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Biomerica to enhance colorectal and breast cancer screening in Dubai

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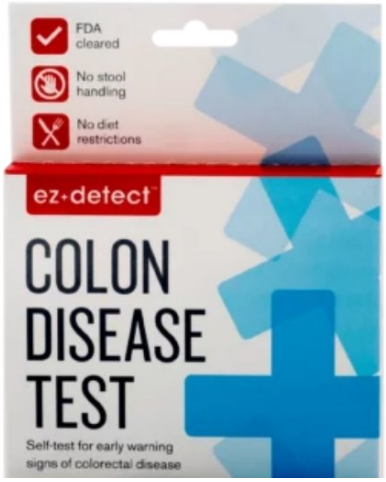
Dubai Healthcare Authority granted insurance reimbursement for Biomerica's EZ Detect colon disease screening test



Biomerica Inc. has announced a multi-year exclusive distribution agreement with one of the UAE's most substantial healthcare conglomerates. This strategic alliance is set to revolutionise the accessibility and efficiency of colorectal cancer screening and breast examination technologies in the region, commencing with a large initial order for the company's at-home screening products, EZ Detect and Aware.

The partnership will not only enhance the distribution of these innovative health screening tools across the UAE, but also work to engage various governmental health departments in integrating these tests into national health protocols.

The collaboration between Biomerica and its UAE partner reflects a shared vision of reducing the burden of cancer through early detection and innovative healthcare solutions. The companies are also exploring opportunities to introduce additional Biomerica products to the UAE, expanding their impact on healthcare improvement.

EZ Detect stands out as the most user-friendly at-home screening test for colorectal diseases currently available on the market. It detects occult (hidden) blood in stool, which can be an early sign of colorectal cancer. FDA The recent approval of insurance reimbursement for EZ Detect by the Dubai Health Authority further underscores its public health importance and boosts its affordability and accessibility.

On the other hand, Aware is an innovative, FDA cleared device that increases tactile sensitivity during breast self-exams. By making it easier for women to detect changes in their breast tissue, Aware can play a crucial role in breast exams. Despite the lack of family history in over 70% of diagnosed cases, early detection through tools like Aware significantly enhances the chances of successful treatment.