

IMPACT ASSESSMENT REPORT COLLABORATING FOR CANCER FREE INDIA

Implementing Partner: Alamelu Charitable Foundation

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01. ABBREVIATIONS

CSR	Corporate Social Responsibility
ICU	Intensive Care Unit
NABH	National Accreditation Board for Hospitals
NCCP	National Cancer Control Programme
NCG	National Cancer Grid
NHM	National Health Mission
PMJAY	Pradhan Mantri Jan Arogya Yojana
SDGS	Sustainable Development Goals
SVICCAR	Sri Venkateshwara Institute of Cancer Care & Advanced Research

02. EXECUTIVE SUMMARY

Project Background

India has faced a significant burden of cancer, with numerous cases being reported in later stages, resulting in high morbidity and mortality rates. Challenges such as infrastructure shortfalls, lack of skilled manpower, and concentrated urban cancer care have exacerbated the problem, leading to high out-of-pocket expenses and treatment dropout rates. Unhealthy lifestyle habits and low awareness had further contributed to the increased cancer risk.

In collaboration with governments and like-minded organizations, spearheaded the development of a network of healthcare facilities across India to address these challenges. This network aimed to bring comprehensive diagnostic and treatment facilities for common cancers closer to people's homes, reducing the need for extensive travel and associated expenses.

The network had prioritized awareness, health promotion, prevention, screening, and early diagnosis to ensure timely treatment. With a focus on leveraging the best available technology, even in remote areas, the facilities aimed to provide modern and effective cancer care. By adopting an innovative patient-centric approach, the network sought to elevate cancer care standards in India to global levels. Emphasizing holistic care, not only for patients but also for caregivers, the facilities aimed to provide a supportive environment throughout the treatment journey.

The network had spanned across 10 districts in Assam (Guwahati, Dibrugarh, Barpeta, Silchar, Tezpur, Diphu, Darrang, Jorhat, Lakhimpur, and Kokrajhar) and 4 non-Assam districts (Tirupati in Andhra Pradesh, Ranchi in Jharkhand, Chandrapur in Maharashtra, and Cuttack in Odisha), aiming to extend its reach and impact in addressing the growing public health concern of cancer.

Project Activities



To establish high-quality in-patient and outpatient facilities at the Sree Venkateshwara Institute of Cancer Care and Advance Research with a high degree of quality in infrastructure and services provided.



To provide accessible, affordable, and high-quality cancer care to people from and around Chittoor district in Andhra Pradesh.



Implementation Year

December 2021 - March 31, 2022



Assessment Year

FY 2023 - 2024



Beneficiaries

1000



Project location

Tirupati, AP



Budget

₹ 3,03,70,131/-



Implementing Partner

Alamelu Charitable Foundation



SDG Goals



Alignment with National policies and programs

- National Cancer Control Programme (NCCP)
- Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY)
- National Health Mission (NHM)

Research Design Snapshot



Project Name

Collaborating for Cancer Free India



Sampling Methodology

Purposive random sampling



Research Design

Descriptive research design



Sample Size

100

Key Findings



80.0%

of the respondents experienced maintenance issues with the medical equipment before the project intervention.



100.0%

of the respondents reported the strong alignment of the program with its principal objectives.



80.0%

of the respondents reported the quality of patient care received from the hospital as very good.



60.0%

of respondents stated that the quality and functionality of the medical instruments were very good.

Key Impact



80.0%

of respondents said that they had received consistent or occasional support and resources from SVICCAR.



60.0%

of the respondents mentioned that collaboration and communication among medical staff are effective.



100.0%

of the respondents reported a significant impact of SVICCAR on community health.

