

Impact assessment of IndusInd Bank's Cancer Care Support program for FY 22-23

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The Cancer Care Support program, an initiative of the Bhagwan Mahaveer Cancer Hospital and Research Centre (BMCHRC) in partnership with IndusInd Bank, began in FY 2018-19 with the goal of providing holistic cancer treatment to underprivileged children in India. It is a testament to the pursuit of Sustainable Development Goals 3 and 10, focusing on good health and well-being and reduced inequalities, by enabling access to essential healthcare

This program is structured around two core components: The 'Donate A Life' Project, which is the patient treatment support pillar of the program. This initiative provides comprehensive care, including medication, hospitalization, diagnostic services, and consultations, at no charge. It addresses six prevalent childhood cancers and plays a crucial role in enhancing the survival and life quality of young patients. The Diagnostic Equipment Support Project, which equips BMCHRC with latest diagnostic technology. This aspect of the program, funded by IndusInd Bank, has revolutionized the hospital's diagnostic capabilities, allowing for early detection and treatment of cancer.

Together, these components work synergistically to offer a complete solution for the early detection and prompt, quality treatment of prevalent pediatric oncology cases, ensuring that the children's socio-economic status does not hinder their access to life-saving care.

Key Impacts:

- Since its inception, the DALF program has successfully treated 225 children, with a remarkable 150 of them being declared cancer-free as of September 2023.
- The Equipment Support Program has significantly enhanced the BMCHRC's diagnostic capabilities, enabling early and precise detection of cancer.
- The program's comprehensive approach has bolstered both treatment adherence and detection rates, demonstrating its efficacy and relevance in the field of pediatric oncology.

Key recommendations:

- Strengthen community engagement to enhance the program's impact and ensure long-term health benefits.
- Broaden the scope of the program to include diverse populations and regions, especially those with high rates of childhood cancer.
- Collaborate with government and other entities to increase the program's reach and efficacy.
- Establish a comprehensive follow-up system to monitor patient recovery and address follow-up adherence challenges.
- Utilize strategic partnerships to lower the costs of cancer diagnosis and treatment, improving accessibility for underserved communities.

The Cancer Care Support program aims to provide a comprehensive solution for early detection and prompt quality treatment for children suffering from prevalent forms of pediatric oncology.

There are 2 major components of the Cancer Care Support program funded by IndusInd's CSR program,:

Component 1:

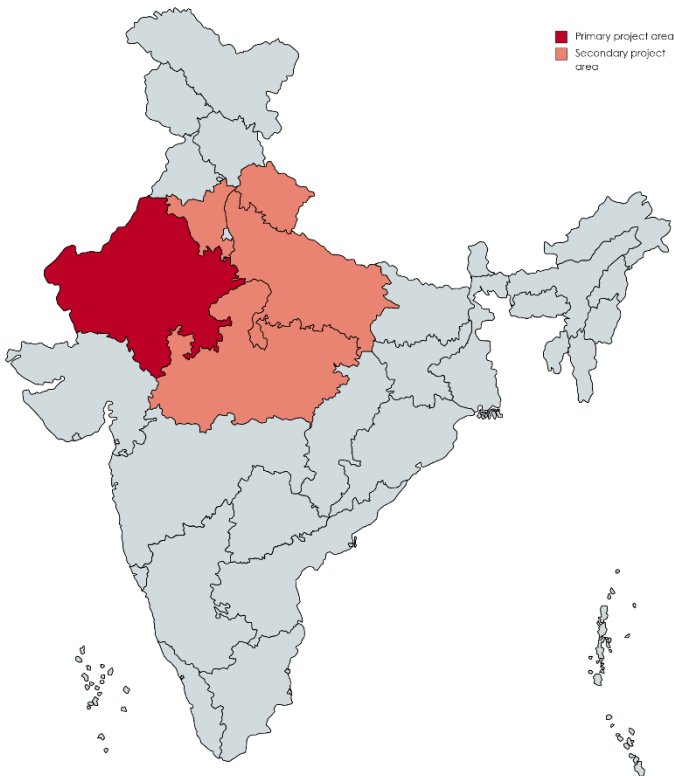
Patient treatment support, known as the 'Donate A Life' Project.

