

D.E.S.H. - DETECT EARLY, SAVE HER & HIM
Community-based Cancer Screening Program, Assam

13th November 2017



Project DESH Flagged off in Gauhati, Assam November 13th 2017





Use of Epidemiology and surveys
Use Data analytics
Early detection saves lives and costs.

Vision

Transforming Health ecosystems through high impact solutions, Thought leadership and Partnerships



Mr. Ajay Piramal has been conferred the prestigious CNBC Asia Business Leader Award (ABLA) 2017



Dr. Swati Piramal with Queen Mathilde of Belgium



EVERY WOMAN
EVERY CHILD

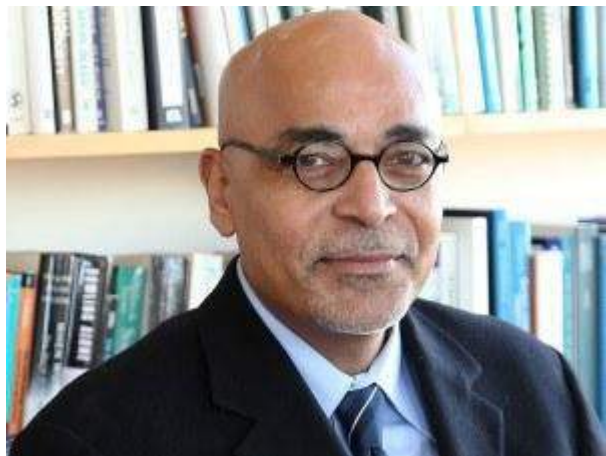
Piramal Swasthya is a signatory to UN SDG Goals in ending preventable deaths of Woman and Child

- 2017 – “CSR Health Impact Award 2017”
- 2016 – “Community Healthcare organization” of the year 2016; “Express Public Health Award” 2016
- 2015 - Times of India “Social Impact Award” under Corporate NGOs category for Healthcare

Grateful thanks to....

- Government of Assam and National Health Mission, for successful collaboration since 2011 for the outcomes and scale of Sarathi 104 and Sanjeevani and for the launch and success of D.E.S.H
- Dr. B Borooah Cancer Institute, Guwahati, Assam, for being a key partner in the design and outcomes of D.E.S.H
- Harvard School of Public Health and Dana Farber Cancer Institute, for being our technical partners for D.E.S.H

Partnership with Harvard University



Prof. K. Viswanath,

Lee Kum Kee Professor of Health Communication
Department of Social and Behavioral Sciences
Harvard T H Chan School of Public Health



Prof. Dr. Mehra Golshan,

Medical Director of International Oncology Programs,
Dana Farber /Brigham and Women's Cancer Center
Harvard University

Piramal Swasthya Journey since 2007

- Implementation -

 - Operating in 13 States

 - 23 Projects under PPP, CSR and International Partnerships

 - Strong workforce of 3600 employee

 - 450 Doctors and Paramedics

- Leading Innovation in -

 - Mother & Child Health: ending preventable deaths

 - Cancer: prevention & early detection

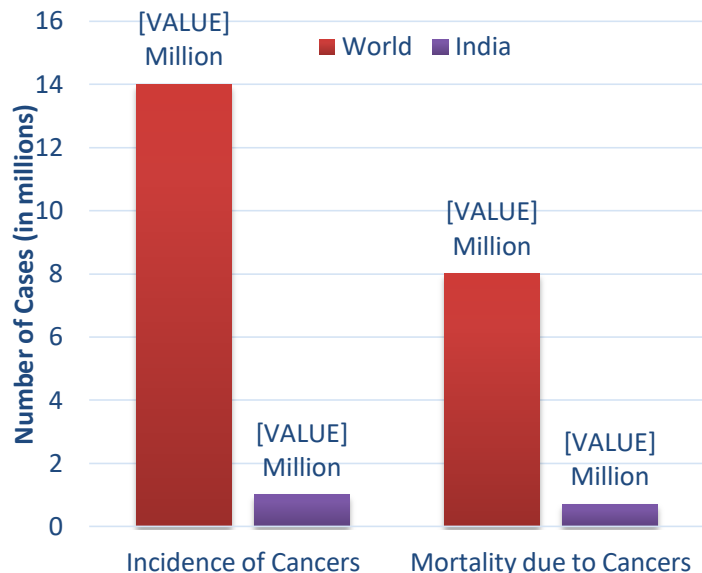
 - Non Communicable Diseases: prevention and Management of Diabetes & Hypertension

