareness around preventive care, early detection, and lifestyle modification
- Reduced potential long-term health complications through proactive community outreach
- Created a scalable and replicable model for grassroots-level diabetes screening
- Aligned with national Non-Communicable Disease (NCD) control frameworks by supporting early intervention and preventive healthcare goals

Conclusion

JB Pharma’s Diabetes Detection Camp initiative demonstrates the power of early diagnosis in changing health outcomes. With nearly 35,000 individuals reached and over 10,000 lives impacted through early detection, we are bridging the gap between awareness and access to build healthier, more resilient communities.

