

## Metropolis Healthcare launches first-of-its-kind initiative to strengthen preventive oncology in India

14 May 2025 | News

### Aiming to make specialised testing more accessible across geographies



As cancer continues to pose a growing public health concern, Metropolis Healthcare has announced the launch of TruHealth Cancer Screen 360—a comprehensive screening panel aimed at revolutionising Preventive Oncology in India.

A first-of-its-kind in the Indian diagnostics space, the TruHealth Cancer Screen 360 Male and Female Profiles are scientifically curated to provide early insights, equipping both clinicians and individuals with critical, actionable information.

According to the Global Cancer Observatory (GLOBOCAN) 2022, cancer remains a major global health concern. In the South-East Asia region, India ranks third in terms of cancer incidence, second for mortality, and 121st in terms of crude rates globally. Alarming, screening coverage in India—especially among women—remains under 1% for cervical, breast, and oral cancers, far below the World Health Organization's 70% target for cervical cancer screening. Limited access to healthcare, low awareness, and financial constraints continue to hinder the adoption of widespread screening.

The TruHealth Cancer Screen 360 includes tumor markers, hereditary cancer risk analysis, and gender-specific screening modules, such as PSA for prostate cancer in men and HPV self-sampling for cervical cancer in women. Designed to address the rising cancer burden and bridge diagnostic gaps, the panel offers a multi-layered, evidence-based approach to detect early signs of common cancers in both men and women.

A recent GLOBOCAN report also highlights a concerning trend—earlier onset of cancers in urban populations, with rising incidence of breast, cervical, and ovarian cancers in women, and lung and prostate cancers in men. These often go undiagnosed until advanced stages, making treatment more difficult and outcomes less favourable.