

## THE BIG INTERVIEW



MSCC Chairperson Kiran Majumdar Shaw with Mr. Gulam Nabi Azad, Hon' ble Union Minister of Health and Family affairs, Dr. B.S. Yedeyurappa, Hon'ble CM, Govt. of Karnataka and Dr. Devi Shetty, Founder Chairman, Narayana Hridayalaya

Kiran Majumdar Shaw shares her opinion on the emergence of world's largest Cancer Hospital...the queen of biotech is thrilled & passionate to spread its services to the patients through worldclass treatment in collaboration with Dr Devi Shetty of Narayana Hridayalaya.

The Mazumdar-Shaw Cancer Centre is an integral part of the Narayana Hridayalaya Health City in Bangalore. I have partnered Dr. Devi Shetty in the health city project wherein I will financially support cancer hospitals across the country the first of them having been established in Bangalore.

The operations and management of the MSCC will be done by The Narayana Hridayalaya Hospitals. Dr. Shetty has successfully demonstrated affordable cardiac care based on economies of scale. Narayana Hridayalaya performs 30 heart surgeries per day and is the lowest cost cardiac care hospital globally. I believe that by using a similar template for cancer, affordable cancer care can also be provided. That is the underlying rationale for building a 1400 bed hospital. Just as cardiac care was beyond the reach of the common man and where cardiac treatment was only available to affluent patients, cancer has a similar profile today.

Dr. Shetty has brought cardiac treatment and now cancer treatment within the reach of the common man which is what we mean by decoupling affluence from healthcare. We believe that it is the cost of Scans and other diagnostics as well as Radiotherapy that makes cancer a very expensive disease to treat. By amortising the investment costs of expensive equipment across thousands of patients per day as opposed to tens or at

best hundreds of patients a day, the costs can be radically reduced. We are even able to cross subsidize treatment by having differential charges between prime time during the day and night time.

MSCC is also conceived as a research driven cancer centre where we propose to participate in clinical trials involving new therapies as well as pursue our own research in cancer through our own medical investigators.

Today Biomarkers in cancer is a very hot area and MSCC plans to start an initiative in this area by creating a tumour bank that will provide a rich platform for research. MSCC also plans to focus on cancers that affect the lower economic strata of our society: Head & Neck cancers and Cervical cancer which account for nearly 40% of all cancers. This is largely attributable to tobacco consumption in the case of H&N cancers, and poor living and sanitary conditions when it comes to cervical cancers.

MSCC will also focus on Breast cancer in women and Lymphomas that require specialized Bone marrow transplantation expertise. MSCC also plans to focus on large awareness campaigns and pursue screening and early detection strategies to reduce the cost of cancer care.



### MAZUMDAR SHAW CANCER CENTER AT NARAYANA HRUDAYALAYA HEALTH CITY

**N**arayana Hrudayalaya, the world renowned, Bangalore based, specialty cardiac care hospital has established the world's largest cancer hospital with 1,400-beds. Built as a 5 lakh sq ft facility, this state of the art hospital called The Mazumdar- Shaw Cancer Centre (MSCC) has been conceived to provide comprehensive cancer treatment for all forms of the disease. Research will also be a strong focus with emphasis on head and neck cancer, breast cancer and cervical cancer which form the largest segments in India.

The MSCC, which has the active support of India's well known woman entrepreneur and Biocon founder Kiran Mazumdar-Shaw, has been set up to bring about a discernable change in the treatment and management of Cancer. Based on the philanthropic ideas institutionalized by Dr Devi Shetty in the Narayana Hrudayalaya, this cancer hospital aims to decouple cancer healthcare from affluence. Thus, its guiding principle is providing world-class affordable cancer care to the masses.

Apart from being the largest such facility in the world, MSCC will also function as a world-class research hub and training college in oncology. The center plans to harness the full potential of state-of-the-art diagnostic and radiation technology to benefit the masses. Moreover, it aims to leverage technology to develop tailored treatment strategies for individual cases.

A primary enabler in this endeavour is the Tumor Board which facilitates collaboration among medical oncologists, surgeons, radiation oncologists and other specialists. The Board will discuss and review the medical history and condition of all patients to determine the best



MSCC Chairperson Kiran Majumdar Shaw explaining the facility to Mr. Gulam Nabi Azad, Hon'ble Union Minister of Health and Family affairs

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available treatment option. The technology adopted enables the doctors to have access to a data base of cases around the world, the treatment protocol and the results are at the click of a mouse. Thus not only will patients get standardized care of an international level, but they also need not expend time and money looking for a second opinion.

The MSCC is also committed to a policy of "Healthcare for all" and thereby offers a ray of hope for patients who can confidently say that they will not be refused treatment because of their financial condition.

Cancer is a disease that is on the rise both globally and especially in India. It is estimated that the incidence of cancer will rise from the current levels of 10-12 million world wide to 20-25 million cases in 2030. Annual mortality rates are estimated at 6.5 million which are expected to rise to as much as 13-16 million per year by 2030. Each year India bears a burden of 2.5 to 3 million cancer patients of which nearly a million cancer cases are diagnosed each year with an annual mortality rate of 30%. Survival outcomes are grim and the cost of cancer treatment is beyond the reach of most cancer patients in India.

The most common cancers in India are oral, oesophageal, lung and stomach cancers in men and breast and cervical cancers in women. Head and neck cancers and lung cancers are directly linked to tobacco and alcohol consumption in men whilst infection and poor sanitary conditions are often linked to cervical cancer in women. Over 70% of the cases that report for diagnosis and treatment are in advanced stages of the disease resulting in poor survival outcomes and expensive treatment costs. At

MSCC, the approach to affordable cancer care is through creating cancer awareness and encouraging routine diagnosis to catch the disease early so that treatment can be effective and lower cost.

Affordable high tech cardiac care has already been demonstrated by Narayana Hrudayalaya which was established ten years ago by a group of Health professionals led by Dr. Devi Shetty to bring cardiac care to the common man. Over a period of time Narayana Hrudayalaya realised that the only way cost of health care can be brought down is by economy of scale.

Based on this assumption The Narayana Hrudayalaya Hospital Group started building health cities with 3000 to 5000 beds as the only solution to offer affordable health care.

Narayana Hrudayalaya pioneered the concept of telemedicine and in association with ISRO, Narayana Hrudayalaya has treated over 53,000 heart patients in remote locations of India entirely free of cost. Narayana Hrudayalaya does the largest number of heart surgeries in the world.

Narayana Hrudayalaya attracts children suffering from complex heart disease from 65 countries. Narayana Hrudayalaya is an academic institute conducting over 60 training programs. Narayana Hrudayalaya believes in women empowerment and over 93% of our employees are women. If India has to build a reliable National Healthcare System for its billion plus people, such a system will have to have inbuilt into it both accessibility and affordability. This will call for large scale hospital infrastructure operated by the requisite professional and trained manpower. □

The Narayana Hospitals endeavour to play a key role in providing both access and affordability to quality healthcare for the common man through their health cities.

Today Narayana Hrudayalaya has a 3000 bed health city at Bangalore.

750 beds in Calcutta, Eastern India's largest heart hospital, which will be expanded to 2000 beds.

A 500 bed health city in Hyderabad in 40 acres to scale up to 5000 beds.

A 1400 bed health city in Jaipur in 47 acres of land to expand to 3000 beds in Phase II.

A 1500 beds health city is being built in Ahmedabad to be commissioned in 6 months.

A 350 beds heart hospital in Jamshedpur and health city projects coming up in Bhuvaneshwar, Siliguri and Mysore