CHAPTER 3

INTRODUCTION



Utility Block

Background and need of the program

With a vision to transform Cancer Care in India, the Tata Trusts initiated the establishment of the Alamelu Charitable Foundation (ACF) in 2017, functioning as a Section 8 Special Purpose Vehicle (SPV). The primary objective of ACF was to implement the Cancer Care Initiative, aimed at providing affordable, high-quality healthcare closer to people's homes. In collaboration with various State Governments and like-minded organizations, ACF embarked on developing a network of cancer centres across the country, spanning regions such as Assam, Andhra Pradesh, Jharkhand, Maharashtra, and Odisha. This initiative was supplemented by strategies to cultivate trained human resources and implement prevention and early detection programs. The rationale behind this endeavour was to alleviate the burden on apex hospitals in metropolitan and tier 1 cities by shifting the load to decentralized cancer care centres.

This shift would enable the provision of high-quality cancer care closer to patients' homes, thereby reducing the out-of-pocket expenses associated with seeking treatment.

Infrastructure development was accompanied by robust public health programs conducted in collaboration with various state governments. These programs aimed to raise awareness about cancer, promote health-seeking behaviour, and activate screening programs, with a particular focus on oral, breast, and cervical cancer. Through these combined efforts, the Cancer Care Initiative sought to address the pressing need for accessible, affordable, and high-quality cancer care in India, with the ultimate goal of improving health outcomes and reducing the burden of cancer on individuals and communities.

Objectives of the Program



To provide accessible, affordable, and high-quality cancer care to patients coming from marginalized communities.



To develop a network of cancer centres across multiple states in collaboration with governments and organizations.



To implement prevention and early detection programs for oral, breast, and cervical cancer.



To train human resources to deliver comprehensive cancer care services.



To raise awareness about cancer and promote health-seeking behaviour through robust public health programs.

About HDBFS

HDB Financial Services is dedicated to supporting projects that promote community development, especially for underprivileged communities, and reduce adverse environmental effects. The CSR objective of the company is to encourage social and economic growth by integrating actions that benefit economically, physically, and socially disadvantaged populations. The CSR intervention of the company aims to include community development, social responsibility, and environmental responsibility into its operations across all business units, promoting inclusive growth, development, and empowerment.

About the Implementing Partner

ACF is supported by Tata Trusts and is a special purpose implementation vehicle for the Cancer Care Programme of Tata Trusts. ACF is a section 8 Not-for-profit company focussed on the cancer cause and was established with the intent of supporting the setup of a comprehensive cancer care network across India in order to ensure affordable, accessible and high-quality cancer care to millions of Indians, particularly the underprivileged.



CT SCAN MACHINE

CHAPTER 4

RESEARCH METHODOLOGY

In the fiscal year 2023-24, HDB Financial Services commissioned SoulAce to conduct an impact assessment study. The purpose of the study was to evaluate the immediate and enduring impacts of the program implemented under the theme of 'Accessible Cancer Care'.

Objectives of the study



To assess the impact of the program in providing accessible, affordable, and high-quality cancer care to the target population.



To evaluate the development and effectiveness of the network of cancer centres established across multiple states in collaboration with governments and organizations.



To measure the effectiveness of public health programs in raising awareness about cancer and promoting health-seeking behaviour among the population.



To identify strengths, weaknesses, opportunities, and challenges faced during the implementation of the program.



To review the sustainability aspects of the program model and formulate strategic recommendations.

Mixed Methods Approach

The assessment employed a mixed-methods approach, combining qualitative and quantitative research methods. Qualitative methods were used to delve into subjective experiences, offering detailed insights into participant perspectives.

Meanwhile, quantitative approaches facilitated the collection and analysis of numerical data, providing statistical insights and uncovering trends.

The research design followed a descriptive framework, aiming for a thorough analysis and exploration of various program aspects. Descriptive research, known for its ability to provide an overview and identify patterns, played a vital role in understanding the program's current status.

By integrating both qualitative and quantitative research methodologies within this descriptive framework, the assessment aimed to offer a comprehensive evaluation of the program. This inclusive approach not only shed light on the program's impact but also suggested areas for improvement. Through the combination of these methods, the study achieved a holistic examination of the subject, enhancing the depth and breadth of findings and strengthening the overall credibility of the study.

