



Advancing Palliative Care in India

2023-24 in focus





I remain in awe of the resilience of our patients and their families and the endless dedication of the professionals who bring both the science and the art of palliative care to them.

Collaboration with our partners is our compass as we strive to take care across India. We started in 1997 with one Centre and one dream, with the Cipla Palliative Care & Training Centre, Pune. Today, along with 30 partners we work in 27 cities. It is their unending commitment that makes our work possible.

To ensure that each life is seen, heard, cared for and respected is a privilege. Join us and make it yours.

#### **Rumana Hamied**

Managing Trustee, Cipla Foundation

# **Explore our journey of care and compassion**

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Palliative care recognises that the challenges faced by a person with a serious illness are not just confined to the disease alone. It acknowledges that there is pain and other symptoms related to the physical, psychological, social and spiritual needs of both the patients and their families.

Palliative care is from diagnosis, for both children and adults.

The goal of palliative care is to provide the best possible quality of life at every stage of all serious illnesses.

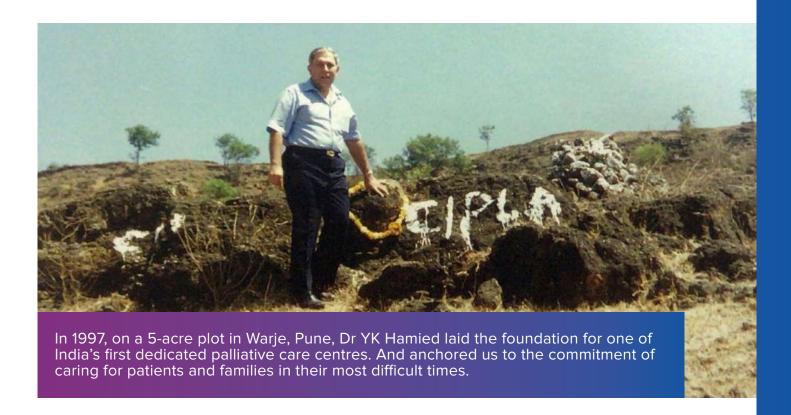
We are committed to developing standards of palliative care service delivery so that together we can provide the best quality of care to patients and caregivers.

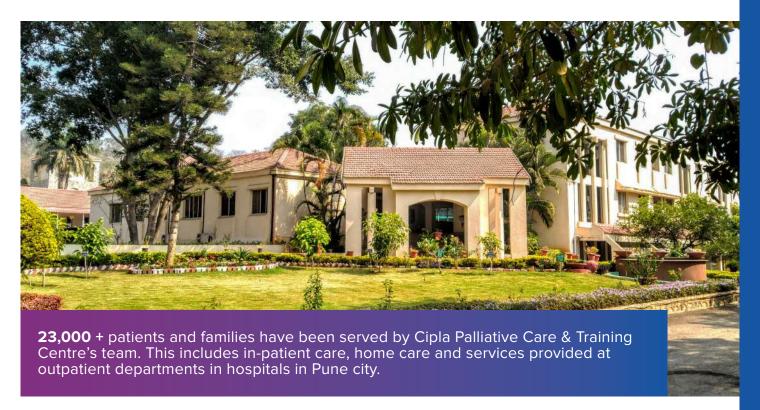
We envision a world where no one with a serious illness suffers from pain or other symptoms or feels alone; where each day is filled with comfort and support for both patients and their families. That's the world we're committed to building.

# WE STARTED WITH ONE DREAM

# **ONE CENTRE**

Cipla Palliative Care & Training Centre, Pune





# Care that's free of cost

# Full of compassion



# Continuing to take quality care to homes

# Managing pain, delivering medicines and much more in 2023-24

## Our homecare team grew in strength and reach

We drove care to patients and caregivers at their homes in Pune city, giving them every support in their challenging journey. Additionally, by providing endof-life care, we have been striving to honour patients' wishes to remain in the comfort of their homes until their final moments.

- We added nursing staff to every homecare team and extended our working hours from 8 to 12 hours per
- To streamline care, we implemented a tool to screen patients who need a home visit or a teleconsultation based on their symptoms.
- We established administrative and clinical dashboards and standardised procedures to track trends and assess how well our services are performing.

## **Our Patient Support Program added** new services

We started our Patient Support Program (PSP) in 2021 to stand by cancer patients and their families at every step. Today, PSP offers a comprehensive range of 20 plus services from essential medical equipment such as wheelchairs, walkers, air mattresses and hospital beds to specialised services like qualified nursing support, General Duty Assistants (GDAs), ambulance and taxi services for transportation to hospitals.