Component 2:

Diagnostic equipment support Project.

Components: Donate A Life initiative is designed to provide comprehensive, free-of-charge cancer treatment to underprivileged children between 1 to 18 years of age. Launched in FY 2018-19, the program encompasses 6 prevalent types of childhood cancers that have a high probability of cure, namely Acute Lymphoblastic Leukemia, Acute Promyelocytic Leukemia, Hodgkin's Lymphoma, Ewing's Sarcoma, Osteosarcoma and Primitive Neuroectodermal Tumors. Since its inception, the DALF project has treated 225 children across 5 states. The treatment includes all associated costs, such as medication, hospital stay, diagnostics, and consultations, all funded through the dedicated "Donate A Life fund account". The Equipment Support Program, in partnership with IndusInd Bank, enhances the hospital's diagnostic capabilities with new technology like PET and Gamma scanners and includes a mobile medical unit, broadening the reach and quality of cancer care. Together, these initiatives represent a holistic approach to pediatric cancer treatment and healthcare advancement.

Strategy: The program embodies a holistic strategy, prioritizing medical excellence through early detection and standardized treatment, ensuring financial accessibility to children from low-income families, and promoting operational efficiency with a streamlined process.



6
Cancer types

5
States

225
Cancer Cases

20K+*
Beneficiaries

A qualitative approach was followed for the evaluation of the project, which includes collection of primary and secondary data both at the hospital and the patient level.

Evaluation objective:

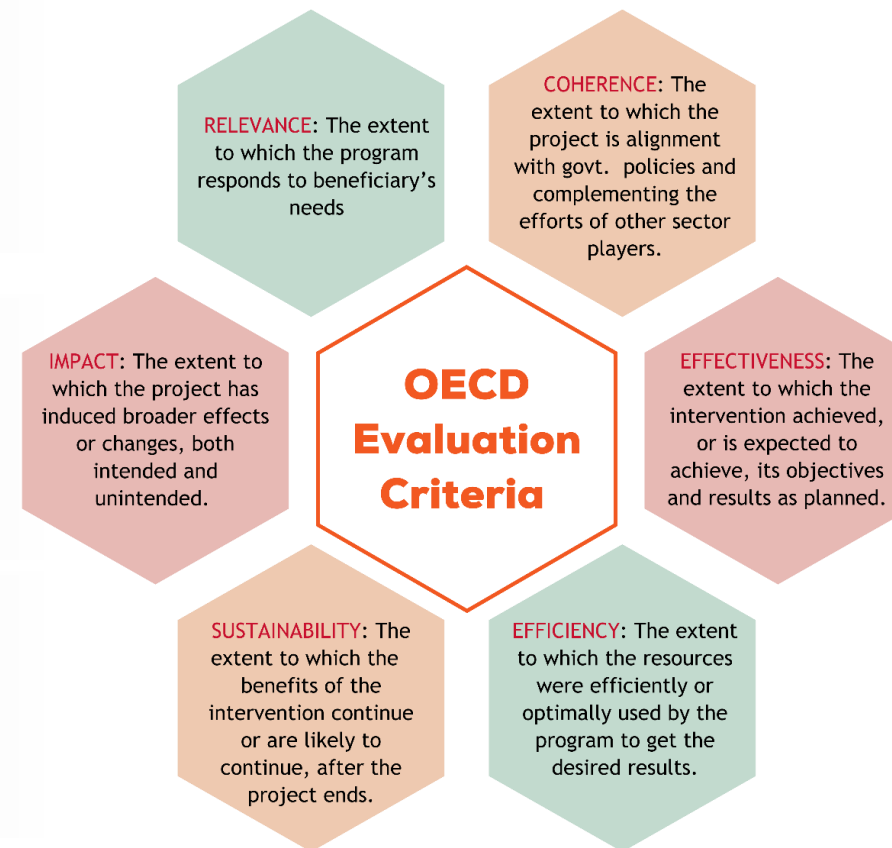
- Assess the extend to which the DALF and equipment support program have achieved its intended objectives
- Identify lessons learned for informing similar future interventions