Application of Quantitative Techniques

To assess the effectiveness of various CSR initiatives, a structured interview schedule was utilized as a tool to gather measurable data.

Application of Qualitative Techniques

Interviews were conducted with key project stakeholders to acquire a comprehensive understanding of the initiative.

Ensuring Triangulation

To uphold the reliability and validity of its findings, the study utilized diverse triangulation techniques. Data triangulation involved gathering information from various sources, including field notes, beneficiary interviews, interactions with community members, and feedback from project volunteers. This comprehensive approach to data collection enabled a thorough assessment of the program's impact. Methodological triangulation was also employed, integrating a variety of research methods such as surveys, interviews, and focus group discussions. This multi-faceted approach facilitated cross-verification of information, reducing the potential for biases. By implementing these triangulation strategies, the study ensured a robust and trustworthy analysis, bolstering the credibility of its findings.



Questionnaire for Secondary Beneficiaries and Stakeholders:

Semi-structured questionnaires were developed for stakeholders, facilitating one-on-one discussions to collect testimonials from beneficiaries and stakeholders across all focus areas, ensuring comprehensive insight gathering.

Ensuring Commitment to Research Ethics



Informed Consent

Prior to participation, individuals received detailed information about the study's purpose, procedures, risks, and benefits. They willingly agreed to participate with a clear understanding of the research goals.



Confidentiality and Privacy

We prioritized the confidentiality and privacy of participants' personal information. Data collected was securely stored and accessed only by authorized personnel. External data sharing was done in an aggregated and anonymized manner to protect privacy.



Voluntary Participation

Participants engaged in the research voluntarily, without coercion. They had the right to withdraw at any time without repercussions, and their decision was respected.



Ethical Treatment

We ensured the ethical treatment of participants by minimizing potential harm or discomfort. Ethical considerations were embedded in all aspects of the study to protect the well-being and rights of all involved.

Research Design



Research design used

Descriptive research design



Sampling Technique

Purposive random sampling



Sample Size

100



Qualitative methods used

Focus group discussions, key informant interviews, and stakeholder engagement.

Sampling framework

Study Tools



Questionnaire for Primary Beneficiaries:

Structured questionnaires were prepared for primary beneficiaries in each focus area, aligning with project specifics and predefined indicators to ensure methodical data collection before survey commencement.

CHAPTER 5

KEY FINDINGS AND IMPACTS

HDB Financial Services partnered with ACF to provide financial support for procuring medical equipment at SVICCAR in Tirupati, Andhra Pradesh. The equipment procured had helped in providing accessible, affordable, and high-quality cancer care to people in and around Tirupati in Andhra Pradesh.



Geographical Coverage

Chittoor and surrounding districts of Andhra Pradesh, Tamil Nadu, Karnataka



Inclusivity

Patients from underprivileged and marginalized communities



WAITING ROOM

Key Program Inputs and Activities

PROJECT ACTIVITIES	EXPECTED OUTCOMES	OUTCOME INDICATORS	TIMELINE FOR ACHIEVING EXPECTED OUTCOMES	BROAD DELIVERABLES OF THE PROJECT	MONITORING INDICATORS
Manage the rising cancer burden in the state of Andhra Pradesh	Providing accessible, affordable, high-quality cancer care closer to people's homes	No. of the patients treated No. of chemotherapy sessions No. of radiation therapy sessions No. of surgeries No. of new patients	5 years from the commencement of hospital operations	Comprehensive services ranging from cancer diagnostics, medical oncology, surgical oncology to radiotherapy and nuclear medicine High-quality medical equipment like linear accelerators	SOPs formed for support staff & Management team For clinicians, National Cancer Grid (NCG) guidelines were followed Once the operations started, the internal quality and audit teams ensured both the clinical and non-clinical hospital operations were as per the standards For non-clinical, NABH standards were followed.