All this is provided free of cost to patients from low socio-economic backgrounds across Pune city:

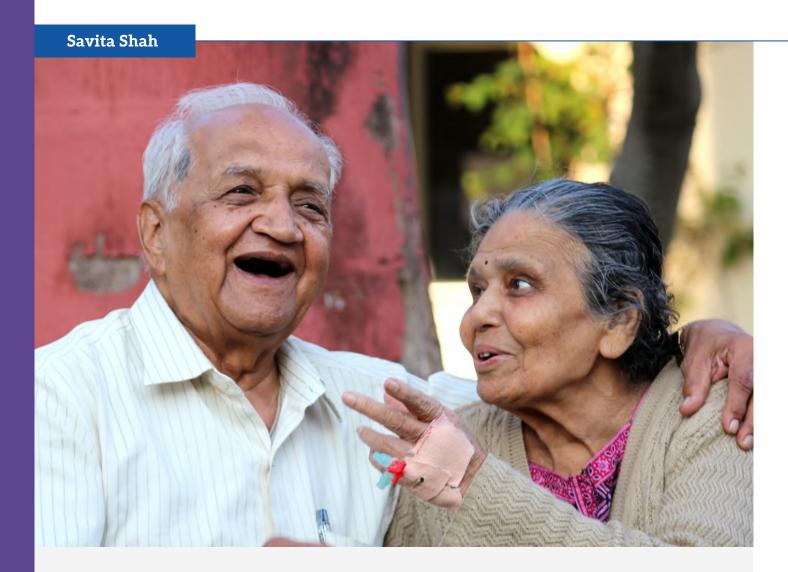
This year, we started an additional medicine drop-off facility for patients who cannot access pharmacies. In just 6 months, we've seen a huge increase in deliveries with 260-280 medicine drop-offs being made per month.



# Caring at our Centre and

# in the community

We are proud to showcase these real-life journeys of courage, compassion and resilience.



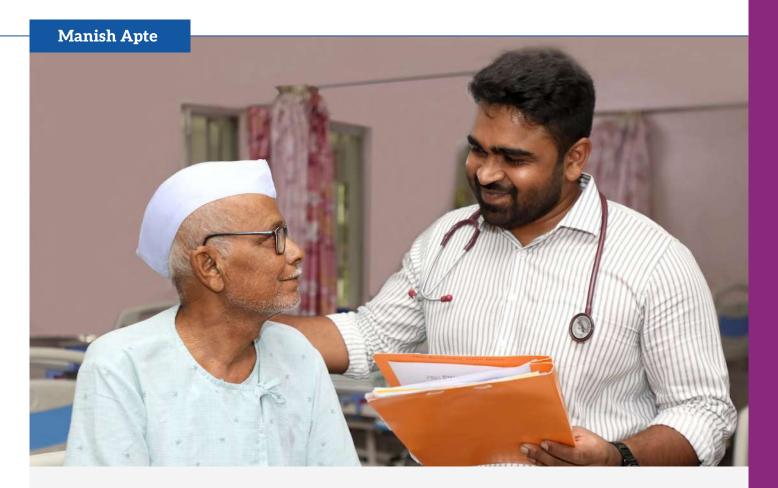
# Wrapped in care - Rediscovering laughter and love

Diagnosed with advanced-stage ovarian cancer at 68, Savita Shah came to us in severe pain, overwhelmed by anxiety and fear. Multiple symptoms caused by the aggressive nature of her disease including abdominal pain, fatigue and gastrointestinal distress threatened to overshadow her remaining days. Her husband felt hopeless watching Savita's once lively laughter slide into a silent sadness.

With pain relief medications, antiemetics for chemotherapy-induced nausea, nutritional support and intense counselling we tried to **optimise her physical well-being and bring her and her family much-needed peace.** 

From medication to music therapy, we left no stone unturned to make Savita's days brighter. She was able to enjoy her husband's singing once more! **Amidst the struggles, she found moments of pure joy** – laughter shared with her grandchildren, quiet conversations with her husband and the warmth of a hand to hold in the darkest of nights.

In the gentle hands of palliative caregivers, each person finds not only relief from physical pain but also a sanctuary where emotional burdens are shared. It's a beacon of hope, reminding patients that they're not alone in their journey, but surrounded by a team dedicated to providing compassionate care every step of the way.



# **Hopeful once more -** Bringing together comfort and curative care

Manish Apte, 71 years, diagnosed with prostate cancer grappled with debilitating bone pain affecting his mobility, sleep and overall quality of life. **Worries about his functional independence and financial security weighed heavily on his mind.** He came to the Centre, his vitality and independence deeply eroded.

