



Coverage Dossier

**Medanta Doctors Urge Greater Awareness of
Preventable Cancers, Stress Early Detection Can Save
Lives**

Key Highlights:

- Garnered a total of **13 coverage** based on the press release dissemination
- Secured space in **09 print publications and 04 online publications** including leading ones like **Hindi Sentinel, Morung Express, Highland Post** and others.
- Have achieved an **AVE of Rs 2,48,660/-** and Garnered **PR Value of Rs 7,45,980/-**

PRINT

Sl No.	Date	Publication	Headline	Edition	Cat	AVE (Rs.)	PR Value (Rs.)
1	25.06.26	Hindi Sentinel	Medanta calls for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	A	20800	62400
2	25.06.26	The Daily Frontier	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	B	28800	86400
3	25.06.26	North East Guardian	Early cancer detection key to reducing healthcare burden in Nagaland: Medanta	Dimapur	B	33600	100800
4	26.06.26	Morung Express	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	A	33000	99000
5	26.06.26	Highland Post	Doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	A	27360	82080

6	26.06.26	The Morning Bell	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	A	31500	94500
7	26.06.26	North East Times	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	A	36400	109200
8	26.06.26	Planet East	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	B	24600	73800
9	27.06.26	Eastern Chronicle	Medanta urges early cancer screening	Dimapur	A	12600	37800
TOTAL						2,48,660.00	7,45,980.00

ONLINE

S.No.	Date	Publication	Headline	Link
1	20.06.26	Express News Channel	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	https://expressnewschannel.com/medantadoctors-call-for-early-cancer-screening-to-reduce-preventable-deaths-in-nagaland/
2	27.06.26	Eastern Echo	Early cancer detection key to reducing healthcare burden in Nagaland: Medanta	https://easternecho.in/2026/06/27/early-cancer-detection-key-to-reducing-healthcare-burden-in-nagaland-medanta/
3	27.06.26	Nagaland Mirror	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	https://nagalandmirror.com/medantadoctors-call-for-early-cancer-screening-to-reduce-preventable-deaths-in-nagaland/
4	27.06.26	News Bearer	Early cancer detection key to reducing healthcare burden in Nagaland: Medanta	https://newsbearer.in/early-cancer-detection-key-to-reducing-healthcare-burden-in-nagaland-medanta/

PRINT

1	25.06.26	Hindi Sentinel	Medanta calls for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	Page 11
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मेदांता ने नगालैंड में रोकी जा सकने वाली मौतों को कम करने के लिए कैंसर की जल्द जांच करने का आह्वान किया दीमापुर, 24 जून (एजेंसी)। मेदांता-द मेडिसिटी के प्रमुख ऑन्कोलॉजिस्टों ने नगालैंड में कैंसर के लिए अधिक जागरूकता और शीघ्र जांच का आग्रह करते हुए चेतावनी दी है कि राज्य में सामान्य कैंसर से होने वाली कई मौतों को समय पर निदान और उपचार के माध्यम से रोका जा सकता है। गुरुग्राम स्थित अस्पताल के डॉक्टरों ने कहा कि गर्भाशय ग्रीवा, पेट, ग्रासनली और नासिका ग्रसनी कैंसर बड़े पैमाने पर जीवन का दावा करना जारी रखते हैं क्योंकि रोगी बीमारी के उन्नत चरणों में चिकित्सा सहायता लेते हैं। मेदांता में रेडिएशन ऑन्कोलॉजी के अध्यक्ष डॉ. तेजिंदर कटारिया ने कहा कि आधुनिक कैंसर उपचारों ने पिछले एक दशक में परिणामों को बदल दिया है, लेकिन निदान में देरी एक बड़ी चुनौती बनी हुई है। उन्होंने तंबाकू के उपयोग, अस्वास्थ्यकर आहार की आदतों और नियमित स्वास्थ्य जांच की कमी सहित कई रोके जा सकने वाले जोखिम कारकों पर प्रकाश डाला।

2	25.06.26	The Daily Frontier	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	Page 05
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Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland

Dimapur: Leading oncologists from Medanta – The Medicity have urged greater awareness and early screening for cancer in Nagaland, warning that many deaths from common cancers in the state could be prevented through timely diagnosis and treatment.

