

WORLD CANCER DAY 4TH FEB

Dr. Prathap C Reddy, Chairman, Apollo Hospitals said, “The ominous ground reality of cancer in India is that currently there are about 30 lakh cancer patients in our country and over a million new cases are diagnosed every year. These are worrying statistics and the situation has to be addressed right away. At Apollo Cancer Institutes, we firmly believe that **“Cancer is Conquerable”** if detected early. Early detection has an invaluable advantage in the treatment of cancer and hence we had introduced Organ Specific Cancer Screening Clinics and they also underscore Apollo’s resolute determination to wage war against cancer and all other NCDs. Every Indian’s health is a personal and a collective responsibility and on February 4, each one of us should pledge to address the onslaught of cancer by leading a healthy lifestyle and going for regular and comprehensive cancer screening.”

Mr. Rahul Khosla, NATHEALTH President and President, Max Group, Chairman, Max India, Max Life & Max Healthcare “With 1 million new cases of cancer reported every year in India alone and 14 million reported worldwide, there is an urgent need for assertive collective action in the fight against cancer. World Cancer Day is an opportunity for the government and the industry to come together and work towards ensuring equal access to, and adequate resources for, cancer care for patients across socio-economic strata, by establishing policies for prevention, timely and affordable cancer care, and support for survivors and their families.”

Mr. Prashant Mishra, MD, BMJ Group India Pvt. Ltd and Member NATHEALTH As per an ICMR study, India is likely to have over 17.3 lakh new cases of cancer and over 8.8 lakh deaths due to the disease by 2020, with cancers of breast, lung and cervix topping the list. We are therefore in most urgent need of scientific advances in treatment of cancer. We need improved screening and early detection, and improved quality of care delivered to patients. BMJ remains committed to help medical organisations and clinicians tackle critical healthcare challenges like cancer - we are working continuously to adapt our capabilities to help individuals and organisations deliver high-quality, safe and affordable healthcare to patients. Through our partnerships with American Society of Clinical Oncology (ASCO) & European Society for Medical Oncology (ESMO) we have striven to bring specialist content in the area of oncology to clinicians in the subcontinent. We hope that through these collaborations we are able to improve the information available to clinicians in the area of cancer research and treatment

Mr. Amit Mookim, General Manager, South Asia, Quintiles IMS and Member NATHEALTH “In the past few decades, India has witnessed unprecedented progress in the health of the populace. There have been several changes in terms of economic development, mortality and diseases profile. However, there has been an accelerated rise in cancer patients. As per the Indian Council of Medical Research (ICMR), the total

number of new cancer cases is expected to be around 17.3 lakh in 2020. Currently, 7% of total deaths in India is caused by cancer. Therefore, it is imperative that we have a policy-based preventive approach, along with sustainable funding mechanisms and robust monitoring system to address this rising threat. The best way to achieve that would be by putting added focus on screening and prevention aspects along with strengthening secondary and tertiary care services to reduce mortality and morbidity. The Government must collaborate with the private sector to provide health education and create awareness amongst the mass populace and build robust infrastructure for cancer management that reaches out to every strata of the society.”

Mr. Suyash Borar | Director | Xceptional Health & Wellness Pvt. Ltd. and Member NATHEALTH “With the motto “We Can, I Can”, let us all spread awareness of Cancer and reduce the stigma that comes with it. The life-threatening disease has affected more than 2.5 million of India’s population, taking over 5.5 lakh lives. Stepping into 2017, every individual must use the world of social media and promote the global movement. Not only, will it encourage healthy individuals to make stringent lifestyle changes but also give the patients the strength and courage to fight the disease.”

Mr. Vivek Srivastava, Co-Founder & CEO, HealthCare at HOME and Member NATHEALTH. “World Cancer Day is the one such initiative under which the entire world unite together to create awareness and fight against the global cancer epidemic. Cancer is a major threat to people’s health around the globe. Everyone has the right to access quality yet affordable cancer services and treatments. World Cancer Day was planned in order to save millions of lives from cancer as well as train people to check its symptoms, follow its preventive measures and get saved from the risk of this epidemic disease. At this very moment, one should Pledge to Support disease patients and survivors with the physical and emotional impacts of cancer even after treatment ends and attempt to get re-established typicality, schedule, steadiness, social contact, and income in their life”.

