

## ASEAN Movement in Radiology

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# MFU Wellness Center and FUJIFILM bring medical innovation to provide people in remote areas of Chiang Rai tuberculosis screening with the aim of reducing limitations to access basic healthcare services

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Received 22 December 2022 ; accepted 22 December 2022  
doi:10.46475/aseanjr.v23i3.200

**Keywords:** Tuberculosis, Screening, Remote area, Portable X-ray, Corporate social responsibility.

Mae Fah Luang University (MFU) Wellness Center and FUJIFILM forge a partnership in conducting physical checkups in remote areas of Chiang Rai, including Ban Laolew and Ban Pangmahan with the aim of promoting proactive tuberculosis (TB) screening and reducing limitations to access basic healthcare services among locals, hill tribes and stateless minorities.

Chiang Rai is the northernmost province of Thailand where the borders of Thailand, Laos and Myanmar converge. Ban Laolew and Ban Pangmahan are the geographically remote communities in Chiang Rai which are located uphill and almost a hundred kilometers away from the city center. The locals encountered difficulty in accessing healthcare services and never had a chance to take X-ray due mainly to inaccessibility by an X-ray van. Moreover, it was reported that 67 tuberculosis patients were found in Mae Fah Luang, Chiang Rai in 2021 with 8.95 percent of mortality rate per annum. For this reason, the collaborative partnership

between MFU Wellness Center and FUJIFILM was established to tackle this issue through the integration of MFU Wellness Center's holistic healthcare services, ranging from basic healthcare to complicated medical surgeries, and FUJIFILM's medical innovation, FDR Xair, the portable X-ray unit with the ability to X-ray bedridden patients.

FDR Xair is a compact and portable X-ray unit with only 3.5 kilos in weight. It is suitable for bedridden patient X-ray and mobile checkup in the remote areas where X-ray van cannot access. The X-ray unit provides safe and sufficient radiation dose as recommended by WHO. In addition, the FDR Xair is equipped with AI technology which could transfer X-ray images onto a computer and locate lung abnormalities rapidly and accurately.

In this event, there was a total of 550 people who had registered for the checkup and 147 cases were detected to develop pulmonary-related conditions and were given appointments for treatment in the next step.

**Associate Professor Chayaporn Wattanasiri, Ph.D., President of MFU**, said "MFU was established by the name of the mother of King Rama IX, Her Royal Highness Princess Srinagarindra, who was lovingly known as **Mae Fah Luang**. HRH Princess Srinagarindra lavished her attention upon overall health and well-being of her subjects that contributed to the foundation of the MFU Wellness Center for providing people with basic healthcare services which prevent people from getting sick and reduce the burden on the national health expenditure. To maintain one's good health, the MFU Wellness Center is strongly oriented towards education and disease prevention rather than treatment as it is our mission to achieve sustainable healthcare."

**Assistant Professor Thawatchai Aphidechakul, Dr.P.H., Acting Director of MFU Wellness Center**, added "MFU Wellness center operates its services through 3P strategy: Prediction, Prevention and Promotion, which heavily emphasizes on people who face difficulty in getting medical services. Previously, we came across obstacles to providing mobile checkup and reaching out to TB patients in remote

areas as the equipment that we have cannot be relocated into the areas. Therefore, the physical checkup under the collaboration of the MFU Wellness Center and FUJIFILM, that offers medical equipment support, has allowed medical professionals to provide diagnosis, basic healthcare services, and treatment for people with proper care.

**Mr. Yuto Kumagai, Assistant to Managing Director, FUJIFILM (Thailand) Ltd.,** stated, “As a responsible corporate citizen, Fujifilm is firmly committed to solving social issues in all dimensions, especially health inequality. To solve the issue, we have continuously created and developed our medical innovations and technologies which cover three key health aspects: Prevention, Diagnosis, and Treatment. In this mobile checkup, we are aware of the limitations in terms of access to the remote areas, so we are bringing our medical imaging solution, FDR Xair, to support medical professionals in this physical checkup, relieving burdens on the medical staff’s part.”

Fujifilm always places strong emphasis on solving social issues, especially health issue that affects not only an individual, but creates negative impacts on the wider society. In 2021, Fujifilm launched its new corporate campaign "NEVER STOP" that reinforced its commitment to never stop creating a wide range of innovations and technologies that allow people to live a healthier life and create new values, to give back to society.