“

Mr. Ramaniah (Admin.Manager) expressed positive feedback about the hospital and its services. Additionally, the finance team reported that the hospital has experienced over 400 new registrations monthly with 150-200 daily consultations. Also, he mentioned that the hospital had discharged over 800-900 chemotherapy patients as compared to the previous year. However, it was mentioned that there is a waiting period of more than 30-50 days for patients to receive chemo-radiation therapy due to the availability of only one machine and an increased number of patients. Mr. Ramaniah stated that the team is making continuous efforts to improve the quality of healthcare services and patient care.

”

KEY FINDINGS

This section of the assessment study will present the key findings of the project intervention. Below is the compiled list of key findings:



Medical specialty.



Quality of patient care provided with the support of SVICCAR.



Issues related to the maintenance and functionality of medical instruments.



Turnaround time to address the issues.



Adequate and up-to-date medical facilities and equipment in the hospital building.



Years of involvement with the SVICCAR program.



Level of utilization of all equipment since the installation.



Quality and functionality of the medical instruments.

“

Dr. Sunil Kumar Reddy, anesthesiologist with 7 years of experience, has been with SVICCAR since 2022. He mentioned that the funds and equipment procured through HDB Financial Services have been utilized effectively on a day-to-day basis, particularly in the ICU and other areas. Dr. Reddy said that while the dialysis machine is available, it has not been used much due to the lack of patients who require such treatment. Dr. Reddy emphasized the need for further advancements in SVICCAR to meet international standards. Additionally, he mentioned the need for healthcare professionals who specialize in other fields.

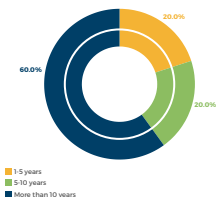
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CHAPTER 7

KEY PROJECT IMPACT

CHART 1: YEARS OF EXPERIENCE



60.0%

of respondents have more than 10 years of experience in their medical speciality.



60.0%

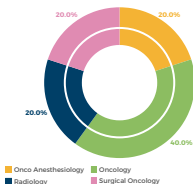
of respondents have been involved with the SVICCAR program for 2-5 years.



100.0%

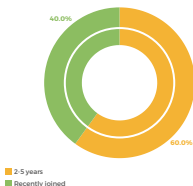
of the respondents reported that the program is strongly aligned with its principal objectives.

CHART 2: MEDICAL SPECIALTY



Oncology is the most common medical speciality among respondents.

CHART 3: YEARS OF INVOLVEMENT OF RESPONDENTS WITH SVICCAR PROGRAM



ULTRASOUND ROOM

CHART 4: WHETHER THERE HAVE BEEN ANY ISSUES RELATED TO THE MAINTENANCE OR FUNCTIONALITY OF MEDICAL INSTRUMENTS AND EQUIPMENT IN THE WARD?

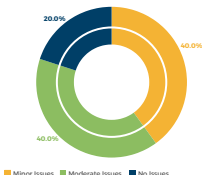
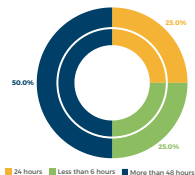


CHART 5: TURNAROUND TIME TO ADDRESS THE ISSUES



Large majority of respondents experienced either minor or moderate issues with the maintenance or functionality of medical instruments and equipment in the ward.

Among respondents who had faced issues, 50% reported that it took around 48 hours to address them.



80.0%

of the respondents experienced maintenance issues with the medical equipment.

