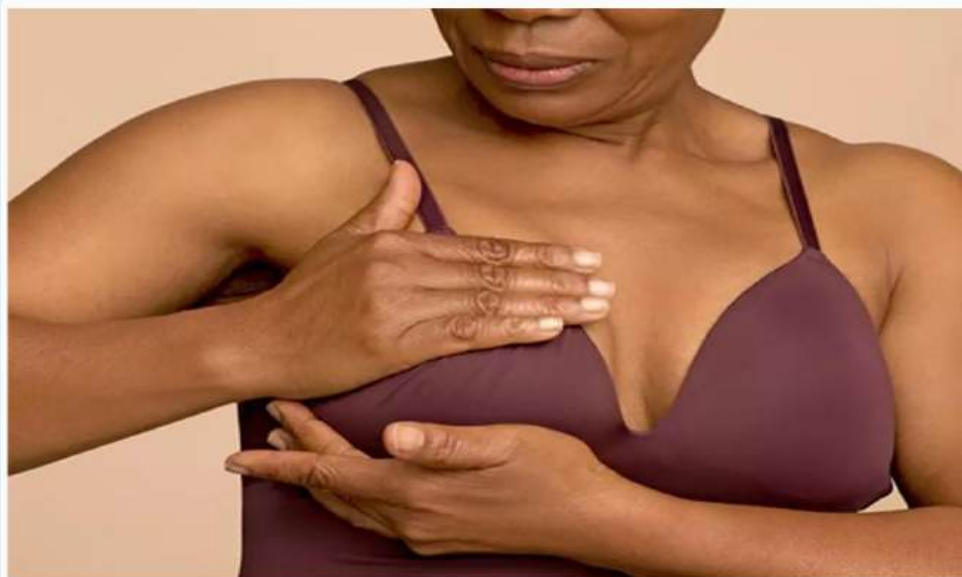


## BREAST CANCER KILLING MORE WOMEN

When last did you visit the hospital to have your breasts examined? Have you ever visited the hospital to have them (your breasts) checked? If your answer to these questions is the negative, then it is high time you took an immediate step to have them checked before it is too late because new records show that the mortality rate among women diagnosed with Breast Cancer in the country has increased, with as many as six (6) people dying daily from the disease.



*A lady conducting self breast examination*

The records also show that over twenty seven thousand (27,000) new cases of the disease are being recorded annually. Grave concerns have since been expressed about the startling figures. During the formal launch of the commemoration of this year's Breast Cancer Awareness Month in Accra recently by the Ghana Atomic Energy Commission (GAEC), it was revealed that cancer of the breast was the second most common cancer worldwide in 2022, with approximately 2.3 million new cases diagnosed in that year alone.

The October 2025 Breast Cancer Awareness Month, is expected to be observed under the theme, 'Screen Today, Live Tomorrow'.

The above statistics underscore the urgent need for awareness creation, early detection and effective treatment because early detection goes a long way to save lives and increase the survival rate of people diagnosed with the disease.

### What really are the main causes of breast cancer?

Though the exact cause of breast cancer is not known, researchers have found some risk factors that can cause the condition. These include family history, late childbearing, early menstruation and late menopause, prolonged use of oral contraception, hormone replacement therapy after menopause, old age, tobacco usage and alcohol

### Warning signs of breast cancer

The signs of breast cancer include the following: new lumps in the breast or underarm (armpit), thickening or swelling of part of the breast, irritation or dimpling of breast skin, redness or flaky skin in the nipple area of the breast and pulling in of the nipple or pain in the nipple area of the breast among others.

### How to avoid breast cancer

Breast cancer can largely be prevented by simply adhering to the following: completely limit or stay from alcohol, stay at a healthy weight and get active, limit hormone therapy after menopause, completely quit smoking and try as much as possible to breastfeed your newborn babies.

It is a complete fallacy to think that breastfeeding your baby will result in sagging of the breasts.

