

Specialty
SURGICAL ONCOLOGY
Precise and Personalised Surgical Care

welcomes



ASHA Oncocare
Foundation



Of all the diseases that affect us, very few come close to the dread that the word ‘Cancer’ instills in us. This fear is so deeply rooted in our psyche that many patients and their families insist on not naming it while discussing the treatment. Yet, things are not as bad as it is assumed to be. Cure is a very real possibility in majority of the cancers as long as it is detected in time, diagnosed correctly and treated optimally.

However, it’s a well acknowledged fact that cancer treatment is expensive. Quality cancer care costs money. Often, the most important factor determining the outcome of cancer treatment is affordability. Those who can afford it fare way better than those who cannot. The price of sub-optimal cancer treatment is a patient’s life. Some of these financially challenged patients are forced to sell their homes, land, and other precious assets to gather the money for their treatment; while others may give it up altogether. This frequently ends up with the patient receiving sub-optimal or incomplete treatment, which, in cancer care, is unacceptable. The outcome of this is that the patient and the family end up on the streets and are sucked deeper into cancer care, is unacceptable. The outcome of this is that the patient

and the family end up on the streets and are sucked deeper into the abyss of poverty with no hope of return. It is unfortunate that this fight for survival often ends up destroying the future of entire families. The impact of this dreaded disease is much wider than its appearance. It's a very sad situation to be in. What have we achieved by curing the patient of one disease while they and their family become a victim of another? No cancer patient should end up like this.

We at Specialty Surgical Oncology believe that all patients should have equal opportunity to receive quality healthcare and treatment regardless of his/her financial condition. At our level, we absolutely ensure that there is no compromise to providing the best of service and care to all our patients. However, despite our best efforts, we are unable to help all those that come our way due to the sheer number of patients that overwhelm the limited resources that we all can pool together. It is a difficult situation to be in, where we know that we have the experience and skill to treat a patient but are unable to help just because the patient cannot afford to pay even for the resources and materials needed for their treatment.

We at SSO feel that it is our responsibility to give something back to the society, which has given us so much by investing in our training, developing our skills and trusting us with the care of the sick. We have been put on a pedestal; a position we do not take for granted. We regard it as an opportunity to see and to be seen by, those in need. With the sole purpose of helping the less fortunate, we have formed the **ASHA Oncocare Foundation**, a non-profit organization which will help those cancer patients who cannot bear the cost of their treatment but have an excellent chance of getting cured and live a fulfilling life.

We will be taking a lead in supporting this cause in the best way we can, by minimizing the cost burden of their treatment that will include, among other things, operative charges, hospital stay charges, medications, etc. In some very deserving cases, we will make efforts to treat the patient completely free of cost. For this purpose, each one of us at SSO have pledged a certain sum to the foundation and we will keep adding to this from time to time. However, with our modest resources, there is a limit to what money we can donate; which in turn restricts our ability to help those in need. This is where we hope you will be able to help us help the

less fortunate. You are an extended family to us; all our treated patients are. Having journeyed together across the difficult landscape of cancer, you know us better than anybody else. We believe you would trust our integrity, our intentions, our expertise, our skill and therefore our ability and desire to help those who are facing the same challenges as you, but without the resources to make it. Having gone through this arduous experience, you are in a unique position to understand how difficult and how near impossible it is for someone with limited or no money to receive the best treatment for cancer. Hence, we appeal to you for any kind of contribution you can make to our foundation which will aid us in helping financially challenged



patients who have a potential for getting cured of their disease. No amount is small or big. Donate only if you can, and within your means. You could also help us reach out to people or organizations who may want to support our cause. We sincerely believe that small acts of kindness when pooled together will have the power to change many lives for the better. Let us not think of this as charity, but as an opportunity to thank the almighty for having been kind to us. Help us give hope and reassurance to every cancer patient that he/she is not alone in this fight. We are with them every step of the way.

TOGETHER, WE WILL DEFEAT CANCER.



ASHA ONCOCARE FOUNDATION

NEFT DETAILS

Account Name: Asha Oncocare Foundation

Bank Name: Kotak Mahindra Bank

Branch Name: VB Lane, Ghatkopar

Account Number: 0513863918

IFSC Code: KKBK0001377