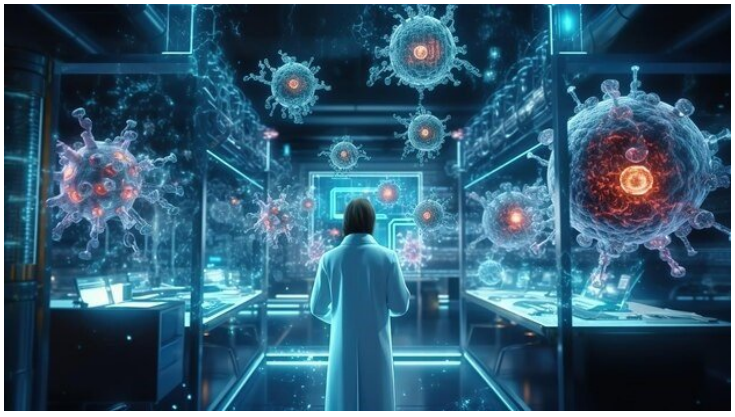
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HCG and Accenture collaborate on cancer research and care using advanced AI

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Innovative, data-driven programme to accelerate cancer research in South Asia



Bengaluru-based HealthCare Global Enterprises Limited (HCG), one of the largest cancer care networks in India, is collaborating with Accenture to accelerate cancer research and care through the use of advanced artificial intelligence (AI), including generative AI and deep learning on multi-dimensional and multi-omic patient data.

This strategic teaming combines Accenture's global expertise and talent in data and AI including AI/ML, generative AI, and quantum computing with deep clinical insights from HCG in oncology to enable early detection and treatment for various types of cancer.

As part of the joint effort, Accenture will use advanced technologies including image analysis software, informatics, and novel algorithms to analyse data from cancer patients and study molecular alterations that can have a broader impact on patient care. The programme, the first of its kind in South Asia, will leverage Accenture's generative AI studios to spur innovative research for the discovery and development of new drug targets, mechanisms and pathways, and biomarkers associated with different forms of cancer.

Additionally, the initiative aims to enhance the understanding of various cancers, including their development, symptoms, and origins, to enable new treatment algorithms for precision medicine and advance the quality of therapy and care. It will showcase data-driven clinical practice and enhance the overall efficiency of patient care by applying AI, generative AI, cloud, machine learning, and quantum computing, among others. The collaboration is currently focused on identifying molecular signatures for the prognosis and response to therapy for lung adenocarcinoma, and head and neck cancers, which will then be extended to other cancer types.