CHART 6: QUALITY OF PATIENT CARE PROVIDED WITH THE SUPPORT RECEIVED AT SVICCAR

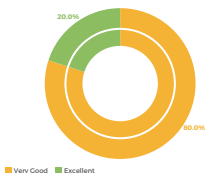
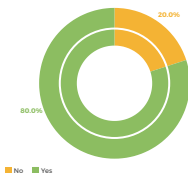


CHART 7: WHETHER THE MEDICAL FACILITIES AND EQUIPMENT IN THE HOSPITAL BUILDING ARE ADEQUATE



Large majority of respondents rated the quality of patient care provided with support from SVICCAR as very good and 20% of the respondents reported excellent quality.



80.0%

of respondents mentioned that the medical facilities and equipment in the hospital building are adequate and up to date.



80.0%

of the respondents reported the quality of patient care received from the hospital as very good.

CHART 8: LEVEL OF UTILIZATION OF ALL EQUIPMENT'S BEEN SINCE ITS INSTALLATION

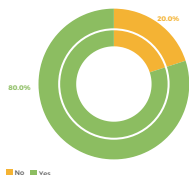


CHART 9: QUALITY AND FUNCTIONALITY OF THE MEDICAL INSTRUMENTS



The majority of respondents reported that the equipment was utilized since installation.

The quality and functionality of medical instruments were rated as either very good or excellent by respondents.



60.0%

of respondents stated that the quality and functionality of the medical instruments were very good.

KEY IMPACTS

This section of the assessment report presents the key impacts of the project intervention.

Below is the list of key impacts:

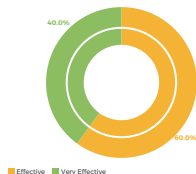


Effectiveness of collaboration and communication among the medical staff in ensuring seamless patient care.



Necessary support and resources received for providing optimal patient care at SVICCAR.

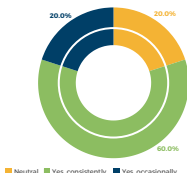
CHART 10: EFFECTIVENESS OF THE COLLABORATION AND COMMUNICATION BEEN AMONG THE MEDICAL STAFF IN ENSURING SEAMLESS PATIENT CARE



40.0%

of respondents mentioned that the collaboration and communication among medical staff as effective and significant portion of respondents (40%) stated it as extremely effective.

CHART 11: WHETHER RECEIVED THE NECESSARY SUPPORT AND RESOURCES FOR PROVIDING OPTIMAL PATIENT CARE AT SVICCAR?



A large majority of respondents indicated receiving either consistent or occasional support and resources for providing optimal patient care at SVICCAR.

The majority of respondents reported receiving consistent support and resources for optimal patient care at SVICCAR.



80.0%

of the respondents said that they had received consistent or occasional support and resources from SVICCAR.



100.0%

of the respondents reported a significant impact of SVICCAR on community health.



DAY CARE ROOM

“

Dr. Prashanth is a surgical Oncologist with 11 years of experience, and he has been associated with SVICCAR for the past 8-9 months. He expressed his high level of satisfaction with the services and support received from SVICCAR, along with the available medical equipment and instruments.

He also highlighted the need for further improvements and suggested enhancements in infrastructure, an increase in human resources and the requirement of more advanced equipment to enhance the quality of services provided to patients and enhance the training experience for students.

”

Overall Impact Created



IMPROVED ACCESSIBILITY TO CANCER CARE

The establishment of the hospital has minimized the need for patients to travel long distances for the cancer treatment and it increased the access to timely and comprehensive care for residents of Tirupati and surrounding areas.



ENHANCED QUALITY OF PATIENT CARE

With modern medical instruments and skilled healthcare professionals, the hospital ensured that the patients were receiving high-quality treatment and that led to improved outcomes and satisfaction for patients.



STRENGTHENED INFRASTRUCTURE AND MEDICAL EQUIPMENT

Investment in advanced infrastructure and medical equipment increased the capacity of the hospital to deliver effective cancer care.