Evaluation tools:

- In-depth interviews with parents of patients
- KII with doctors and program team members
- KII with hospital management team

Evaluation Parameters:

The impact assessment was done based on the OECD DAC criteria. There are 6 broad pillars under this framework, they are: Relevance, Coherence, Effectiveness, Efficiency, Impact, and Sustainability.



SAMPLE SIZE

5 Doctors

5 Mg.t staff

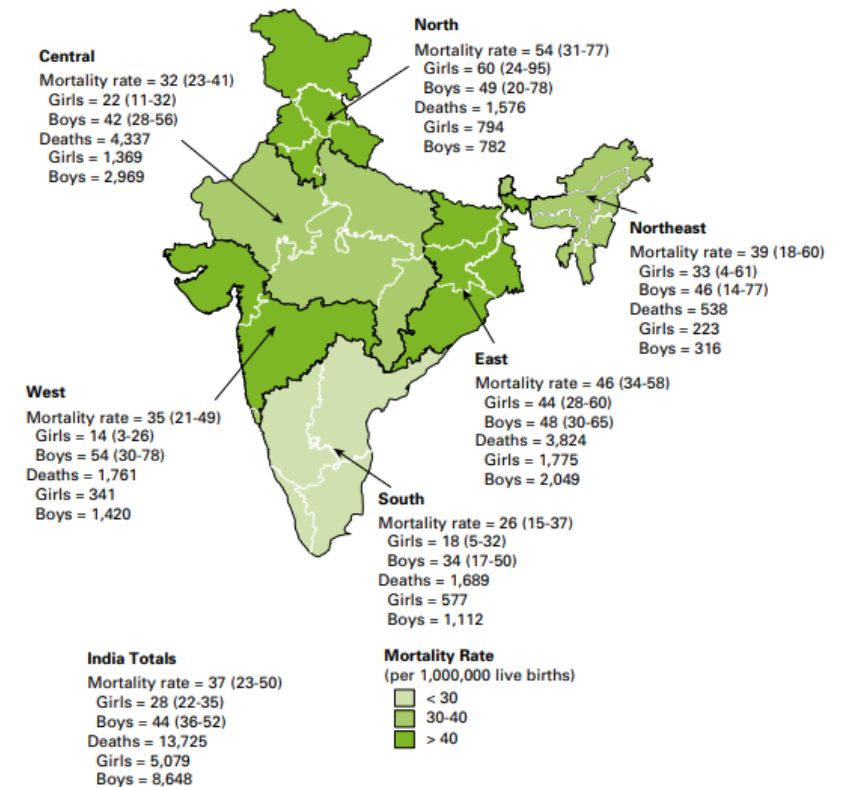
10 Parents

Key observations & findings: RELEVANCE

4.1

80% of childhood cancer is treatable. However, research shows that in regions characterized by low to middle income levels, where incidences of childhood cancer are notably higher, the survival rate falls to a mere 35-40%, compared to 80% survival rate in more affluent communities. A critical factor responsible for the disparity is limited access to treatment for poor communities.

- The diagnostic equipment support along with the financial assistance provided under the 'Donate A Life' project, has ensured that more cases are getting detected in the operational area and no children is deprived of the treatment because of their socio-economic situation. Increased detection and improved treatment adherence rates have clearly established the relevance of the Cancer Care Support program.
- The equipment support component of the IndusInd Cancer Care Support project is highly relevant due to the critical need for modernizing the diagnostic tools at BMCHRC. The hospital's existing PET and gamma scanners had become outdated and less reliable for accurate diagnostics. Compounding the issue, the previous vendor's refusal to maintain the old equipment underscored the urgency for an upgrade. The introduction of new, state-of-the-art scanners through this program has been a game-changer. With the latest technology, BMCHRC can now offer more precise and efficient diagnostic services. This not only enhances the capacity for early detection of various cancers but also significantly improves the treatment planning process, ultimately leading to better patient outcomes.



