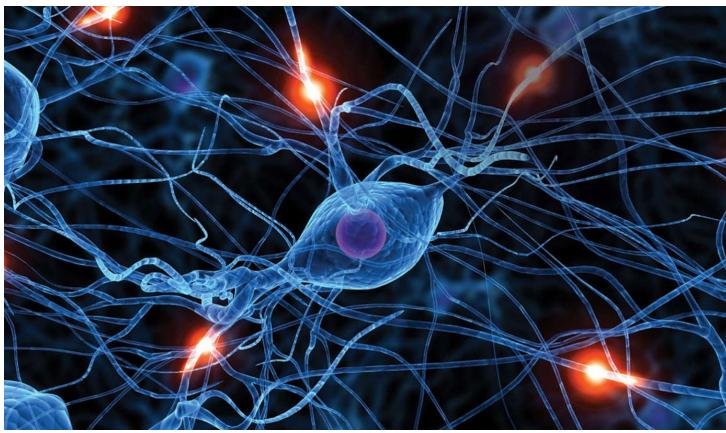


SSNMC launches Brains Neurosciences Center of Excellence

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An initiative by BR Life SSNMC Superspecialty Hospital, Bengaluru to redefine the existing status quo and to usher in a paradigm change in the treatment currently offered in neurosciences as a medical specialty in the country.



On the occasion of World Alzheimer's Day 2018, BR Life SSNMC Super Speciality Hospital, Bengaluru, launches the SSNMC-BRAINS Neurosciences centre of Excellence (CoE) at its superspecialty hospital located in Ideal Homes Layout, Rajarajeshwari Nagar, Bengaluru.

The SSNMC BRAINS Neurosciences CoE is a joint collaboration between BR Life SSNMC Hospital and BRAINS Neuro Spine centre, founded by Dr BC Roy Awardee and one of India's foremost Neurosurgeon, Dr Venkataramana NK, which has led to the launch of the state-of-the-art centre of Excellence. The centre is managed by a highly trained and specialized team of Neurosciences Specialists (Doctors, Nurses, Technicians and Paramedics) and offers a most modern, integrated and comprehensive diagnostics, treatment, rehabilitation services in the field of Neurosciences specifically targeted to brain and spine related problems.

The SSNMC BRAINS Neurosciences CoE aims to provide specialized and targeted services via introducing specialty clinics within its ambit like Stroke centre, Headache Clinic, Dementia Clinic, Epilepsy Clinic, Parkinson's Clinic, Alzheimer's Clinic and a state of the art modern fully equipped Neurotrauma centre providing 24x7 services for any RTA (Road Traffic Accidents), Trauma and Head Injury etc.

In India alone, over 30 lakhs people are suffering from Alzheimer's and with the increase in sedentary lifestyle the number of patient suffering from Alzheimer's is more likely to double by 2030. In the last couple of years Alzheimer's in youngsters has become a rising alarm as it is now also seen in people between the age group of 30 - 50 years which constitutes about 20% of the people suffering from Alzheimer's. Smoking, alcohol consumption, drug abuse, high BP, heart ailments, diabetes among others also lead to the development of Alzheimer's. Alzheimer's is a progressive disease which destroys memory and other vital mental functions. The condition occurs when brain cells degenerate and die which results in loss of memory and ability to perform other cognitive functions.

On the occasion of World Alzheimer's Day, SSNMC BRAINS NEUROSCIENCES CoE is also introducing a unique, first of its kind, BRAIN WELLNESS CLINIC at its RR Nagar Bengaluru centre of Excellence. The BRAIN WELLNESS CLINIC, is the

brainchild of Dr Venkataramana NK, wherein issues pertaining to modern day psychological stress and strain due to high pressure corporate work cultures leading to anxiety, depression, sleep disorders, snoring and sleep apnoea further coupled with obesity, diabetes, hypertension, dyslipidemia, metabolic disorders will be very effectively and efficiently managed in a most holistic and comprehensive manner by a variety of methods including lifestyle assessment, neuropsychological assessment and other associated risk factor analysis.

Speaking on the occasion of World Alzheimer's Day, Dr Venkataramana NK says "The loss of ones memories and capability to perform routine functions is devastating. Early diagnosis, prevention of the condition and identification of treatable dementias as a therapy goal can help provide effective treatment and improve the living conditions of the patient. The aim of SSNMC-Brains Neuroscience centre of Excellence is to provide individualistic and holistic treatment to each person walking in through our doors."

Speaking on the SSNMC BRAINS CoE initiative, Colonel Hemraj Singh Parmar, Group CEO, BR Life, said "The SSNMC-Brains Neuroscience centre for Excellence aims to provide service to people from all walks of life. With the increasing levels of stress, pollution, sedentary lifestyle etc. a steady rise among younger patients with nervous system related ailments is noticeable. Our chairman, Dr BR Shetty hope to help these individuals through our medical excellence and usage of innovative technologies for a well rounded holistic yet customized to individual treatment"

"Today dementia is becoming one of the most common old-age problems. India houses the second largest number of individuals suffering from dementia. Problems such as blood pressure, heart ailments, diabetes, smoking among others result in slowing of the brain functions in most of the patients. Even though a lot of campaigns talks about dementia, the stigma still remains. Lack of awareness and delay in recognising the issue are the big factors" said, Dr. Ajoy Raj Malpe, Group Medical Director, BR Life.

The SSNMC-Brains Neuroscience centre of Excellence will provide diagnostic, consultation, minimally invasive surgical procedures along with preventive and rehabilitation facilities.