

Pfizer launches 6th helpdesk in cancer hospitals in India

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The help desk will support patients with registration; travel booking information and support



Pfizer has launched the Project Aastha helpdesk at the Regional Cancer Center (RCC), Pandit Jawaharlal Nehru Memorial Medical College, Raipur.

The helpdesk was inaugurated by the Health Minister of Chhattisgarh, T Singh Deo, under Project Aastha, which is part of an ongoing partnership between Pfizer and Doctors For You to set up Cancer-Care support services in 10 cancer hospitals in eight states across India. RCC is now the sixth hospital in the country to have this service.

The helpdesk, set up in the R Block of the hospital, will support patients with registration; travel booking information and support; local accommodation guidance and linkages; dietary counselling between and after chemotherapy, emotional and mental health counselling over a helpline or in person; counselling and referrals in case patients have comorbid conditions; inter and intrahospital shifting and wheelchair management; referral of cancer patients to other field specialists for non-cancer-related medical issues, and follow-ups with registered patients.