

Max Hospital Organize an awareness drive on cancer advancements and available treatments

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New Delhi , Leading healthcare player in the North, Max Hospitals, Vaishali and Patparganj, today, organized a public awareness drive/campaign at Baraut to address rising trends of cancer, detection, treatment, advancements made and prevention of the deadly disease. The awareness drive also focused on the introduction of a dedicated Oncology Tower at Max Hospital, Vaishali. The newly launched tower will be equipped with 6 modular OTs, Latest PET Scan, LINAC, 23 OPD Chambers for Oncology, will have a dedicated Women Cancer Wing, Bone Marrow Transplant Unit, 32 bedded Chemo Daycare, and will have 50 dedicated consultants, 500 Support Staff. The Max Healthcare team has also introduced the concept of DMG and has created 10 such groups to provide dedicated treatment & care for specific types of cancers (Breast Cancer, Head & Neck Cancer, Thoracic Cancer, Gastrointestinal Cancer, Musculoskeletal Cancer, Haematology Cancer; Molecular, Paediatrics& Palliative Cancer; Gynaecological Cancer, Neurological Cancer, and Genitourinary Cancer). According to the Indian Council of Medical Research (ICMR) data, cancer burden has doubled over the last 26 years. In 2016, India had 14 lakh cancer patients, and the number is increasing. Breast cancer, cervical cancer, oral cancer, and lung cancer together constitute 41 per cent of cancer burden in India. In India, there are 450,000 follow-up patients every year and the annual registration of new patients in India is 50,000, with limited oncology specialists. Speaking on the occasion, Dr. Dinesh Singh, Director- Radiation Oncology, Max Super Speciality Hospital, Vaishali and Patparganj, said, "Linear accelerators are one of the latest advancements for the treatment of any type of cancer that delivers high energy rays on to the tumor from any angle with high precision. This radiation

therapy aims to target the tumour without even touching the patients accurately without damaging the healthy tissues and nearby organs. In comparison to the traditional treatment therapies, linear accelerators are highly reliable and safe, minimizing the risk of any side effects. While we focus on providing Quality Care and advanced treatment options; it's equally important to spread the message of early detection as symptoms often get neglected or are diagnosed late." With the new multidisciplinary cancer management approach across 10 Disease Management Groups, the new oncology tower is all set to provide optimal and comprehensive care in the management of cancer. Owing to their specialized and targeted approach, these DMGs are dedicated to specific kinds of cancer and are better equipped to diagnose and offer customized and advanced care to the patient. Such approach also ensures inclusivity and enables second opinions within the system, making the procedure meticulous and faster at the same time. Dr. Dinesh Singh, further added, "The main focus of Disease Management Group is to meet the growing needs of the cancer affected population through a multidisciplinary approach. Most of the patients lack awareness about the advanced treatment options available to treat cancer. Max Hospitals, Vaishali and Patparganj, have treated over 300 patients in the past 2 years and most of them are leading a better quality of life. Masses should be educated about the risk factors and importance of early stage detection in managing such fatal cancers." With state of the art technology, specialized clinical approach and best in class diagnostic abilities, Max Healthcare is well equipped to spot even the most menial forms of cancer and at the same time, treat the most advanced cases. Max Healthcare has the advantage of the 14 hospital network and its tertiary care abilities across specialties which make for a very comprehensive healthcare offering.

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