Estimated national-level deaths and mortality rates due to childhood cancer in India

Key observations & findings: RELEVANCE

4.1

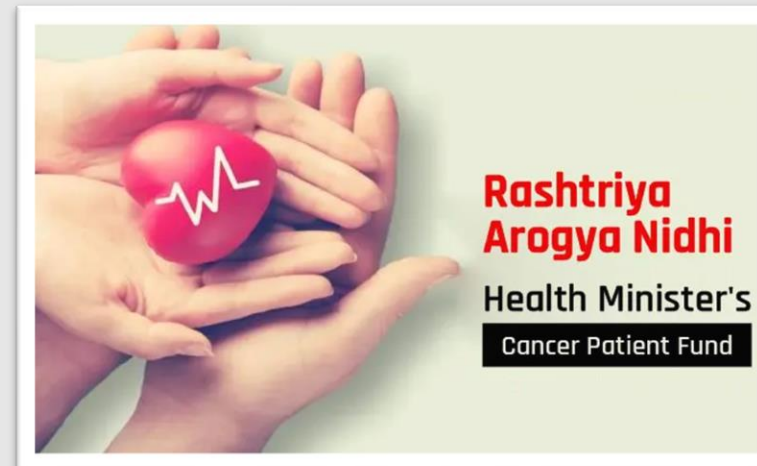
The Cancer Care Support program is completely relevant to BMCHRC's mission and vision on one hand and with the national and global priorities and policy environment on the other hand.



Relevance to SDGs: The program's objectives are closely aligned with the Sustainable Development Goals (SDGs), particularly SDG 3, which aims to ensure healthy lives and promote well-being for all at all ages. By providing access to quality healthcare services and fostering innovation through advanced equipment, the program contributes to the achievement of universal health coverage. Moreover, the focus on reducing inequalities (SDG 10) by assisting marginalized communities is evident in the DALF program's targeted approach.

Relevance to BMCHRC: The DALF program along with the advanced diagnostic equipment support is crucial for BMCHRC's operational and service delivery excellence. The hospital enhances its standing as a premier institution capable of delivering specialized cancer care to pediatric patients. This not only reinforces the hospital's commitment to health but also ensures that it stays at the forefront of medical technology and treatment protocols, maintaining its reputation for clinical excellence.

Relevance to government's priorities:



Govt. of India's priority to prevention and control of Non-Communicable Diseases (including cancer), under the comprehensive health care package of Ayushman Bharat

Key observations & findings: COHERENCE

4.2

BMCHRC is an institution which is completely dedicated to cancer care for all age groups and therefore this program is in sync with their strategic objectives, mission and vision. The program is providing treatment support to non-BPL families who are not getting benefitted from the govt. cancer care support program under Rashtriya Arogya Nidhi.

Internal Coherence:

Bhagwan Mahaveer Cancer Hospital and Research Centre (BMCHRC) exhibits a high degree of internal coherence within its operational framework to the Cancer Care Support program. As an institution specialized in cancer treatment and care, BMCHRC's focus on oncology ensures that all its endeavors, including the DALF project, are aligned with the hospital's core expertise and mission. Such uniformity not only facilitates the gradual refinement of program design and interventions but also enables the seamless integration of insights and learnings from one project into another, thereby continually enhancing the effectiveness and impact of the initiative. The institution has created an endowment fund for providing financial support to childhood cancer. The fund is generated with support from multiple CSRs (with IndusInd Banks that the biggest contributor)