### Inside this issue :

- ✓ New Crystal Hospital Wins 2 More Awards
- ✓ NCHS CEO Wins Big
- ✓ CEO'S Message
- ✓ Special October Promos
- ✓ Crystal Puzzle/Our Services

**REMEMBER TO GET YOUR BREASTS EXAMINED REGULARLY!!!**



# NEW CRYSTAL HOSPITAL WINS 2 MORE AWARDS

Following its outstanding performance over the years, New Crystal Health Services (NCHS) has again grabbed two additional awards at two separate events in Accra. The first Awards Night, held at the Marriott Hotel on Friday August 29th, 2025, awarded NCHS the Private Healthcare Excellence Award at the National Business Honors 2025, dubbed; 'Driving Ghana's Economic Renewal; Innovating Business and Governance for a Sustainable Future'. Mr. Gidel Fiavor, head of Marketing and Business Development at NCHS led other officers to receive the plaque on behalf of the hospital.

The second event, organized by the Chartered Institute of Marketing Ghana (CIMG), was held last week at the plush Labadi Beach Hotel in Accra on Friday September 26th, 2025. NCHS was again awarded the CIMG Private Health Facility of the Year, 2024 during the 36th Annual National Marketing Performance Awards ceremony.

Receiving the plaque at the well-attended ceremony, the Head of Marketing and Business Development, Mr. Gidel Fiavor in a brief remark said; "Our operations are guided by our FPCC policy which emphasizes dignity and respect, collaboration, information sharing and active partnership with our clients and their families. We firmly believe that when families are fully engaged in the care process, it accelerates recovery and ensures a higher standard of health outcomes. This philosophy allows us to go beyond treatment to deliver holistic, patient-centered solutions that meet both the medical and emotional needs of those we serve".

Dr. Wisdom Amegbletor, Chief Executive Officer of NCHS expressed joy and dedicated the awards to the facility's hardworking staff and devoted clients. He was also grateful to the hospital's collaborators for their support over the years.

New Crystal Health Services, which has been in existence for the past 22 years, is undoubtedly one of Ghana's most outstanding private healthcare facilities which keeps growing and expanding each passing day.



**Officials of NCHS receiving the 2024 CIMG Private Health Facility Award**



**Mr Gidel Fiavor (middle) receiving one of the prestigious awards. Looking on is Mr. Sebbie Abednego Tetteh, Marketing Manager of NCHS**



# Congratulations!!!

*A big congratulations to our own founder and Chief Executive Officer of New Crystal Health Services, for being adjudged winner of the Top 50 Transformational Leader at the National Business Honors Awards in Accra recently*

**Dr. Wisdom Amegbletor**  
**Founder & Chief Executive Officer**  
**New Crystal Health Services Limited**



## CEO's Message

As October begins, we observe several important global health moments, Breast Cancer Awareness Month, World Mental Health Day, Pregnancy and Infant Loss Awareness Month, and World Menopause Awareness Month. They remind us that health touches every stage of life, and that awareness must lead to action..

As Ghana has made encouraging progress in healthcare, which motivates us at New Crystal Health Services to continue raising the bar. Some recent strides include:

- Expanding healthcare infrastructure through the Agenda 111 initiative: more district and regional hospitals have been built or refurbished, bringing services closer to many communities. (Africa News - Notizie dall'Africa)
- Digital innovation is transforming access: hospitals across northern, eastern, and western regions are being networked, telemedicine and e-health tools are helping reach remote areas, and the mobile health/drone systems are easing delivery of medical supplies. (Ministry Of Health)
- Improvements in public health outcomes: better maternal and child health indicators, declines in under-five mortality, and more inclusive health insurance coverage under NHIS are helping more Ghanaians get care when they need it. (Ghana National Association)

At New Crystal Health Services, we are proud to contribute to this progress. In October, we are offering services aimed at prevention and wellness:

- Free Pelvic Scan for women of reproductive age
- 30% Discount on Prostate Cancer Screening for men
- Free Hepatitis B Screening for all
- Advanced Dental Care, including professional teeth whitening and Invisalign

All this, alongside our general, specialist, and diagnostic services, underscores our belief that early screening and quality care are essential.