Our multidisciplinary team comprising physicians, nurses, social workers and counsellors guided his palliative care journey with an all-inclusive, personalised approach. This included combining pharmacological interventions such as opioid analgesics, adjuvant medications and nerve blocks with non-pharmacological modalities including physical therapy, psychosocial counselling and support with navigating his financial challenges.

Along with curative treatment, Manish Apte's palliative care plan has continued. We extend skilled nursing care, medication management and wound care for him at his home. Today, he participates in his care decisions, can articulate his preferences and priorities and has regained his sense of self amidst the challenges of his illness.

This wraparound care has given him both symptom control and the capacity to function independently, restoring his strength and that smile!



# Saying Goodbyes - Finding their way from sorrow to serenity

Niraj Singh was 30 years old, newly married to his childhood sweetheart and settled into a job when he was diagnosed with liver cancer. **He came to us in severe pain from the curative treatment, to the point of wanting to end his life.** Having spent all their savings on his treatment, the family was in severe financial and psychological distress from dealing with cancer for more than two years.



With pain management, counselling and financial assistance for further treatment, including crowdfunding support, we revived their confidence and hope. We ensured Niraj's surgery and chemotherapy sessions continued as long as he needed them without financially burdening the family.

Over seven months, we handheld him, his wife and his mother to come to terms with his illness and ready themselves to discuss end-of-life plans.

Niraj passed away peacefully, having celebrated his last birthday at the Centre. His wife baked the cake just as he liked it. We continue to extend bereavement support to his family – helping his mother to piece back her life. In honour of Niraj's last wishes, his wife has moved back with her parents to start a new life.

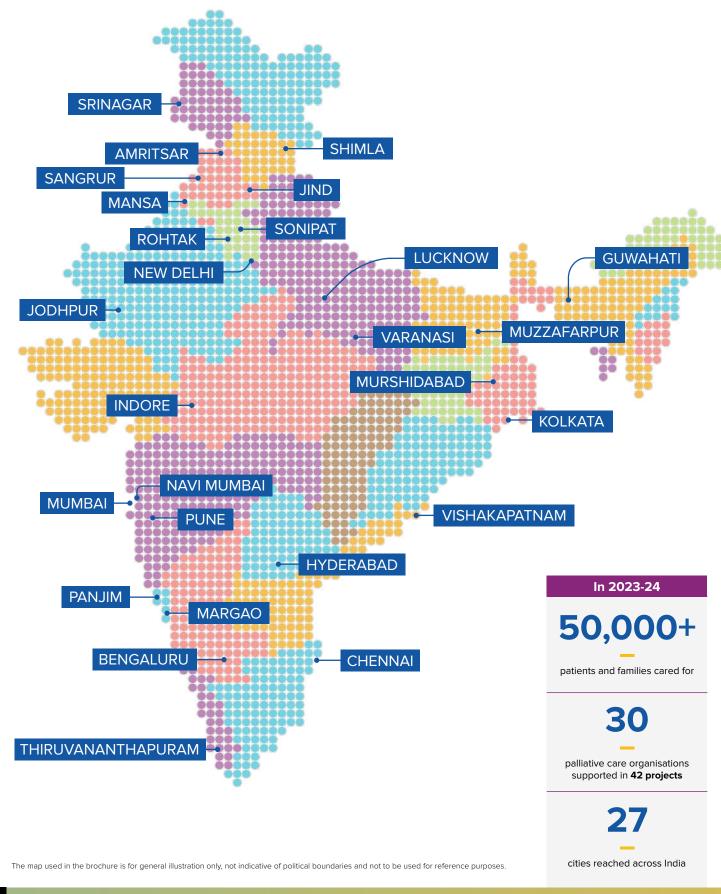
It's in the embrace of palliative care that Niraj's wife and mother found comfort and the resilience to live their lives as Niraj would have wanted.