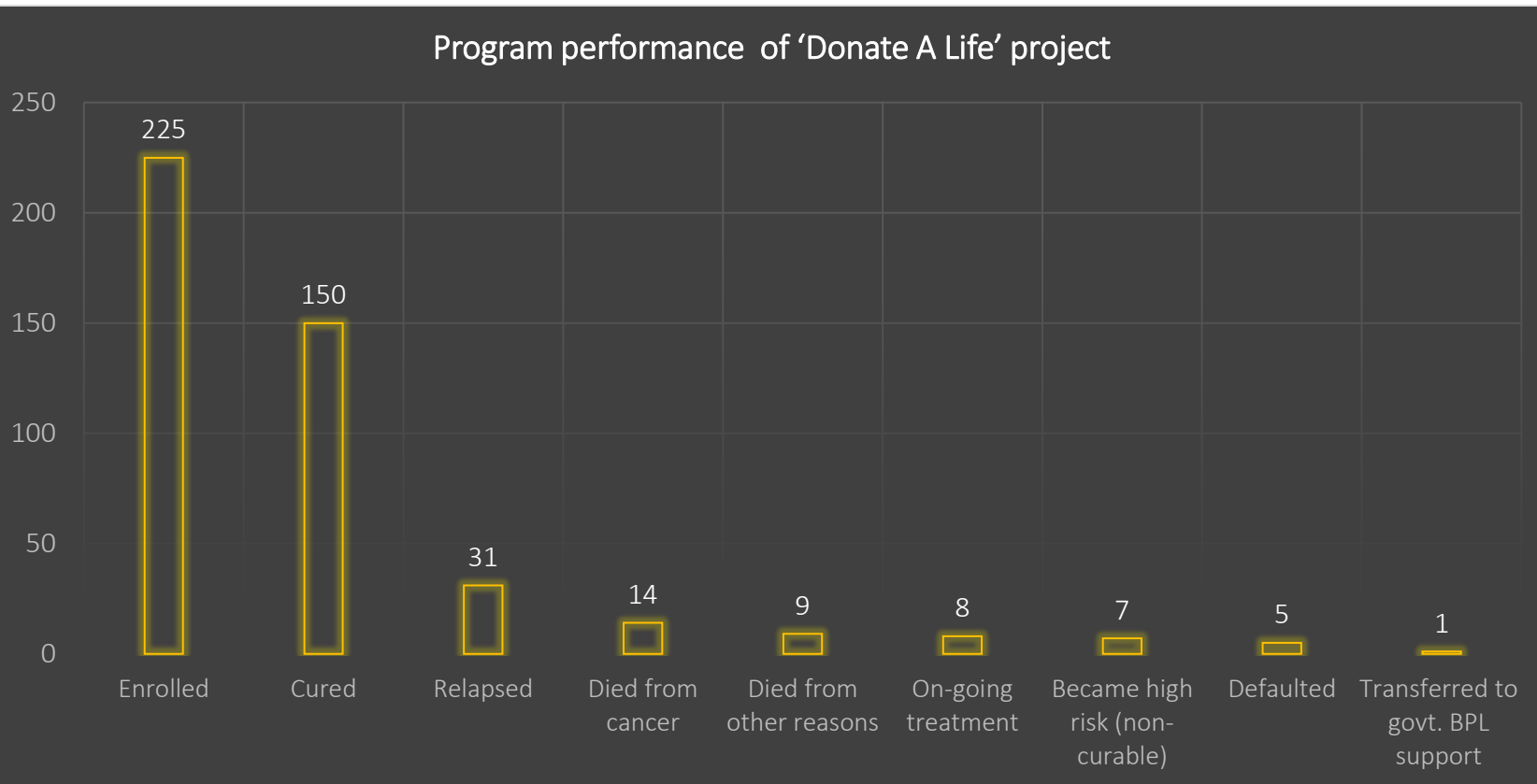
External Coherence:

External coherence implies how the institution collaborates with and converges resources from multiple stakeholders, including government. It was found that BMCHRC has not felt the need to collaborate and coordinate with other external stakeholders working on childhood cancer. There is a lot of scope for collaboration and coherence between the Donate A Life project and Govt. of India's flagship initiative called the Health Minister's Cancer Patient Fund under Rashtriya Arogya Nidhi. Under the National Health Mission, govt. is trying to integrate the reporting system between public and private sector across multiple diseases like Tuberculosis, HIV/AIDS, Non-Communicable Diseases, etc. In this context, BMCHRC may consider sharing their achievement and learnings with external stakeholders (including govt. and other agencies working on cancer).

