



## HCG launches first edition of Journal of Precision Oncology

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**An official journal of the Association of Transitional Oncology launched for the first time in India**

HCG – The Specialist in Cancer Care, based in Bengaluru, has launched the first edition of the [Journal of Precision Oncology](#). The journal is developed in association with Wolters Kluwer and ATRO – Association for transitional research in oncology. This is the first of its kind journal in India and the second in the world to be launched.

The Journal of Precision Oncology aims at building upon the current understanding of cancer in a manner that treats each type of cancer and each patient as a unique case, such that care strategies can be tailor-made to cater to this uniqueness while adhering to evidence-based practices. It is the official semi-annual publication of HCG, available both online and in print formats.

Precision medicine is an emerging approach that takes into account genetic, biologic, metabolomics, proteomics, and transcriptomic variability of every individual and creates specific treatment strategies. This approach allows doctors and researchers to predict more accurately which treatment and prevention strategies for a particular disease. It is in contrast to a one-size-fits-all approach, in which disease treatment and prevention strategies are developed for the average person, with less consideration for the differences between individuals.

Upon announcing the launch, Dr. BS Ajaikumar, Chairman & CEO, Healthcare Global Enterprise Ltd said “At HCG, we have been defining and redefining cancer care with a vision to make it more patient-centric and being at par with the global standards. The Precision treatment has evolved as we realized that everyone is different, so is the tumour, and hence the treatment modalities should differ for each form of cancer. The launch of the Journal of Precision Oncology will act as a platform for like-minded researchers sharing their experiences in addressing critical issues, exchanging new insights and developments in cancer care. This journal will raise the bar in cancer care and help us work together in optimizing patient

outcomes by adding years to their lives”.

Dr. Ravi C Nayar, Editor, Journal of Precision Oncology, Department Of Academics, HealthCare Global Enterprises Ltd. said “The philosophy of precision treatment in oncology is that like every human being is unique, so also every tumor is unique and as is the reaction of every tumor to treatment modalities. We hope this journal and its focus will foster this unique attitude to cancer care in general and individual patient’s betterment in particular. I thank all those who worked tirelessly for this effort”.

All spectrums of cancer across India will be covered in the journal which will help in redefining the future of oncology. Experts and like- minded researchers can share their experiences in bringing the best and latest advances in treatment to patient care by submissions for the future issues of the journal.