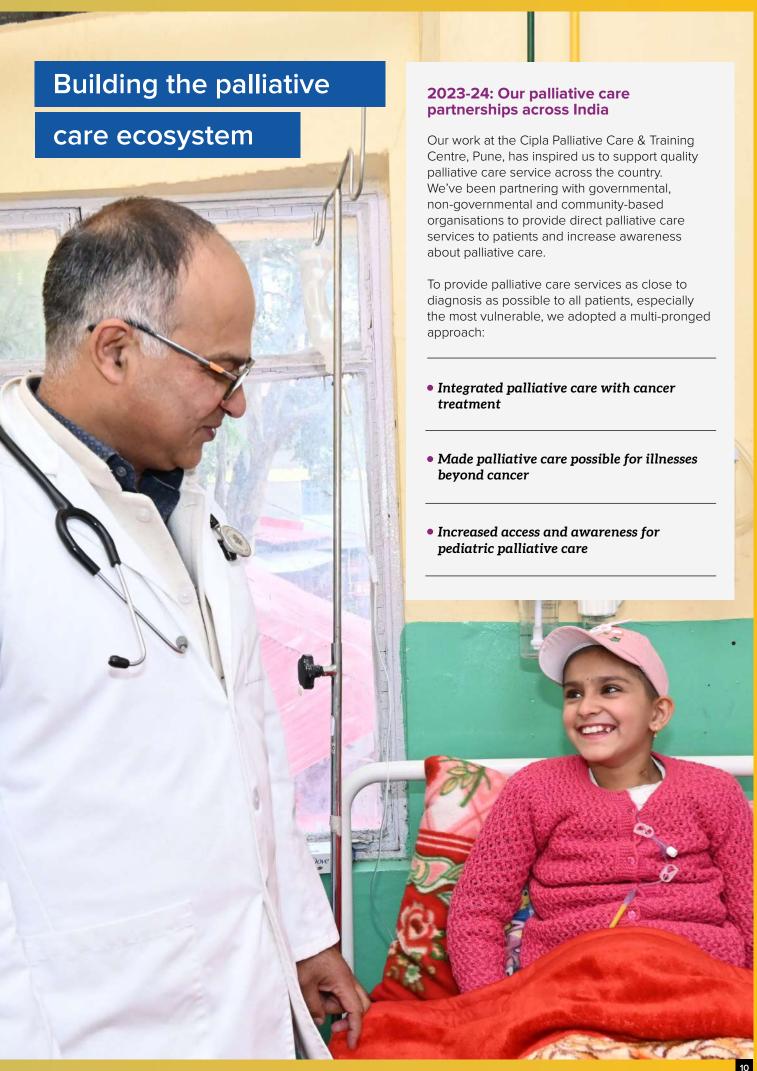
From lending a listening ear to offering practical help and a shoulder to lean on, palliative care wraps families and caregivers in a blanket of support. It's about saying, 'We're in this together,' and helping each other find strength, and hope.



# TAKING PALLIATIVE CARE FROM

# **PUNE TO PAN-INDIA**





# Integrating palliative care with

# cancer treatment

# **Tata Memorial Centres (TMC)**

As part of our national tie-up with TMC we partnered with TMC in Sangrur (Punjab) and Muzaffarpur (Bihar) in September 2023 to set up and expand palliative care services in these hospitals. The palliative care teams in each location provide care to approximately 50 new patients every month. This is in addition to our support to TMCs in Mumbai, Guwahati, Vishakhapatnam, Varanasi and Navi Mumbai

### Supporting KEVATS (patient navigators) at TMC

KEVAT, the brainchild of Dr R A Badwe, former director of TMC, is the first recognised professional program in India to focus on patient navigation that can be applied across all cancer care as well as healthcare institutions. The goal is to incorporate a trained workforce that strengthens and offers an all-encompassing and compassionate model of healthcare delivery.

# This year we supported an additional cadre of 'KEVAT assistants' to navigate the needs of patients and care givers at TMCs across India.

These professionals play a vital role not only in geographic navigation but also in supporting patients and caregivers through their journey at TMC. Their assistance ranged from guiding patients to fill and submit correct forms for registration and applications and financial schemes to linking them to practical resources for accommodation, and medications as well as tracking their future appointments and reminders, personalising care at each stage.

The feedback from patients, caregivers and the hospital management has been that the support from KEVATS has reduced patient anxieties and fears, reduced the burden of clinicians and nurses, and helped maintain compliance to treatment and follow-up, thus contributing to reduced inequities in the health care system.



# Stronger together with

# our partners

#### In 2023-24, we expanded palliative care services at:

#### Government and charitable hospitals:

#### • Indira Gandhi Medical College, Shimla

In November 2023, in partnership with HelpAge India, we started a new palliative home care project at IGMC Shimla. The home care services provide care to a large number of patients unable to travel for treatment follow-ups and medication to IGMC, the only Regional Cancer Centre in Himachal Pradesh.

# Punyasholk Ahilyadevi Holkar Head and Neck Cancer Institute of India, Mumbai

The newly constructed head and neck hospital HNCII is a 93-bed comprehensive treatment centre offering Surgery, Radiotherapy, Chemotherapy, Cancer Rehabilitation Clinic and Palliative Care all under one roof. In October 2023, we partnered with the hospital to provide a team of palliative care professionals that includes a doctor, nurse, counsellor and social worker to address the needs of patients and their families.

