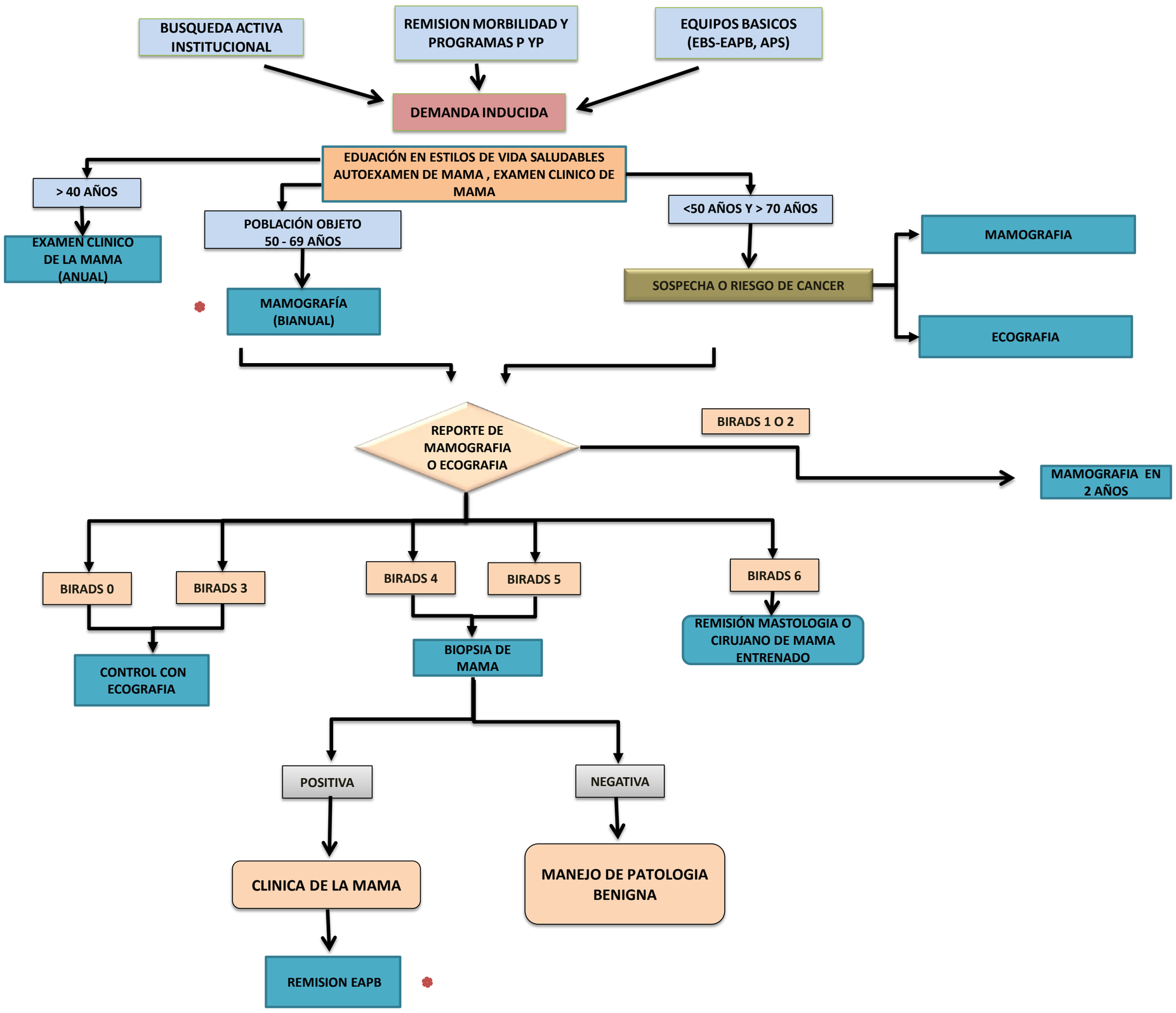RUTA DETECCIÓN TEMPRANA CÁNCER DE MAMA