

PRESS RELEASE

VODAFONE RAISES AWARENESS ABOUT BREAST CANCER

Doha 27 October 2015: As part of the October Breast Awareness campaign which is carried out internationally each year, Vodafone throughout the month is raising the awareness about the importance of early detection to all their employees.

The incidence of breast cancer is extremely high in Qatar, coming second after bowel cancer. The cause for such a high incidence of breast cancer here in Qatar is currently being reviewed by the genetics and high risk center in Hamad Medical Corporation (HMC).

“Spreading the awareness about breast cancer is our responsibility as a company that puts its people’s wellbeing at the heart of everything we do. Each year in October we stress the importance of early detection and are committed to continue raising the awareness,” said Dana Haidan, Head of Corporate Social Responsibility, Vodafone Qatar.

A presentation was delivered at Vodafone’s office by the Cancer Transformation Team from HMC that aimed to raise not only how to be breast aware but also what to do when you find a lump.

Speakers Cathie McKirdy Senior Advanced Clinical Nurse Specialist (ACNS), Nima Ahmed Ali (ACNS) and Nahrída Nazir (ACNS) main points of presentation were to encourage both men and women in the correct way to carry out a breast self-check.

“Many patients seen in the clinics are presenting with extensive breast cancer disease, and much of this is due to fear and lack of awareness around early detection saving lives, as well as where to go. We have found that many of our patients and the general public are unaware that there is a dedicated breast multidisciplinary team involved in the treatment of breast cancer,” said Cathie McKirdy

Highlighted in the presentation is the 48 hour referral system. If you find a breast lump and unsure what to do, go to your PHC who will do an urgent referral for you to be seen at Hamad Hospital Breast Surgical Team (which is where every new patient’s treatment pathway begins) the referral form will be reviewed by a member of the breast team and if urgent you will be seen within 48 hours. If a diagnosis of breast cancer is confirmed you will be treated within 14 days.

Cathie McKirdy went on to explain, “The guidelines set out here in Qatar are in line with all other international guidelines, therefore regardless of where you receive your treatment either here or abroad you will receive the same treatment plan. Many of our patients agree that the

treatment received here in Qatar is outstanding and feel that they would not have received better care elsewhere.”

The role of the Clinical Nurse Specialist is to support the patient and their family from the start of their diagnosis, throughout their treatment and beyond, acting as the patient’s advocate at all times and ensuring that any decisions made are acceptable to the patient and ensuring that they understand the treatment plan.

For further information visit HMC Web site where you can “find a doctor” or email contactus@hamad.qa.

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About Vodafone Qatar Q.S.C

Vodafone Qatar Q.S.C. ("Vodafone Qatar"), part of one of the world’s largest telecommunications group, the Vodafone Group, is the holder of the Second Public Mobile and Fixed Telecommunications Networks and Services License in the State of Qatar. Vodafone Qatar switched on its mobile network on 1 March 2009 and shortly after started delivering great value to its customers with a range of exciting products and services. Having built a world class converged IP network, Vodafone launched fibre-based consumer and enterprise fixed-line services commercially in October 2012.

Vodafone’s objective is to be one of the most admired brands in Qatar and the Company is committed to providing world class telecommunications infrastructure to support Qatar National Vision 2030.

Effective January 2015, Vodafone Qatar became fully compliant with Islamic Sharia practices throughout its business, including commercial and financial operations. Please visit www.vodafone.qa for more details.

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