# • Indore Cancer Foundation (ICF), Indore

Strengthened its early integration program by initiating weekly multidisciplinary team meetings to ensure each patient is assessed by the palliative care team.

## • King George Medical University (KGMU), Lucknow

Strengthened homecare services in addition to the cancer palliative care unit, which we partnered to start at the hospital in 2021.

# All India Institute of Medical Sciences (AIIMS) Jodhpur

Supported the training of its homecare team through visits to other CF partners in Mumbai, Delhi and Pune to strengthen protocols.

# Sher-i-Kashmir Institute of Medical Sciences (SKIMS), Kashmir

Partnered with Pallium India to support the training of the SKIMS in-patient and OPD palliative care team to strengthen their home care services





#### At community-based organisations:

# • CanSupport, Punjab & Haryana

Added 2 new homecare palliative teams in Mansa (Punjab) and Jind (Haryana) in addition to the teams at Amritsar, Sonipat and Rohtak.

### Palcare, The Jimmy S Billimoria Foundation, Mumbai

Started an OPD service for cancer patients at the Lokmanya Tilak Municipal Hospital, Sion, thus increasing home care access to more patients in Mumbai.

# Karunashraya, the Bangalore Hospice Trust, Bengaluru

Introduced regular teaching and hands-on training to upskill clinical staff at palliative care in-patient centres across the country.

### • Adyar Cancer Institute, Chennai

Strengthened integrated palliative care services at the Institute across in-patient, and outpatient settings resulting in an increase in early referrals to the unit during the year. The team intensified their training activities for professionals at the Institute as well as across hospitals in Chennai.

#### • Pallium India, Kolkata

Our support enabled Pallium India to continue its pain and palliative care clinic at Barrackpore, Kolkata to address the needs of patients with cancer referred from the government hospitals in the city.

## • India Cancer Society (ICS), Delhi

Strengthened ICS to assist cancer patients beyond the walls of the hospitals through support groups for women with breast cancer, physiotherapy and counselling services.

## • Goa Medical College (GMC), Goa

Strengthened our support at GMC with counselling support to all patients in the oncology department and continuity of care through home care services through the South Goa District team.

We believe that every person deserves to find solace in their journey, regardless of circumstance. By partnering to take palliative care forward, we embrace a collective vision of compassionate progress. Together, we are striving to amplify our impact by fostering innovation, expanding access, and advocating for the dignity of every life.



# Making palliative care possible beyond

# cancer - for children & adults



We believe palliative care should be accessible to patients of all ages and for all serious illnesses that compromise quality of life such as heart disease, Chronic Obstructive Pulmonary Disease, kidney failure, Alzheimer's disease and more.

# • South Goa District Hospital, Goa

In January 2023, with the Government of Goa, we started palliative care services at the South Goa District Hospital. We supported a dedicated palliative team to run daily OPDs and homecare visits for seriously ill patients including those with cardiovascular, pulmonary and neurological conditions.

In October 2023, together with the hospital, we launched the 'Compassionate Community Project' by collaborating with six village panchayats-involving the panch members, community health officers and local Public Health Centres (PHCs). We aim to involve local communities to identify and refer patients to reach their nearest treatment centre and continue follow-ups.

#### Government Medical College, Trivandrum

In April 2023, we supported Pallium India to set up a daily palliative care OPD at Trivandrum Medical College to serve patients registered with the hospital. The Pallium team is now working with the Surgery, Oncology and Neurology departments of Trivandrum Medical College to integrate palliative care into mainstream healthcare.

# • St Johns Medical College, Bengaluru

This year, the hospital's palliative care team which we had supported to set up in 2021, expanded its services beyond oncology. It served patients referred from haematology, pulmonology, pediatric and adult nephrology and neurology departments. The hospital has also received accreditation as a post-graduate training centre for Palliative Medicine.



### Sukoon Nilaya (King George V Memorial Trust), Mumbai

Supported the inclusive in-patient palliative care centre in Mumbai to expand from 16 beds to 25 beds to accommodate patients with any serious illness. The facility also received approval to run a palliative care fellowship programme under the Maharashtra University of Health Sciences.

# • Romila Palliative Care (SNEHA), Mumbai

We support Romila Palliative Care (RPC) to take palliative care to low-income Mumbai communities through nursing aides who already work in these localities for maternal health issues. The nursing staff built awareness about palliative care and the Saath-Saath helpline, identified patients who needed palliative care and linked them to services. With our support, in November 2023, RPC also began work at the Lokmanya Tilak Municipal General Hospital (Sion) to address the needs of adult patients admitted in the general medicine, pulmonology and neurology wards and children admitted in neonatology.