INCREASED COLLABORATION AND REFERRAL SYSTEM

The collaborative approach of the hospital with external healthcare providers and efficient referral system ensured timely and appropriate care for patients particularly for the cases that required specialized treatment



ENHANCED STAKEHOLDER SATISFACTION

The establishment of the hospital has increased satisfaction among stakeholders, including patients, healthcare professionals, and the community, and it has highlighted the commitment of the hospital to excellence in cancer care delivery.

KEY STAKEHOLDER SATISFACTION



Medical professionals
(Stakeholder satisfaction:
Excellent)



Project team
(Stakeholder satisfaction:
Excellent)

Stakeholders said that leukemia patients and those requiring bone marrow transplantations are currently being referred to external hospitals. Their overall rating for the quality of patient care and the functionality of medical equipment was 8 out of 10. In addition, stakeholders emphasized the need for intensive care unit (ICU) services to be available 24/7 to meet patient needs effectively.

Stakeholders mentioned that they are satisfied with the overall quality and up-to-date nature of medical equipment.

Stakeholders expressed high satisfaction related to the quality and functionality of medical equipment. They stated that current facilities are sufficient and that further advancements would only be necessary with an increase in the flow of some particular type of cases.

Key Challenges & Barriers



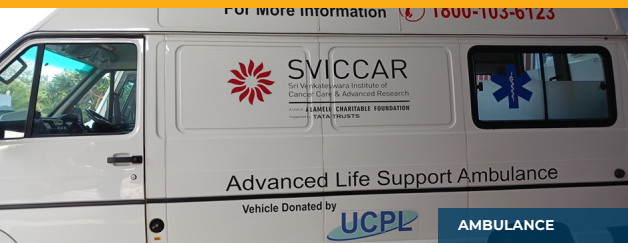
LIMITED AVAILABILITY OF CHEMO-RADIATION THERAPY

The hospital faced significant challenges due to the limited availability of chemo-radiation therapy as it has only one machine serving an increased number of patients. This resulted in a waiting period of more than 30-50 days for patients who required this treatment.



TECHNICAL ISSUES IN SOFTWARE AND SYSTEMS

The hospital faced difficulties due to technical problems in software and systems, which disrupted the smooth functioning of healthcare operations.



“

I am associated with SVICCAR since April 2023. The focus of the hospital is on solid tumors and currently facilities are absent for treating blood cancer or doing bone marrow transplants. She highlighted that now they are referring patients who require such specialized treatments to higher-level facilities where these services are available. Dr. Sandhya also focused on the importance of incorporating technological improvements in the hospital to enable comprehensive care for all types of cancer.

Her overall assessment for patient care quality and medical equipment functionality was 8/10. Dr. Sandhya focused on the need for continuous improvement in meeting the changing requirements of cancer patients and providing the best possible care.

-Dr. Sandhya, Medical Oncologist

”



IMPACT CREATED ACROSS MULTIPLE LEVELS



PATIENTS LEVEL

- Improved access to high-quality cancer care, reduced financial burden and enhanced quality of life.
- Empowered individuals with comprehensive support services and counselling, which fostered resilience during treatment.



FAMILY LEVEL

- Reduced stress and financial burden and fostered stronger family support networks.
- Enhanced family cohesion and emotional well-being through access to holistic cancer care services.



DISTRICT LEVEL

- Strengthened healthcare infrastructure, raised awareness and contributed to better health outcomes.



STATE LEVEL

- Enhanced healthcare access and reputation through collaboration with government initiatives.
- Strengthened healthcare system resilience and capacity to address cancer care needs.



NATIONAL LEVEL

- Contributed to national healthcare sustainable developed goals and highlighted advancements in cancer care globally.
- Elevated the position of the country in global healthcare by demonstrating excellence in cancer treatment and research.

SUSTAINABILITY

The long-term success and effectiveness of the program were ensured through several key strategies:



COMMUNITY ENGAGEMENT AND OWNERSHIP

The HDB Financial Services supported program encouraged active participation and ownership among the local community and ensured their continued involvement in decision-making processes and resource utilization, which contributed to promoting sustainability at the grassroots level.



