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GE partners with HCG to advance cancer care in India

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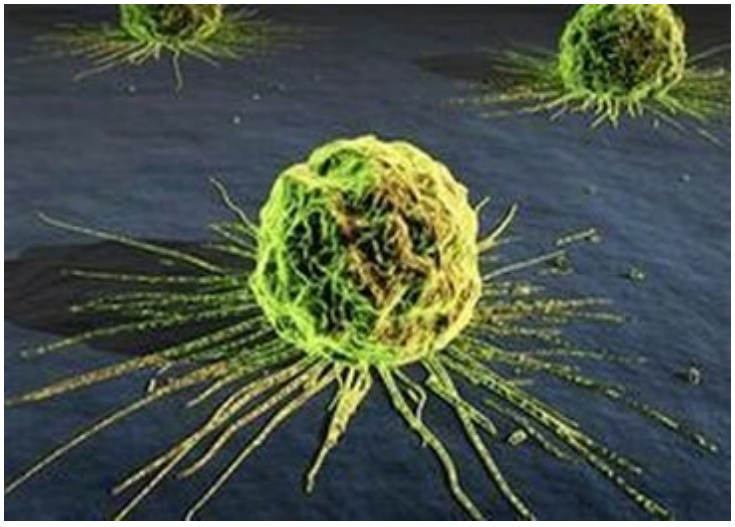

Healthcare Global Enterprises (HCG) and GE Healthcare announced a new partnership agreement to work together and elevate cancer care infrastructure in India. An initial pilot project setting up a cancer care centre in Bangalore will be the first step in this direction and GE will be the technology partner in this endeavour. This new partnership adds to the existing collaboration between GE and HCG on cancer biomarkers for improved cancer management.

GE and HCG are committed to improve access to quality cancer care in India. The pilot project in Bangalore is expected to provide insights into methods of cost effective and quality cancer care. With insights from this project and by partnering with like-minded investors/ healthcare providers, GE and HCG hope to scale up and spread the cancer detection and treatment facilities to tier II and III towns, through a proposed hub and spoke business model. GE and HCG also propose to address the challenges of shortage of skilled manpower through education facilities and enhance disease awareness among general practitioners and patients.

"At GE, we envision a day when cancer is no longer a deadly disease. Scaling up of cancer care at affordable costs requires disruptive solutions and willing partners. Our renewed partnership with Healthcare Global Enterprises, our long standing partner and expert in the fight against cancer, we hope to propel one of the most critical needs in cancer care in India - access to early detection and treatment technologies, education and building awareness" said Mr John Dineen, president and CEO, GE Healthcare.

Dr BS Ajaikumar, chairman, HCG Enterprises, expressed happiness in the direction the new partnership is taking to address cancer care and said, "GE is a technology leader with tremendous expertise in R&D and disruptive innovations gathering knowledge from around the world. HCG is specialist in cancer care, and education with a dedicated network of 26 centres treating nearly 100,000 patients a year. And our goal is common - putting an end to cancer. We are very pleased to join our hands to set up this centre of excellence that will re-define cancer care in India and around the world". He further said, "The fight against cancer requires more willing partners. This partnership is not limited to GE and HCG alone. We hope to attract healthcare providers and investors join us in this journey."

GE Healthcare has committed $1 billion towards accelerating research and development of advanced oncology solutions. GE Healthcare offers a wide portfolio for oncology and a strategy that combines cellular research, medical imaging, laboratory diagnostics, biopharmaceutical manufacturing technologies, and information technology. These innovative technologies help the oncology community increase their understanding of the causes and progression of cancer and help physicians make more personalized cancer treatment and management decisions.

The cancer burden in developing countries is reaching pandemic proportions. Cancer is one of the leading causes of death in India, with about 2.5 million cancer patients, 1 million new cases added every year and with a chance of disease rising five-fold by 2025 Indian Council of Medical Research (ICMR) has urged the Government of India to make cancer a notifiable disease.There is a high probability of treating cancers if detected early - in stage I or stage II. As per a Boston Consulting Group study, 70-80 percent of cancer patients are diagnosed late when treatment is less efficient and 60 percent of them do not have access to quality cancer treatment. Out of 300+ cancer centres in India, 40 percent are not adequately equipped with advanced cancer care equipment. This study further suggests India will need at least 600 additional cancer care centres to meet the requirements by 2020.