# National Institute of Mental Health and Neuro-Sciences (NIMHANS)

Together with NIMHANS, the apex centre for mental health and neuroscience education in the country, we organised workshops with neurologists in September 2023 and February 2024. The aim was to share the learnings from the palliative care OPD service at NIMHANS, which we supported and set up in 2021 and discuss future directives to enhance the long-term care of patients with illnesses like Dementia, Parkinson's and more.

### • Murshidabad Medical College, West Bengal

Our support enabled Pallium India to consolidate palliative care services at the hospital to address the needs of patients with any serious illness. The team had regular interactions with clinical teams across the hospital and developed referral protocols to increase the number of patients accessing palliative care.





# In 2023-24, we started and strengthened pediatric palliative care initiatives at • Comprehensive Thalassemia and Bone Marrow Transplant Care Centre, Borivali, Mumbai In partnership with Tata Memorial Centre, Mumbai, we expanded pediatric palliative care to the Thalassemia Centre in Borivali. The palliative care team we support will provide an additional layer of comfort for families by helping them to continue treatment and prepare those eligible for Bone Marrow Transplants with emotional, social and financial linkages. This is in addition to the units we support at B.Y.L Nair Charitable Hospital, Mumbai, King Edward Memorial Charitable (KEM) Hospital and Chhatrapati Shivaji Maharaj Hospital, Kalwa. Bai Jerbai Wadia Hospital for Children, Mumbai We strengthened the homecare palliative care unit at this hospital with the addition of a new counsellor and physician to ensure that more children in Mumbai city can receive this support. In February 2024, the unit hosted a workshop in collaboration with the Indian Association of Pediatrics on palliative care and neurology attended by over 50 pediatricians and pediatric residents. • CanKids KidsCan, Indore and Shimla We extended our support to CanKids KidsCan in Indore and Shimla while continuing to support their work in Mumbai. In the new locations, CanKids KidsCan will work with government and charitable hospitals to ensure that children who access cancer care are given all the support they need to continue through their treatment. Pain Relief and Palliative Care Society (PRPCS), Hyderabad We additionally supported a pediatric home care team at PRPCS, GOLDEN BUTTERF beyond the existing partnership with them which began in 2021. The new homecare team will ensure children are visited on the weekends and after working hours, as required. • Golden Butterflies, Chennai We supported the team's efforts to create referral linkages in charitable hospitals so that more children could access home care services as well as their OPD services. Novi Survat, Goa In addition to the ongoing work at South Goa district Hospital and the home services, this year our support enabled Novi Survat to build a stronger network with homecare services in North Goa. The team also strengthened services for children with cancer and other illnesses admitted to the pediatric ward and oncology unit at Goa Medical College.

# **SAATH-SAATH**

# CONNECTING TO CARE

Launched in 2021, Saath-Saath is a national toll-free helpline run by trained palliative care volunteers, who understand the needs of patients and their loved ones and link them to the nearest palliative care provider. Today, 30-plus organisations are a part of this network.

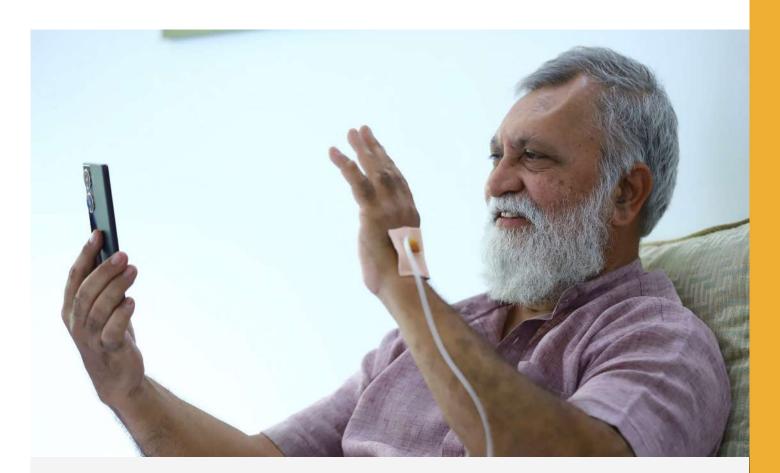




5800+

calls were received in 2023-24

and referred to palliative care services across India for all serious illnesses including cancer, thalassemia, lung disorders and more. We are expanding the Saath-Saath helpline network so patients and their families get immediate access to the reassurance and resources they need. The helpline eases burdens and instils hope in the hearts of those it serves.



