

Executive Summary

of Head and Neck Oncology Surgery

The project “Head and Neck Oncology Surgery” was implemented during FY 2022-23 by the Madat Charitable Trust (MCT). It was supported by Kotak Securities Limited (KSL) through its CSR initiative. The project aimed to alleviate financial and systemic barriers for economically disadvantaged cancer patients by providing timely, affordable, and high-quality treatment.

Madat Charitable Trust launched a program “Cope with Cancer” in the year 2013 to improve cancer treatment outcomes by providing financial and holistic support to patients and families. It helps in enabling them to access timely and affordable medical care. It provides financial assistance to patients to access quality treatment at lower costs through leading hospitals such as Tata Memorial Hospital, ACTREC (TMC Kharghar), etc.

The project “Head and Neck Oncology Surgery” supported by Kotak Securities CSR, served as an additional project under the “Cope with Cancer” program. The project focused on supporting patients who face long waiting times at Tata Memorial Hospital (TMH) by enabling their treatment in private hospitals at discounted rates. MCT implemented the project and streamlined the verification process for patients, ensuring they timely receive the necessary funding for treatment. The project included financial support for the treatment by directly transferring funds to hospitals.

The impact assessment study was conducted for the year 2022-23 by NuSocia to evaluate the impact on the target beneficiaries, identify best practices and suggest any area of improvement.

Key Findings

- 17 patients received **financial aid covering up to 90% of their treatment costs** (~ Rs 1.5 lakh per patient).
- Over **50% of the beneficiaries were women**, with most patients coming from underserved regions.
- **Timely interventions** improved patient health outcomes.
- The **project provided comprehensive financial aid** for diagnostic investigations such as CT scans, PET CTs, and MRIs, as well as treatments like chemotherapy,
- **Emotional support, counseling, and help desks** were provided to patients and caregivers.
- **Direct fund transfers to hospitals** ensured financial integrity and reduced patient burden.
- The project improved access to quality cancer treatment for economically weaker patients, with hospital records indicating a **90% recovery rate among beneficiaries**.

Impact

| Outcomes | Details |
|---|---|
| Financial Resilience | The project addressed the financial barriers to cancer treatment. It enabled 17 patients from marginalized sections to access expensive and quality medical care. |
| Enhanced Access to Quality Healthcare | The project has played a critical role in facilitating life-saving treatment for patients diagnosed with various forms of carcinoma. The financial support and timely medical intervention through the project helped in specialized surgical care and improved health outcomes |
| Perceived Impact on Economic Empowerment of Underprivileged Families | The project eliminated the financial barriers to critical healthcare interventions. It was found through the interaction with hospital administration that ~90% of the patients recovered successfully. It would prevent loss of income due to prolonged illness and enable patients to resume daily activities and regain financial stability. |

The “Head and Neck Oncology Surgery” project has addressed critical gaps in cancer care for underprivileged communities. It significantly improved survival rates, recovery outcomes, and the overall quality of life for beneficiaries by ensuring timely and affordable treatment.

It demonstrated the scalability of a Public Private Partnership model through collaboration between MCT, donors, private hospitals, and diagnostic centres. It created a sustainable and inclusive healthcare framework that aligns with India’s national health policies and UN’s SDGs.

SDGs Covered :

