

Beat: Health

## The Largest Osteoporosis Screening Campaign & Finnish Beverage Industry Company

10 000 Finnish women with Bindex

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**USPA NEWS** - One of Europe's top new manufacturers of medical devices, Bone Index Ltd., and Finland's largest private health care provider, Terveystalo, join forces with Hartwall, innovation leader in the beverage industry in Finland. Terveystalo will screen 10 000 Finnish women with Bindex,...

One of Europe's top new manufacturers of medical devices, Bone Index Ltd., and Finland's largest private health care provider, Terveystalo, join forces with Hartwall, innovation leader in the beverage industry in Finland. Terveystalo will screen 10 000 Finnish women with Bindex, world's first pocket-sized diagnostic device for osteoporosis. The screening provides the women accurate information about their osteoporosis status and preventive actions. This will change the way osteoporosis is diagnosed all over the world.

Undiagnosed osteoporosis is a worldwide challenge. In the USA alone osteoporosis is responsible for two million broken bones every year, costing over 19 billion dollars. Experts forecast that by 2025, the costs will rise to 25.3 billion dollars. One of the most important preventive action for osteoporosis is nutrition : calcium and vitamin D. Dairy products such as milk are excellent for bone health. However, the various diets that substitute milk with other products are becoming more common globally. Therefore, new options are needed to ensure calcium for healthy bones.

10 000 women will be screened for osteoporosis in the beginning of 2017. 'This is a large percentage of the Finnish population. In US it would mean that we would screen 600 000 women, and in just a few months,' concludes Bone Index's CEO, Dr. Ossi Riekkinen.

Source : Bone Index Ltd.

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