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Max and GE Healthcare join hands to advance cancer care in India

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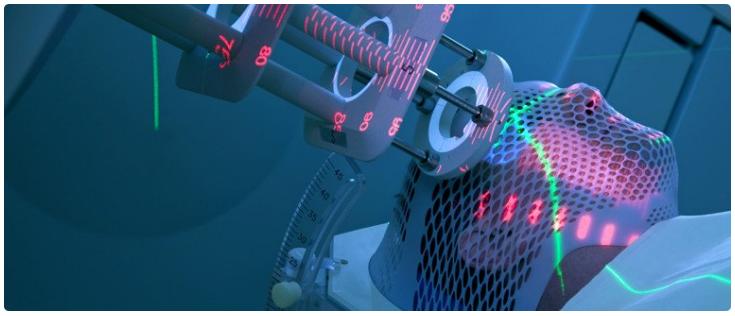

Max Healthcare, a leading healthcare services provider and GE Healthcare, a unit of General Electric Company (NYSE: GE), today announced a strategic partnership to advance the standard of cancer care in India through collaborative research and co-creation of futuristic, multifaceted cancer management solutions.

An MoU was signed to this effect by Dr. Ajay Bakshi, MD & CEO, Max Healthcare and Ms. Terri Bresenham, President & CEO, GE Healthcare South Asia, in the presence of Mr Analjit Singh, Chairman, Max India Group; Mr John Dineen, President & CEO, GE Healthcare; Mr. Rahul Khosla, Managing Director, Max India Ltd.; Mr Banmali Agrawala, President & CEO, GE South Asia; and Dr Harit Chaturvedi, Chairman Oncology, Max Healthcare

Speaking at the occasion, Dr Ajay Bakshi, MD & CEO, Max Healthcare said "There is an alarming increase in the incidence of cancer in India. Inadequate screening and a severe shortage of oncologists and other trained staff further compound the problem. With advanced healthcare infrastructure and the availability of one of the largest pools of clinical talent in the country, comprising of 45 oncologists and 220 trained oncology support staff, Max Healthcare is uniquely positioned to partner with GE Healthcare to set new standards for cancer care by innovating on clinical protocols, technology and systems."

"At GE, we envision a day when Cancer is no longer a deadly disease. When the disease is as complex and multi-faceted as cancer, solutions need to be equally multi-faceted and even more integrated, combining medical imaging, molecular imaging, healthcare IT and cellular technologies. With technology advances, we can see diseases as we have never seen before and provide most personalized treatment eliminating non-responding treatment protocols. Through this partnership with Max Healthcare, we aim to understand the fingerprint of specific cancers in India and co-develop disruptive solutions" said John Dineen, President& CEO, GE Healthcare.

As one of the most relevant global cancer diagnostic companies, GE is devoting an even greater share of R&D budget (US $ 1 Billion) to continue developing disruptive oncology solutions. Combining Max Healthcare's expertise and experience in tackling cancer presents a fantastic opportunity to advance technology solutions, processes and protocols to set a new standard of cancer care as well as improving access to quality cancer care for more people. The partnership will give emphasis to the following critical areas:

1. Creation of a first of its kind Centre of Excellence for Cancer in India at Max Super Speciality Hospital, Saket, Delhi. The Centre will be equipped with the latest technology solutions like medical imaging, molecular diagnostics, healthcare IT solutions to integrate data, processes etc.

2. Collaborative research on cancer care & co-creation of technology solutions

3. Improved access to quality cancer care through Healthcare IT Solutions (example. cloud/mobile health platforms).

4. Decision Support System like virtual tumor board - to virtually surround a patient with multi-disciplinary expertise. Oncologists from Max Healthcare network as well as leading experts from around the world will be available to provide best possible personalized treatment course to each patient

5. Development of innovative cancer specific treatment pathways and protocols to make diagnosis and treatment more efficient.

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6. Setting up an Oncology Training Institute to advance existing skill set on clinical care and to build a larger pool of talent

Addressing the media, Dr Harit Chaturvedi, Chairman- Oncology, Max Healthcare said, "At Max Cancer Centre, we receive around 10,000 patients every year and the numbers are increasing by the day. With this collaboration with GE Healthcare, we aim to bring together clinical and basic research to find new solutions to cancer. The virtual tumour board will enable experts from different geographies and time zones to review each case of cancer and propose specific solutions for patients."

The incidence of cancer is sharply rising in India with a prevalence of 3 million and annual new addition of 1.23 million cases.* The mortality rates are very high due to late detection, access and affordability to care. India has highest rates of cervical, gall bladder, oral and pharynx cancers. Breast cancer is the second largest cancers among women in India. As per a GE commissioned study, 70-80% of cancer patients are diagnosed late which renders any form of treatment less effective. The need of the hour is to improve awareness leading to more early diagnosis, improve access to diagnosis and treatment as well as significantly improve the treatment protocols and care pathways to enhance quality of outcome - survival and leading a healthier life.

"Every two minutes India loses three people to Cancer. Two new people are detected with cancer every minute in India. It is a ticking bomb. We can save many of these lives with early detection and precise treatment. The partnership with Max

Healthcare reflects our shared commitment in tackling the deadly disease early and with precision" said Terri Bresenham, President & CEO, GE Healthcare South Asia.

"We hope to learn much more about each type of cancer and their cellular behaviour and develop solutions through this collaboration" she added.

Max Healthcare has been working towards addressing the scourge of Cancer. Recently Max Healthcare partnered with the Government of Punjab to organize the world's largest Cancer Screening Camp across 22 districts of Punjab, helping 20,000 patients. This partnership with GE Heatlhcare is a definitive step in tackling cancer head-on by working together to develop unique, disruptive solutions as well as by improving access to quality care