Doctors from the Gurugram-based hospital said cervical, stomach, oesophageal and nasopharyngeal cancers continue to claim lives largely because patients seek medical help at advanced stages of the disease. According to specialists, ad-

vances in screening, radiation therapy, targeted treatments and immunotherapy have significantly improved survival rates, particularly when cancers are detected early.

Dr. Tejinder Kataria, Chairperson of Radiation Oncology at Medanta, said modern cancer treatments have transformed outcomes over the past decade but delayed diagnosis remains a major challenge. She highlighted several preventable risk factors, including tobacco use, unhealthy dietary habits and lack of regular health screenings.

Consultant Radiation Oncologist Dr. Sorun Shishak stressed the importance of routine check-ups and public awareness, encouraging people to seek medical advice at the first sign of symptoms.

Doctors also recommended HPV vaccination for women, healthy diets rich in fruits and vegetables, physical activity and reduced consumption of smoked and preserved foods. In Dimapur, healthcare awareness and access to specialised cancer care are becoming increasingly important as the city strengthens its position as

Nagaland's commercial hub.

Experts believe initiatives such as Medanta's partnership with the Nagaland government under the Chief Minister's Health Insurance Scheme (CMHIS), along with awareness campaigns and specialist consultations in Dimapur, can improve early detection rates and healthcare outcomes across the region. Medanta has also launched a dedicated North East helpline and announced that Dr. Sorun Shishak will be available for consultation at Faith Hospital, Dimapur, on June 27.

3	25.06.26	North East Guardian	Early cancer detection key to reducing healthcare burden in Nagaland: Medanta	Dimapur	Page 05
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Early cancer detection key to reducing healthcare burden in Nagaland: Medanta

Dimapur: Medanta – The Medicity has called for greater awareness and early screening of preventable cancers in Nagaland, saying timely diagnosis can significantly improve treatment outcomes and reduce the growing healthcare burden on families and the state.

Doctors from the Gurugram-based hospital, recently ranked India's best hospital by Newsweek 2026, highlighted cervical, stomach, oesophageal and nasopharyngeal cancers as major health concerns in Nagaland. According to specialists, advances in

radiation therapy, targeted therapies and immunotherapy have transformed cancer care, making many cancers highly treatable when detected at an early stage.

Dr. Tejinder Kataria, Chairperson, Radiation Oncology, said delayed diagnosis remains a key challenge despite improvements in treatment. She noted that risk factors such as tobacco consumption, diets rich in smoked and preserved foods, HPV infection and untreated *Helicobacter pylori* infection are largely preventable. Dr. Sorun Shishak, Consultant, Radiation Oncology,

urged residents to undergo regular health check-ups and seek medical attention promptly when symptoms appear.

In Dimapur, rising awareness of specialised healthcare services is creating greater demand for advanced cancer screening and treatment options. As Nagaland's commercial hub, Dimapur is emerging as a key gateway for quality healthcare access, with partnerships between leading institutions and the government helping strengthen the state's healthcare ecosystem. Industry observers say improved awareness,

insurance coverage and specialist outreach programmes could drive greater healthcare utilisation in the region. Medanta has signed an MoU with the Government of Nagaland for accreditation under the Chief Minister's Health Insurance Scheme (CMHIS) and partnered with IDAN to publish a health awareness booklet launched by Chief Minister Neiphiu Rio. The hospital has also launched a dedicated Northeast helpline and announced that Dr. Shishak will be available for consultation at Faith Hospital, Dimapur, on June 27.

4	26.06.26	Morung Express	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	Page 03
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Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland

Dimapur: Leading oncologists from Medanta – The Medicity highlight the necessity of increasing awareness and early cancer screening in Nagaland to reduce deaths from prevalent cancers, including cervical, stomach, oesophageal, and nasopharyngeal. Late diagnoses occur as patients often seek help at advanced stages. Advances in treatment, such as radiation therapy and immunotherapy, have enhanced survival rates, but early detection remains vital. Dr. Tejinder Kataria identifies preventable risk factors like tobacco use and poor diet, while Dr. Sorun Shishak promotes routine check-ups, public awareness, HPV vaccination, and healthy lifestyle choices to address cancer.