Key observations & findings: EFFECTIVENESS

The 'Donate A Life' project has been highly effective for children from economically weaker sections of the communities, in ensuring timely and complete access to cancer treatment.

Program performance of 'Donate A Life' project



Improved Treatment Outcomes: The effectiveness of the DALF program is underscored by its treatment outcomes. Since the initiation of IndusInd's support in FY 2018-19, the program has provided free treatment to 225 children suffering from various types of cancer. As of September 2023, out of these patients, 150 have been declared cancer-free, which represents a substantial cure rate. This high success rate not only speaks to the quality of care provided but also demonstrates the program's efficacy in achieving its primary objective.

IndusInd Bank's CSR program has provided a support of INR 4.75 crores to BMCHRC for Donate A life project, since FY 2018-19.

The effectiveness of the 'Donate A Life' project is reflected in the way it has ensured access to quality service and long-term follow-up by BMCHRC leading to a high percentage of treatment success rate.

Going beyond 'just treatment': The DALF program's effectiveness extends beyond the medical treatment of childhood cancer. The wide geographic reach of the program has not only allowed for greater access to care for children in need but has also disseminated knowledge about available cancer treatments to regions where such information might be scarce. One of the unique outcomes of the DALF program has been the transformation of cured children into brand ambassadors. The success stories of these children and the quality care they have received help in raising awareness about childhood cancer and the importance of timely, high-quality treatment..

Regular and sustained follow-ups: The DALF program has established a comprehensive follow-up system, which is essential for ensuring the long-term well-being of patients who are undergoing or have completed cancer treatment. The program mandates follow-ups throughout the treatment period, which typically spans approximately two years, and continues these check-ins for five years after treatment completion. These are designed to track recovery progress, manage any late-appearing treatment side effects, and promptly address any signs of recurrence. For children who have completed their treatment, these follow-ups are essential to ensure sustained remission and to support their return to normal life. However, the program has encountered challenges with maintaining consistent follow-ups. Some parents, after seeing an improvement in children post treatment, may not perceive the need for continued follow-ups and thus do not return as scheduled. This poses a risk, as ongoing monitoring is vital for detecting and addressing any resurgence of cancer within the critical five-year window.

Key observations & findings: EFFECTIVENESS

4.3

The effectiveness of the Diagnostic Equipment Support project is reflected in the way it has improved the quality and coverage of services by BMCHRC related to cancer diagnostic tests.

Improved diagnostic efficiency: The equipment support, including the procurement of gamma and PET scanners, has significantly bolstered the hospital's diagnostic capabilities. The advanced technology has led to better efficiency, with the hospital now able to perform on average 18 to 20 and even upto 30 scans per day, a notable increase from the previous capacity of 10 scans per day on average. The improved efficiency has also reduced waiting time for patients to avail these services. This enhancement in diagnostic services means that diseases can be detected earlier and treated more effectively, which is critical for improving patient outcomes in cancer care.

Reduced cost of diagnostics: The program's equipment support has reduced the direct costs of diagnosis. With the acquisition of the gamma and PET scanners funded by strategic partnerships, the cost of diagnostic procedures has been reduced by approximately ₹5000 per patient. This reduction is not only a direct saving for the patients and their families but also contributes to the overall affordability of cancer care, making it more accessible to those in need.



