

## Carer partners with Fortis for holistic approach to cancer treatment

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### To provide integrative oncology services to cancer patients



Carer, India's first integrative oncology startup that provides personalized cancer care to patients, has partnered with Fortis Hospital, Bannerghatta Road, Bangalore to provide an integrative approach to treating cancer.

Integrative Oncology is the use of non-clinical therapies along with conventional forms of cancer treatment to improve the effectiveness of treatment and patient outcomes. Through this partnership, Carer will deliver non-clinical therapies like physical rehabilitation, psychological intervention, and nutrition management to help cancer patients manage their disease better.

The Carer Protocol will be delivered to Fortis patients at home from the time of diagnosis and continue throughout treatment and post-treatment. As a part of the partnership, Carer will work closely with doctors, consultants and non-clinical departments at Fortis to provide holistic and therapeutic interventions to patients at home.

Commenting on the tie-up, Samara Mahindra, CEO & Founder of Carer said "This partnership with Fortis enables us to reach out to a wider and concentrated group of patients and caregivers who are looking for a holistic approach to treating cancer. When a reputed hospital chain like Fortis advocates a patient-centric approach in treating cancer, it creates a paradigm shift in the field of cancer care. This tie-up further strengthens our effort in making integrative cancer care as a part of mainstream treatment"

Speaking about the partnership, Dr. Manish Mattoo, Zonal Director, Fortis Hospitals, Bangalore "The Carer protocol has the potential to add great value in the recovery of a cancer patient. Today, a number of cancer cases are predominantly lifestyle-related. Integrated cancer care synchronises medical treatment with lifestyle management by treating the condition with allopathy complemented by nutrition therapy, yoga, movement, and mental wellbeing. Carer's holistic approach will help in the successful and effective integration of conventional treatment and lifestyle management in treating cancer patients"

Currently, Carer has tied up with 7 major hospital groups in South India. In the next one year, Carer plans to partner with 10+ hospitals across India.