Mr. Amol Naikawadi, Joint Managing Director, Indus Health Plus and Governing Council Member NATHEALTH. “Close to 12-14 lakh new cases of cancer are reported every year in India. However, a large percentage of all cancer cases are preventable due to awareness, lifestyle changes and early diagnosis. Majority of people who are affected by this dreadful disease are from the working population class which results into loss of economy and further has an adverse impact on individual, family, community as well as country as a whole. Communities, private players and even people at individual level, should come together and create a culture of awareness about adopting healthier choices and prevention through early diagnosis which will help to improve the cancer survival rate as well as cost of treatment.”

Dr Ravi Gaur, MD Pathology, Chief Operating Officer(COO) ,Oncquest Laboratories Member NATHEALTH Genomic profiling, precision medicine, immunotherapy drugs, cell-based therapies have given medicine a new dimension. New

epigenetic drugs could turn cancer cells normal. Understanding and assessing each individual's risk for cancer has become more precise. A more coordinated and systematic research with big data, has reduced fragmented efforts of scientists and hopefully will lead to more integrated, personalized care, which in turn will make the experience of living with cancer feel less lonely and isolated. It will make the process of preventing and controlling cancer more tailored to the needs of the people. We are in an exciting phase and every day we are learning tremendous information on the molecular biology of cancers. Scientists and doctors are translating this knowledge into great advances in diagnosis, prevention and treatment of cancer, to achieve the best outcome for patients. As we all know cancer is a moving target—emerging here, there and from nowhere - hiding & escaping against treatment - But it doesn't mean it can't be followed and attacked. Our new found insights and knowledge, has strengthened our belief, that there is a 'CAN' in the 'CANCER' and soon I Can, You Can and We Can beat the Cancer comprehensively. Each day is now a new day filled with newer perspective and possibilities. Giving up is not an option, fighting for cure is now a way of life. Today, we have the knowledge, experience and technology, let us refuse to live in fear; soon it won't come back, but if it comes, we will fight it out.

Mr. Ravi Gaur, COO, Oncquest Laboratories Ltd

1. Don't count the days, live it and love it.
2. Fight through the tough time and let your soul win the battle.
3. Sometimes you have to go through things and sometimes around them.
4. We wish CANCER would be only a zodiac sign one day.
5. To challenge CANCER and surviving it, is a sign you are born fighter.
6. We must embrace pain and burn it as a fuel for our journey.
7. Sometimes it is necessary to do beyond your endurance level.
8. Being strong is the only choice, so make up your mind and get ready to fight.
9. We cannot direct the wind but can direct the sail.
10. C- Care for oneself ,
A-Affection to others,
N-Nourish your soul,
C-Cuddle with your family,
E-Embrace the fear,
R- Respond to fight CANCER.

Mr. Sunil Thakur, Quadria Capital Advisors Pvt. Limited and Member NATHEALTH 'It is an important day for us, as stakeholders, to reflect upon our responsibilities and abilities to help fight this disease. The stakeholders should come together to raise the awareness and encourage and support efforts and work that help contain the disease and improve quality of life.'

Mr. Vikram Munshi, Founder, Whitespace Consulting & Capability Building Member NATHEALTH 'There would be very few of us who would not have lost a loved one to this disease. World Cancer Day gives us a focus to pledge that we adopt and advocate a healthy lifestyle so that we do our best to prevent this'



Mr. Michael Koss, CEO, Global Patient Portal Member NATHEALTH "Cancer may be the biggest battle of your life - together we are building the armies to help you fight!" Cancer continues to present a significant burden to the country and it is important that the healthcare industry work together to provide the best possible clinical care to all patients and other stakeholders. With that in mind, it is also important to note that the volume of patients that we have in India will require further investment and support from the government as well as the private sector. I look forward to all of this coming together in the very near future.

Mr. Rajit Mehta, Managing Director and Chief Executive Officer of Max Healthcare Member NATHEALTH The incidence rate of Cancer cases in India is increasing at a rapid pace. Studies show that nearly two people are being diagnosed with Cancer every minute and almost 60-80% cases are diagnosed at a much later stage. As responsible healthcare providers, we need to come together and look at opportunities to partner with the government on various initiatives in order to focus on creating awareness and early screening of the disease. While a lot of efforts are being made to provide patients with access to quality treatment, we are far from catching up to the way the disease is spreading. Building awareness about lifestyle correction, self-examination and early diagnosis is the only means by which we can fight this disease and make a difference.