CAPACITY BUILDING AND TRAINING

Continuous investment in capacity building and training programs equipped healthcare professionals with the necessary skills and knowledge to sustainably deliver high-quality cancer care services and that ensured the longevity and effectiveness of the program.



STRATEGIC PARTNERSHIPS AND FUNDING DIVERSIFICATION

The program established strategic partnerships with government agencies, non-profit organizations, and private sector entities to diversify funding sources which supported in enhancing the long-term sustainability.



WITH DR.NAGESHWARA REDDY (CMO)

12. OECD FRAMEWORK



Relevance

The program intervention was highly relevant to addressing the pressing healthcare needs of the community in Chittoor district, Andhra Pradesh. By establishing high-quality in-patient and outpatient facilities at the Sree Venkateshwara Institute of Cancer Care and Advance Research (SVICCAR), the program provided required accessible, affordable, and high-quality cancer care services to the local population, particularly those from disadvantaged sections of society.



Coherence

The program demonstrated coherence by effectively integrating infrastructure development, training initiatives, and prevention programs, which resulted in a holistic approach to cancer care delivery services. The HDB Financial Services supported program aligned closely with Sustainable Development Goal 3 (Good Health and Well-being) and national policies such as the National Cancer Control Program (NCCP) and Ayushman Bharat, and it also ensured alignment with overarching healthcare priorities and objectives at both global and national levels.



Effectiveness

The program proved to be highly effective in meeting its primary goal of delivering accessible, affordable, and high-quality cancer care services to the target population. Increased registrations in the hospital, consultations, and chemotherapy discharges indicated the positive impact of the program on healthcare access and outcomes.



Efficiency

Efforts were made to ensure efficient resource utilization, particularly through strategic partnerships for procuring medical equipment. This streamlined approach facilitated the operations of the program, and it maximized the impact of available resources.





Impact

The program created significant and positive impact within the community, and it was evidenced by improved healthcare access, reduced financial burden on patients, and increased awareness about cancer prevention and early detection. The findings of the program demonstrated the contribution of the program to enhance overall health and well-being in the region.



Sustainability

The institution of resilient and state-of-the art infrastructure would continue to benefit generations of the people in the catchment area of the hospital on a sustained basis. Further, the initiatives of capacity-building and community engagement ensured the continued success and impact of the program in providing long-term benefits to the community



Relevance



Coherence



Effectiveness



Efficiency



Impact



Sustainability

CHAPTER 13

RECOMMENDATIONS



Availability of chemo-radiation therapy machines at the hospital can be increased to reduce waiting time for patients who required such treatments.



Technical support and maintenance services can be enhanced to ensure the continuous functionality of medical equipment.



Explore opportunities to expand healthcare services to encompass treatment for blood cancers and bone marrow transplantations.



ICU can function on a 24-hour basis and address intensive care requirements.



Advanced medical equipment and facilities can be procured to meet international standards and to improve service quality.



Specialized healthcare professionals could be recruited to enhance the services and operations of the hospital and to address diverse requirements of the patient effectively.

CHAPTER 14

CONCLUSION

The collaborative efforts of HDB Financial Services and ACF in implementing the "Collaborating for Cancer Free India" program have made a substantial impact towards achieving its objectives. By establishing high-quality in-patient and outpatient facilities at the Sree Venkateshwara Institute of Cancer Care and Advance Research, the program has successfully provided accessible, affordable, and high-quality cancer care to the residents of Chittoor district in Andhra Pradesh. In addition, the development of a network of cancer centres, implementation of prevention and early detection programs, training of human resources and raising awareness about cancer collectively contributed to improving healthcare outcomes and promoting cancer-free communities across the state of Andhra Pradesh. Through sustained collaboration and commitment, the program aimed to further advance its mission of ensuring comprehensive cancer care and creating a healthier future for all.