When Mr Ravi Gupte, a retired bank manager, learned of his daunting diagnosis of a malignant brain tumour, he found himself navigating unfamiliar territory, unsure of where to turn for guidance and support.

At the recommendation of a friend, he dialled Saath-Saath and was immediately connected to a world of information and compassion. He was guided to the nearest palliative care facility where he found a range of comfort care services, including pain management, symptom control and emotional support.

A Saath-Saath call helped him find personalised guidance unique to his needs and preferences. And a safe space to express his concerns and queries, thus building his resilience to face his illness.

# CIPLA

# **FOR CHANGE**

Empathy and inclusion continued to come alive with 'Cipla for Change.' Ciplaites raised awareness about palliative care, offered hope and helped build a brighter future. Together, they made a difference - one step, one smile and one cheer at a time for patients and their loved ones.





# Learning

Cipla teams become "Palliative Care Champions." Across the organisation, Ciplaites participated in visits to our Palliative Care Centre in Pune and partner organisations throughout India. These visits weren't just about observation; they were about active engagement, as Cipaites delved into the world of supportive care, interacted with patients and families, and carried the message of comfort and compassion wherever they went. So far, over **8,000** passionate Ciplaites have enthusiastically stepped forward to advocate for palliative care and our Saath-Saath helpline.

# **Giving**

In our ongoing "Be Thalassemia Aware" sessions, Ciplaites are not only gaining valuable knowledge about thalassemia but also stepping up to make a real difference. Over 10,400 enthusiastic Ciplaites have participated in these sessions, eager to learn and help. What's even more inspiring is that over 1,800 of them have taken the step of becoming blood donors, offering a lifeline to thalassemia major patients in need of regular transfusions.





# **Joining**

In the spirit of solidarity, Cipla teams rallied together all through the year. Starting with the 'CanSupport Walk for Life - Stride Against Cancer Walkathon' in Delhi. On World Palliative Care Day, our dedicated Ciplaites joined our Palliative Care Centre team for a special walkathon, spreading awareness and compassion every step of the way. They also brought joy and laughter to the lives of young cancer patients at the 'Adi Dhool' fun fete organised by Golden Butterflies. They went further to help raise funds for children battling cancer through the CanKids 'Cycle of Gold' cyclathon. To recognise the tireless contribution of healthcare professionals, Ciplaites visited hospitals and palliative care centres on 'Doctors Day' and 'Nurses Day' and celebrated these real-life heroes.

# Sharing

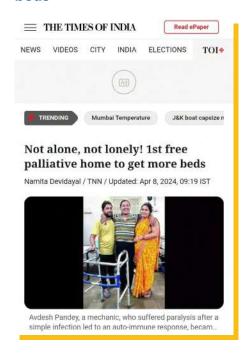
With their boundless enthusiasm, Cipla teams not only brought immense joy to patients and their families but also reaffirmed Cipla's culture of 'Caring for Life'. From fulfilling last wishes, organising fundraisers, and celebrating festivals to sharing heartfelt conversations, they've built connections, strengthened bonds and kindled hope. It's moments like these that remind us of the power of community and the beauty of human kindness. As we look back on the year, we're filled with gratitude for every person who has volunteered their time and energy to bring comfort and joy to those who need it most.



# IN THE NEWS

Shining a spotlight on palliative care and bringing it to all our attention.

# Not alone, not lonely! 1<sup>st</sup> free palliative home to get more beds



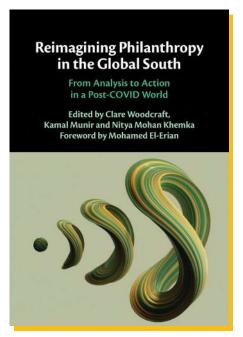
## The Times of India, April 8, 2024

Sukoon Nilaya expands palliative care services, emphasising caregiver support, social connections and wraparound care for patients with chronic illnesses.

#### Read More

https://timesofindia.indiatimes.com/city/mumbai/not-alone-not-lonely-1st-free-palliative-home-to-get-more-beds/articleshow/109119363.cms

# Reimagining Philanthropy



Our commitment to palliative care and the dedicated efforts of our partners are featured in this groundbreaking book. A chapter authored by Rumana Hamied and Dr Prakash Fernandes delves into strategic philanthropy driving equity in health and bringing palliative care into focus.

