

Aastha help desk for cancer patients now at JIPMER

EXPRESS NEWS SERVICE

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A help desk under the Aastha Cancer Care Project has been set up at JIPMER for assisting patients. It is supported and funded by Pfizer as part of its CSR initiative, and was inaugurated by JIPMER's Medical Superintendent, Dr L N Dorairajan, on July 20 at the Regional Cancer Centre (RCC).

The Aastha Help Desk is set up in the registration area of the hospital, and will support patients and their families with services, including registration, travel booking information and support, local accommodation guidance, access to funding for treatment, dietary advice between and after chemotherapy, emotional and mental health counselling through a helpline or in-person, inter and intra-hospital shifting and wheelchair management, referral of cancer patients to other field specialists for non-cancer-related medical issues, and follow-ups with registered pa-

tients with cancer visiting RCC, JIPMER.

Dr Rajat Jain, President of Doctors for You, said, "While screening and diagnosis are the first steps to help identify patients who have cancer, much needs to be done to ensure that these patients get the treatment and aftercare that they need. This is where Project Aastha comes in." The event was attended by Dr Biswajit Dubashi,

Professor & DMS of the Department of Medical Oncology; Dr Smita Kayal, Additional Professor & HOD of the Department of Oncology; Dr Jagadeesan, Additional Professor & HOD

of the Department of Radiation Oncology; Dr Prasanth Ganesan, Professor of the Department of Medical Oncology; Shandeepan, Director of Skill Development, Doctors For You; Chandramouleeshwaran, Regional Network Account Manager at Pfizer; and Shivakughan, in-charge of the Help Desk. Since its launch, Aastha has assisted over 233,856 patients in 14 hospitals.