5	26.06.26	Highland Post	Doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	Page 06
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Doctors call for early cancer screening to reduce preventable deaths in Nagaland

Dimapur: Leading oncologists from Medanta – The Medicity have urged greater awareness and early screening for cancer in Nagaland, warning that many deaths from common cancers in the state could be prevented through timely diagnosis and treatment.

Doctors from the Gurugram-based hospital said cervical, stomach, oesophageal and nasopharyngeal cancers continue to claim lives largely because patients seek medical help at advanced stages of the disease. According to specialists, advances in screening, radiation therapy, targeted treatments and immunotherapy have significantly improved survival rates, particularly when cancers are detected early.

Dr. Tejinder Kataria, Chairperson of Radiation Oncology at Medanta, said modern cancer treatments have transformed outcomes over the past decade but delayed diagnosis remains a major challenge. She highlighted several preventable risk factors, including tobacco use, unhealthy dietary habits and lack of regular health screenings.

Consultant Radiation Oncologist Dr. Sorun Shishak stressed the importance of routine check-ups and public awareness, encouraging people to seek medical advice at the first sign of symptoms. Doctors also recommended HPV vaccination for women, healthy diets rich in fruits and vegetables, physical activity and reduced consumption of smoked and preserved foods.

In Dimapur, healthcare awareness and access to specialised cancer care are becoming increasingly important as the city strengthens its position as Nagaland's commercial hub. Experts believe initiatives such as Medanta's partnership with the Nagaland government under the Chief Minister's Health Insurance Scheme (CMHIS), along with awareness campaigns and specialist consultations in Dimapur, can improve early detection rates and healthcare outcomes across the region.

Medanta has also launched a dedicated North East helpline and announced that Dr. Sorun Shishak will be available for consultation at Faith Hospital, Dimapur, on June 27.

6	26.06.26	The Morning Bell	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	Page 04
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Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland

Agency

Dimapur: Leading oncologists from Medanta – The Medicity have urged greater awareness and early screening for cancer in Nagaland, warning that many deaths from common cancers in the state could be prevented through timely diagnosis and treatment.

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7	26.06.26	North East Times	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	Page 03
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Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland

DIMAPUR, JUNE 25: Leading oncologists from Medanta – The Medicity have urged greater awareness and early screening for cancer in Nagaland, warning that many deaths from common cancers in the state could be prevented through timely diagnosis and treatment.

Doctors from the Gurugram-based hospital said cervical, stomach, oesophageal and nasopharyngeal cancers continue to claim lives largely because patients seek medical help at advanced stages of the disease. According to specialists, advances in screening, radiation therapy, targeted treatments and immunotherapy have significantly improved survival rates, particularly when cancers are detected early.

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8	26.06.26	Planet East	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	Dimapur	Page 02
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Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland

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9	27.06.26	Eastern Chronicle	Medanta urges early cancer screening	Dimapur	Page 02
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Medanta urges early cancer screening

DIMAPUR : Leading oncologists from Medanta – The Medicity have urged people in Nagaland to undergo regular cancer screening, saying many deaths from common cancers can be prevented through early diagnosis and timely treatment. Doctors said cervical, stomach, oesophageal and nasopharyngeal cancers continue to claim lives in the state largely because patients seek medical care at advanced stages. Chairperson of Radiation Oncology Dr Tejinder Kataria said advances in radiation therapy, targeted treatment and immunotherapy have significantly improved survival rates, but delayed diagnosis remains a major concern. She identified tobacco use, unhealthy diets and lack of routine screening as key risk factors.

ONLINE

1	20.06.26	Express News Channel	Medanta doctors call for early cancer screening to reduce preventable deaths in Nagaland	https://expressnewschannel.com/medantadoctors-call-for-early-cancer-screening-to-reduce-preventable-deaths-in-nagaland/
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2	27.06.26	Eastern Echo	Early cancer detection key to reducing healthcare burden in Nagaland: Medanta	https://easternecho.in/2026/06/27/early-cancer-detection-key-to-reducing-healthcare-burden-in-nagaland-medanta/
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Thank you