I call on all Ghanaians: your health deserves priority. Regular checkups, embracing free or discounted screening, caring for mental health, breast health, liver health, all these matter. Let this October be a month where awareness becomes action. Together, let us build a healthier future, one life at a time.

**REMEMBER TO GET YOUR  
BREASTS EXAMINED REGU-  
LARLY!!!**



# SPECIAL OCTOBER PROMOS

As part of New Crystal Hospital's efforts to bring quality affordable healthcare to the doorstep of our clients, the facility is offering special promotional packages throughout the month of October. This promo also forms part of activities to commemorate this year's Breast Cancer Awareness month. Find details in the fliers below



## Free Pelvic Scan!

We invite all women of reproductive age to take part in our **FREE Pelvic Scan Campaign**.

### Why Screen?

- ✓ Detect fibroids early.
- ✓ Protect fertility.
- ✓ Prevent complications.
- ✓ Better treatment options.

Screening available at all New Crystal Hospital branches.

Sep.-Nov. 2025  
Mon-Fri  
Time  
8am - 4pm

Call Us Today!

Hotline: 0544347239  
Toll-free: 0800180260



## Smile Brighter with Our Expert Dental Care

Experience **gentle treatments** that ease pain, restore beauty, and keep your teeth strong for life.

### Our Services

- ✓ Invisalign
- ✓ Oral Surgery
- ✓ Teeth Whitening
- ✓ Pediatric Dentistry
- ✓ Crowns & Dentures
- ✓ Root Canal Treatment
- ✓ Fillings & Restorations, etc.

Monday-Friday  
8AM-4PM

New Crystal Hospital  
Ashaiman & Tema Branch



## Inguinal Hernia Surgery Promo

@ Just GH¢2,700!

A hernia is **not** just a lump, if left untreated, it can cut off blood flow to your intestines, causing life-threatening complications. **Don't wait, get treated now.**

### Why Choose Us

- ✓ Expert surgical team
- ✓ Safe & reliable procedures
- ✓ State-of-the-art facilities
- ✓ Proven track record

New Crystal Medical Mall  
Ashaiman, Opp. Kuffuor Station

Monday-Friday  
8AM-4PM





# Crystal Puzzle



## Breast Cancer Awareness Word Search

M O T C O S E E C O F R S T  
 E N H E A K C E H C F L E S  
 P I E R T V I S P O R C R N  
 D I A G N O S E W Q I X R E  
 P I N K U U V V T N R F D M  
 R E T L E D L I O U S U A O  
 O V G E N E T I C D M C W H  
 C R I Z R F T L Y A M T O E  
 E A O E A N U A T O O N A R  
 D H S R E C R E G R C L O D  
 R Z E R A O A G A H O C U H  
 E R K E L M I Z A U B A L R  
 P U K C E H C O S E N T W R  
 J M S G I T N E M T A E R T  
 X O H E A L T H G N I R E

Mammogram  
 October  
 Women  
 Doctor  
 Check up  
 Health  
 Prevention  
 Selfcheck  
 Xray  
 Treatment  
 Procedure  
 Genetic  
 Educate  
 Pink  
 Survivor  
 Diagnose  
 Radiology  
 Cancer

## Our Services



### EMERGENCY



### HEALTHCARE



### DIAGNOSIS

#### General Services

- General Consultations
- Emergency Services
- Pharmacy
- Maternity & Child Health
- Dental Care
- Health Screenings
- Home Care Services
- Corporate Health Services
- Nutrition & Wellness Counseling

#### Diagnostic Services

- CT Scan
- Digital X-Ray
- Laboratory
- Ultrasound
- Mammography
- Electrocardiogram
- Endoscopy

#### Specialist Services

- Dermatology
- Gynecology
- Pediatrics
- Ear, Nose & Throat
- Obstetrics
- Surgeon
- Physician Specialist
- Urology

#### Our Branches

- Tema
- Takoradi
- Ashaiman
- Adjei Kojo
- Michel Camp