- Advisory -

 - National Framework & design for 104, Telemedicine & Community outreach

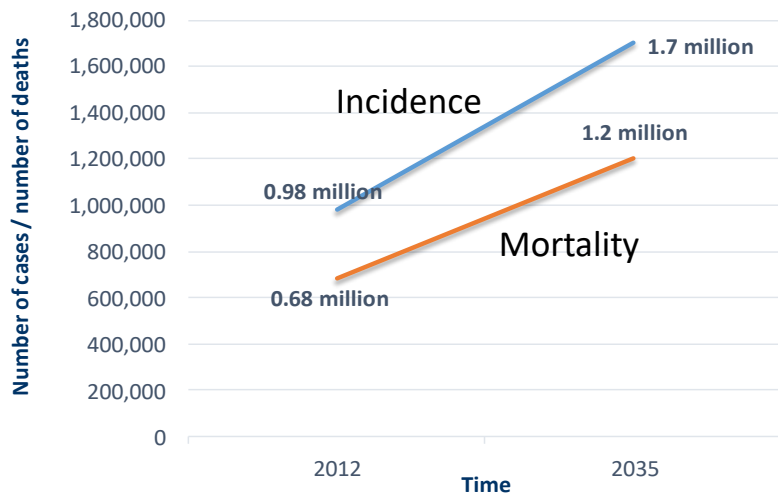
 - eHealth/mHealth strategies for India

Global Cancer Incidence and Mortality



- Economic impact of cancer: **US\$ 290 billion to US\$ 900 billion worldwide**
- Economic burden of Cancers in Low and Middle Income Countries: **US \$500 billion**
- Investment of **\$11.4 billion** in a set of core prevention strategies in Low and Middle Income Countries leads to **savings of up to \$100 billion** in cancer treatment costs.

Cancer Incidence and Mortality, India: Projections 2012 – 2035*



The 5-year survival rate for Cancers in the developed countries is $\approx 70\%$ while the same in India in only $\approx 30\%$

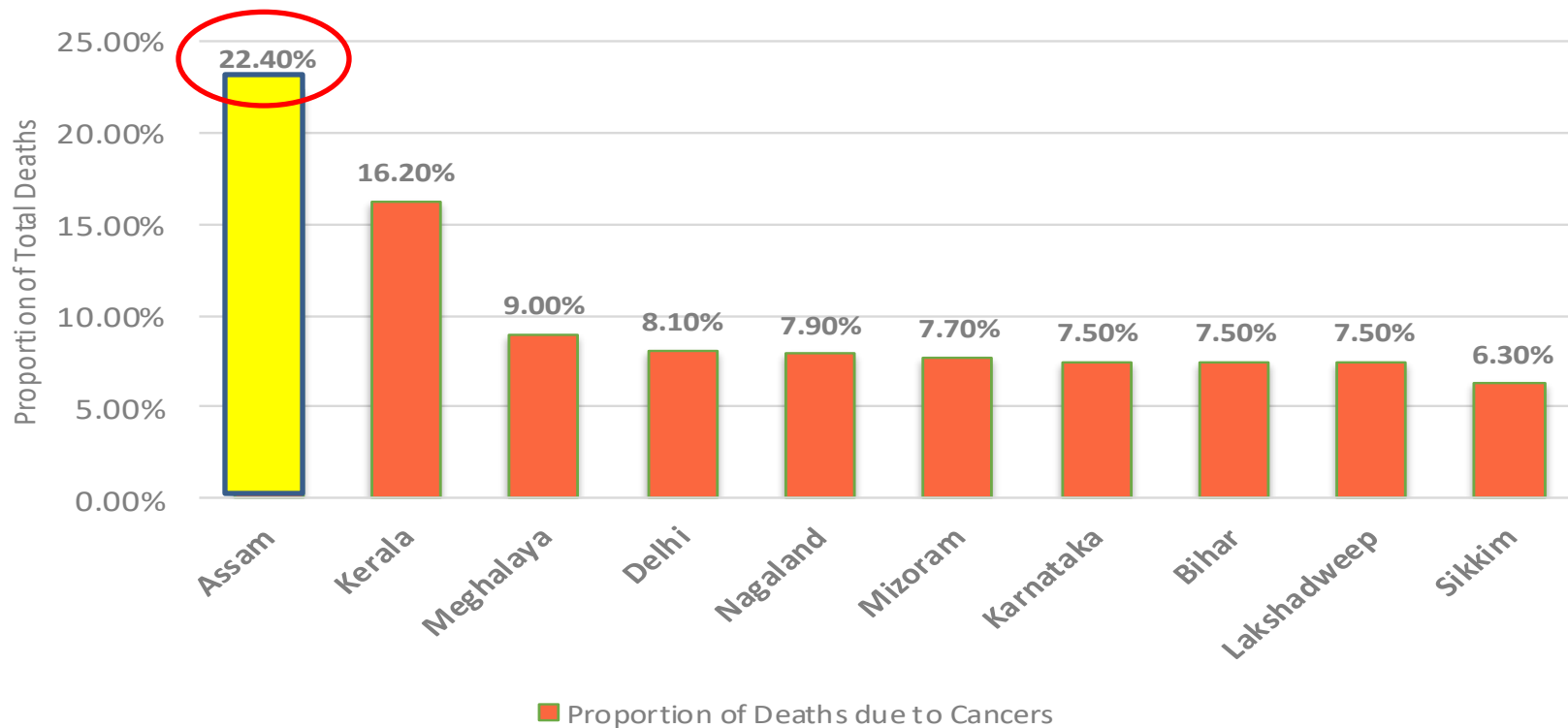
Why?