PET Scanner at BMCHRC



Gamma Scanner at BMCHRC

The IndusInd Banks supported Cancer Care program touched the lives of a significantly large population by not only ensuring access to treatment but also improvement in their quality-of-life parameters.

158

Children's Lives Saved with an average financial support of INR 3.70 lakhs.

500+

Individual's (in 158 families) Quality of Life Improved

40%

Increase in testing efficiency of BMCHRC

20K+

Individual's Accessed Testing Facilities

“ After purchase of these equipment, the throughput has significantly improved. We have started doing more patient scans in the same amount of time as the equipment have better efficiency. Currently 18 to 20 scans per day are being carried out.

Dr. J K Bhagat,
HOD, Nuclear medicine, BMCHRC

“ If we didn't have the DALF program, we wouldn't have been able to afford the treatment for our child. The cost of treatment was around 5 lakhs. Our lives would have been disturbed without the support of BMCHRC.

Aksh Jaiswal's Parents
(A Patient's Father)

Case study – Alveera’s Journey through the DALF Cancer Care Program

Alveera, a young patient enrolled in the "Donate A Life" (DALF) program at Bhagwan Mahaveer Cancer Hospital and Research Centre (BMCHRC), represents a beacon of hope and success in the fight against pediatric cancer. Her case reflects the critical impact of comprehensive care for underprivileged children diagnosed with cancer.

In 2015, Alveera, then 10 years old, began experiencing persistent back pain. After an initial period of uncertainty and ineffective treatments, a bone marrow test revealed that she was suffering from Acute Lymphoblastic Leukemia (ALL). Upon a relative's recommendation, who had ties to BMCHRC, Alveera's family sought the hospital's expertise. Upon learning about the DALF program from a consulting physician, Alveera was swiftly assessed and found to be a low-risk patient who met the program's criteria. Her enrollment into the DALF program was seamless, setting a precedent for her forthcoming treatment and recovery.

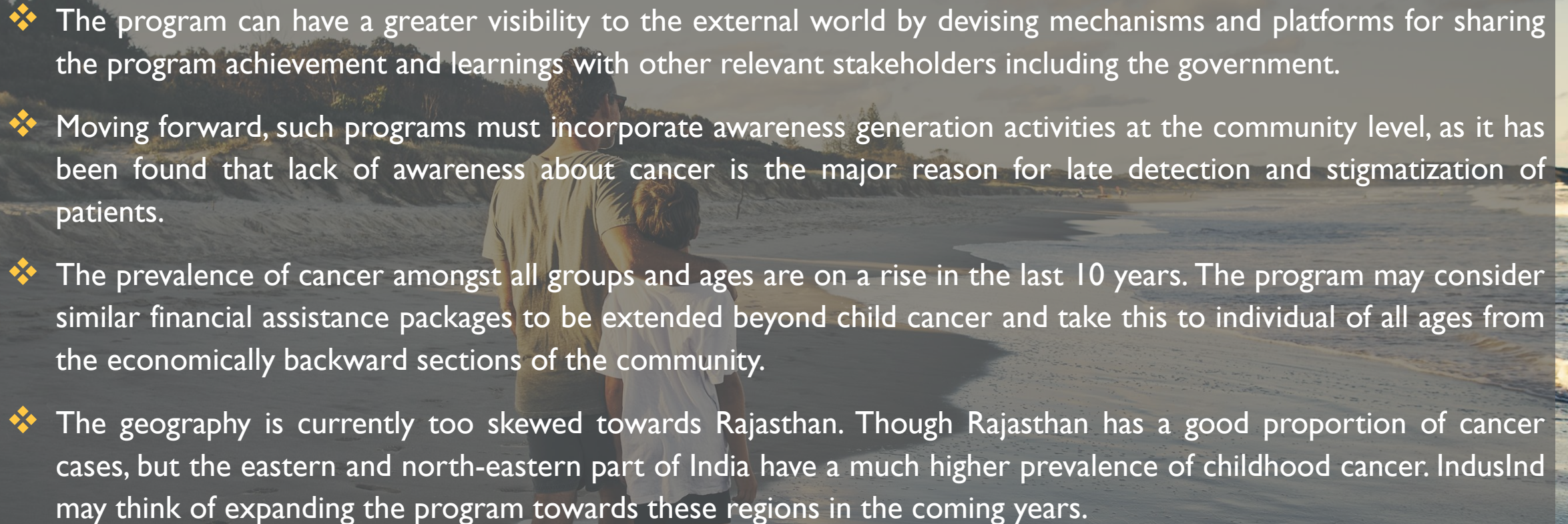
The DALF program ensured that Alveera received all necessary treatments, including medication and hospital bed facilities, free of charge. Alveera’s mother was also given the provision to stay overnight, which was invaluable in providing constant support and comfort to the young patient. The hospital staff played a pivotal role in her care, offering vital information on child-care and emphasizing the importance of nutrition during treatment. The dietary recommendations provided were both affordable and manageable, ensuring that her treatment was complemented by proper nourishment.

