Detect Cancer and Prevent Heart Failure – with a Simple Prick of the Finger

Tuesday 25 August, 2015

Dr Now gives patients access to state-of-the-art self-test diagnosis kits to help prevent future heart failure and detect ovarian cancer from the comfort of their own home, with results confirmed within 24 hours.

Dr Now, the world's first medical diagnostic and delivery mobile platform from Now Healthcare Group, is providing patients with a range of self-test 'tumour marker' kits to help diagnose ovarian cancer and assess the severity of potential future heart failure.

The kits allow patients to administer a thorough blood test themselves, simply by pricking their finger and providing a small blood sample. Results are then returned to the patient within 24 hours of the sample being received by the Dr Now lab.

Tumour markers are substances that are produced by cells in response to cancer or certain benign conditions. They are produced at higher levels in cancerous conditions than normal, which makes them detectable through a simple blood test.

The NT-Pro (BNP) test helps to diagnose and assess the severity of a potential heart failure, and can be effective up to 15 years before the heart fails. This preventative test can allow those at risk to receive the necessary treatment to minimise the risk of a future heart problem.

The CA125 blood test is used to diagnose ovarian cancer. It detects above-normal levels of the tumour marker CA125, while the related HE4 test considers the risk factor of malignancy.

These new tests offered by Dr Now cement the platform's status as an industry-changing health solution, complementing the current diagnosis and medication delivery service offered to patients directly from an app-based video consultation with an MRCGP-certified GP.

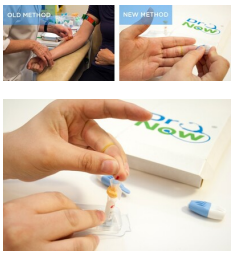
Currently in a 'soft launch' phase, the Dr Now platform will be fully launched in October 2015, and has recently received media coverage from ITV, BBC, The Guardian, The Mirror, The Times and Wired.

The Dr Now app is now available to download for iOS and Android devices from the **App Store** and **Google Play**.

ENDS

NOTES TO EDITORS: For more information on the industry-changing Dr Now product, visit www.drnow.co.uk or contact CEO Savvas Neophytou at savvas@drnow.com, Dr Andrew J Thornber at andy.thornber@drnow.co.uk or Jon Taylor at jon.taylor@drnow.co.uk. Dr Thornber is a professionally-qualified doctor with over 20 years of experience in the health industry, and is available for all media enquiries including phone/TV/radio and email interviews. Alternatively, contact Savvas Neophytou directly on 0151 601 5992.

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