

## Prevention always better than cure: A move towards disease free and healthy life

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**Chander Shekhar Sibal, Executive Vice President – Medical Division, Fujifilm India shares his views on why prevention is better than cure**



There is a common expression that – Prevention is better than cure. This expression has been factually correct for years, inspiring constructive action to address the problem before it is too late. The proverb is most commonly used to encourage people to take proactive health measures; by going for regular tests and checkups to identify any potential infections as early as possible.

Today, in urban India, healthcare has taken a backseat mainly due to our hectic schedules and a fast-paced lifestyle. Surviving the daily 'hustle and bustle' is a task for any professional and often leads to self-neglect; making them prone to a range of health issues including high blood pressure, obesity, heart disease and sometimes even cancer.

As per a recent report by RedSeer, the preventive healthcare market, currently estimated to be at \$55 billion, is expected to touch \$100 billion by 2022. This growth can be attributed to factors such as increasing cases of overweight, type 2 diabetes, heart diseases and undernourishment.

**'World Health Day'** is aimed at raising awareness about the importance of prevention, detection and treatment. Over the last 50 years, it has highlighted the cause of non-communicable diseases due to sedentary lifestyles and unhealthy eating patterns. This day marks the activities that extend beyond the day itself and serves as an opportunity to focus worldwide attention on these important aspects of global health.

Understanding the importance of timely screening for prevention is critical towards early diagnosis and treatment. The healthcare players like us are moving towards the direction of the higher user, patient empowerment and better patient engagement models. Preventive healthcare strategies are described as taking place at the primal, primary, secondary, and tertiary prevention levels. The primordial level of prevention is a population health approach characterized as the actions that are taken to prevent future hazards to health and to decrease those factors, which are known to increase the risks of disease. Primary prevention prevents the onset of chronic disease by reducing risk factors for development. Followed by Secondary prevention, which involves the detection and treatment of pre-clinical changes. Lastly, Tertiary prevention that focuses on reversing, arresting or delaying disease is solely in the clinical realm.

With some small yet effective lifestyle changes can easily improve one's health. Healthy changes such as integrating physical activity and movement into one's life, eating a diet rich in fruits, vegetables and whole grains along with choosing smaller portions of meals has helped in gaining maximum transformation in improving the well-being of people all over the world.

With various developments and innovations in treatment, India still holds a high rise from these diseases affected by environmental factors, genetic predisposition, disease agents, and lifestyle choices. Keeping in mind its effects, government and many healthcare leaders are not only providing best-in-class medical treatments but are also educating and create the much-needed awareness around it.

The main goal of preventive healthcare is to help people set short-term self-preservation targets and focus on their wellbeing. This World Health Day lets encourage your friends and family to get full-body health check-up to diagnose yourself in time and ensure yourself a timely treatment.