Throughout Alveera's treatment, the medical team actively sought feedback and inquired about any additional needs, ensuring a responsive and patient-centric approach. Today, Alveera is fully cured, with the monitoring period having concluded successfully. Doctors maintain an annual check-up routine to ensure her continued health. She has returned to normal life without any lingering side effects or symptoms, a testament to the effectiveness of the treatment and care provided under the DALF.

The program's sustainability is exemplified by its secure funding model, robust follow-up protocols, and a strategic approach towards operation and maintenance of medical equipment for enduring patient care.

- **Financial Viability:** The program's financial model is robust, with a dedicated “Donate A Life fund account” that ensures the costs of treatment are covered. The fund's health is maintained by the interest generated from donations, which is reinvested back into the program thus ensuring consistent availability of funds. Moreover, the fund is not dependent on any one source and have multiple long-term donors continuously contributing to the cause.
- **Medical Impact and Follow-up:** The medical impact of DALF has been significant, with a high cure rate and sustained remission among treated children. Regular follow-up for up to five years post-treatment ensures that the program's impact is enduring and that any long-term issues are managed effectively.
- **Long-Term Equipment Efficacy:** The program's approach to equipment purchase emphasizes sustainability by selecting vendors based on the quality of their medical devices and their ability to offer comprehensive long-term maintenance. This strategic choice ensures the gamma and PET scanners are not only state-of-the-art but also maintained to the highest standards. The maintenance contract reinforces this, mandating regular servicing to preserve the equipment's functionality and extend its life span, which is crucial for continuous patient care and the program's ongoing success.
- **Awareness creation:** Though not covered under DALF BMCHRC proactively engages in various awareness generation initiatives to educate the public about cancer. These efforts aim to demystify the disease, promote early detection and emphasis the importance of timely treatment.



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- A photograph of a man and a child walking away from the camera on a beach at sunset. The man is on the left, wearing a light-colored t-shirt and shorts, and the child is on the right, wearing a white t-shirt and shorts. They are walking on the wet sand, and the ocean is visible in the background with waves breaking. The sky is a mix of orange, yellow, and blue.
- ❖ The program can have a greater visibility to the external world by devising mechanisms and platforms for sharing the program achievement and learnings with other relevant stakeholders including the government.
 - ❖ Moving forward, such programs must incorporate awareness generation activities at the community level, as it has been found that lack of awareness about cancer is the major reason for late detection and stigmatization of patients.
 - ❖ The prevalence of cancer amongst all groups and ages are on a rise in the last 10 years. The program may consider similar financial assistance packages to be extended beyond child cancer and take this to individual of all ages from the economically backward sections of the community.
 - ❖ The geography is currently too skewed towards Rajasthan. Though Rajasthan has a good proportion of cancer cases, but the eastern and north-eastern part of India have a much higher prevalence of childhood cancer. IndusInd may think of expanding the program towards these regions in the coming years.

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