- Delayed diagnosis
- Poor access to treatment
- Suboptimal treatment

Importance of Primary Health Care in Cancers – Prevention & Early Detection

- **30% - 50%** of cancer deaths can be prevented by modifying or avoiding key risk factors, early diagnosis & treatment.
- Screening for Cancers must be **integrated** at the primary care level
- If detected early, survival rates **improve** tremendously
 - Women diagnosed with **Breast Cancers** in early stages (0 & 1), have a 5 year survival rate of **>90%**
 - People diagnosed with **Oral Cancers** in early stages (0 & 1), have a 5 year survival rate of **83%**

22% of Medically certified causes of death in Assam are due to Cancers

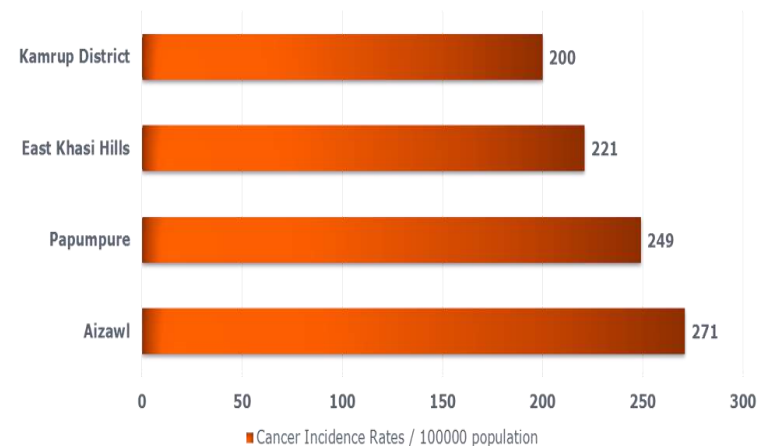


Cancers in Assam - Kamrup has the 4th highest incidence in India

- North East suffers from very high Cancer incidence and mortality, Assam being highest
- Rural population has half the incidence and double the mortality; ≈ 200 cases /100 000 population
- Most common cancers that can be screened at the community level are:

Breast, Cervix, Oral Cavity

Top 4 Districts in India, by Cancer Incidence



Factors for a successful screening program: End to End Care for Cancers

- Screening at **grass root levels**
- Community involvement
- **Sensitive and specific** screening tests
- **Followed up with appropriate treatment – referral link**
- **Partnerships with**
 - **Dr. B Borooah Cancer Institute** ensures that the screen positive patients are treated appropriately, thus ensuring end-to-end care
 - **The Government of Assam**
 - **Harvard University**



D.E.S.H. - Detect Early, Save Her & Him



The aim is to **reduce the proportion of late-stage diagnosis and mortality** from breast, cervical and oral cancers through a community based screening and referral program

Objective : to **prevent, screen, diagnose and treat oral, breast and cervical cancers**

Concept to Launch – **November 2016 to November 2017**



D.E.S.H. – Salient Features

- Community-based mobile cancer screening unit
- Counselling session for those who are detected positive
- Provision of transport for these patients to Cancer Institute
- Safe and secure Electronic Medical Record for every patient with a unique beneficiary ID for monitoring and tracking
- Referral and follow-up of positive patients, thereby ensuring complete end-to-end cover
- Patients to be enrolled with the existing Atal Amrit Yojana insurance program



The Way Forward – Scalability and Replicability



Intervention

Expansion

Transformation

Plan & implement
**Community-based
Interventions**
Kamrup

Expansion across the
High-incidence Districts
of Assam with a focus
on Scale and Program
Efficiency

Transformation -
Scaling innovation
across states through
systemic policy change
& altering patient
behaviors

Thank You