**Chapter 8:** How Strategic Philanthropy Can Shake Up The Ecosystem And Build Resilience

#### Read More

www.cambridge.org/core/books/ reimagining-philanthropy-in-theglobal-south/892D6D9A346C1 670F2B28B95F6198607#fndtninformation Cipla Foundation – NIMHANS tie-up to establish palliative care unit for neuro patients



# Cipla Foundation, NIMHANS set up palliative unit for neuro patients

ANURADHA MASCARENHAS PUNE,OCTOBER 18

CIPLA FOUNDATION in partnership with National Institute of Mental Health and Neuro-Sciences (NIMHANS) has set up a first-of-its-kind neuro-palliativecare unit in Bengaluru. "This integrated unit has provided support to over 2,000 individuals with neurological conditions such as alkapinger's demontia



Rumana Hamied with a patient at the Cipla Palliative

## The Indian Express, 18th Oct 2023

Why and how this partnership will bring attention to the need for palliative care for neurological conditions like Alzeihmers, Parkinsons, Dementia and more. The new service aims to improve the quality of life of patients and their families by customising care plans at the hospital and home care.

## Read More

https://indianexpress.com/article/cities/pune/cipla-foundation-nimhans-tie-up-palliative-care-unit-neuro-patients-8989625/

# Why do children with serious illnesses need palliative care



## Fortune, 17th Oct, 2023

Palliative care is crucial for pediatric patients as it provides specialised support tailored to the unique needs of children facing serious illnesses. Unlike traditional medical care, palliative care focuses on enhancing the quality of life for both the child and their family by addressing physical, emotional and spiritual needs.

#### Read More

https://www.fortuneindia.com/opinion/why-do-children-with-serious-illnesses-need-palliative-care/114484

# Palliative care in the country - in dire need of attention



## Mint, 15th Oct, 2023

Highlight the vast unmet need for palliative care in India. How and why we need to come together to build awareness and access so patients and their families find the comfort and care they deserve. From information and advocacy to training and policy change, collection action is key.

#### Read More

www.livemint.com/opinion/ online-views/palliative-care-inthe-country-is-in-dire-need-ofattention-11697384059891.html

# Compassionate communities together for palliative care

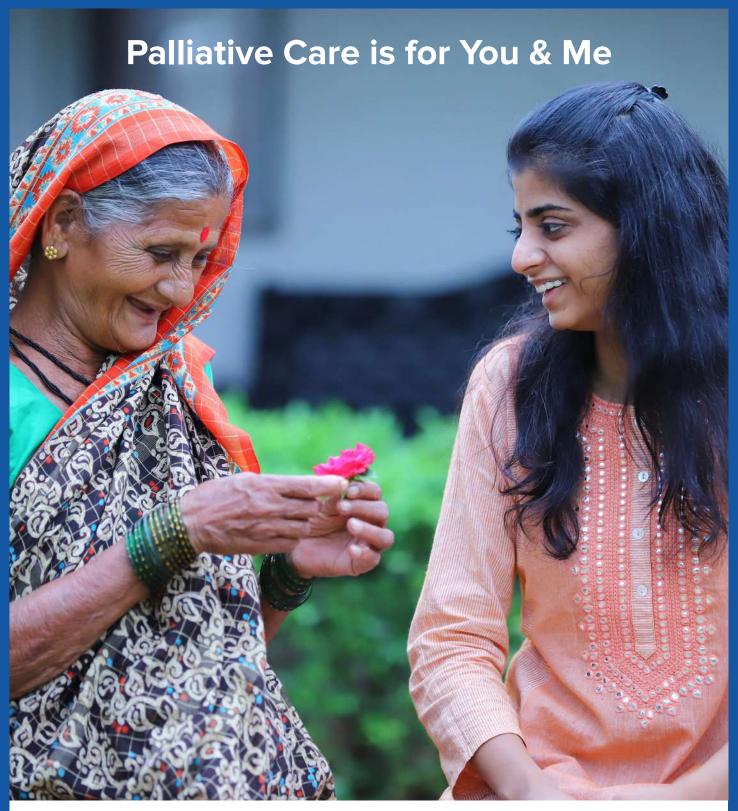


## The Hindustan Times, Oct 14, 2023

Building awareness about what is palliative care, how is it different from Hospice care, why should palliative care start right from diagnosis. An appeal to take collection action to bring palliative care within reach of those in need.

#### **Read More**

www.hindustantimes.com/ht-insight/public-health/compassionate-communities-together-for-palliative-care-101697029009056.html



Saath-Saath Helpline Number



1800-202-7777







Cipla-Foundation



CiplaFoundation

Connect with us at: info@ciplacare.com

www.ciplapalliativecare.org