



Pfizer launches Project Aastha Cancer-Care Services and Helpdesk at Sawai Man Singh Hospital, Jaipur

- **Helpdesk to aid the patient care journey during cancer diagnosis, treatment, and rehabilitation is expected to benefit over ~14000-15000 cancer patients & families each year**

Jaipur, December 15, 2022: Pfizer Limited has launched its 13th Aastha helpdesk in an effort to further India's vision of accessible healthcare for all. The newest helpdesk has been set up at one of the biggest government hospitals, the Sawai Man Singh Hospital (SMS), Jaipur, catering to over 10,000 patients daily.

The Aastha Cancer-Care helpdesk marks a step towards creating an ecosystem where patients get the care, support, and empathy they need. It will aid in simplifying the treatment journey for cancer patients and their families. Project Aastha is an ongoing partnership between Pfizer and Doctors for You (a pan-India humanitarian organization) to set up Cancer-Care support services across the country. Pfizer aims to establish close to 20 such helpdesks across various states in India.

Dr. Sandeep Jasuja (HoD Medical Oncology), Sawai Man Singh Hospital said, *“Patients and their families benefit immensely when they have access to such facilities on -ground. This is of particular importance to our patients who are socioeconomically more vulnerable and those who do not have a personal support structure. We believe that this program will make a big difference in the lives of both patients and their families in the state of Rajasthan.”*

Commenting on the program, **Sharad Goswami, Senior Director, Corporate Affairs, Pfizer Limited** said, *“At Pfizer, we recognize that breakthroughs must go beyond medicines; Project Aastha cancer-care helpdesk is one such endeavor to further our purpose of bringing ‘breakthroughs that change patients’ lives’. These helpdesks support patients and their caregivers through the treatment journey assisting with funding and accommodation requirements, counselling as well as hospital navigation. We have witnessed the difference that this project has made in the lives of the over 7 lakh patients it is impacted in other cities till date, and we are convinced that it will do the same here.”*

The Aastha helpdesk, set up in the hospital premises, will provide end to end support to patients and their families. Starting with registration, travel booking information local accommodation guidance and linkages, access to available funding for treatment, dietary advice between and after chemotherapy, emotional and mental health counselling over a helpline or in person, 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.

Commenting on the program, **Dr. Rajat Jain, President, Doctors for You** said, *“Project Aastha furthers our vision of ‘Health for All.’ The burden of cancer is especially enormous for individuals from vulnerable communities and weak support systems. We are happy to partner with Pfizer to extend support to patients and their families for their treatment journey.”*

Since its launch in late 2021, Project Aastha has assisted over 7,30,000 patients in 13 hospitals around the country: Tata Memorial Hospital, Mumbai; B. Baruah Hospital, Guwahati; Homi Bhabha Hospital, Varanasi & Muzzarfarpur; Indira Gandhi Institute of Medical Sciences, Patna; Regional Cancer Center (RCC), Pandit Jawaharlal Nehru Memorial Medical College, Raipur; The Gujarat Cancer & Research Institute, Ahmedabad; Safdarjung Hospital, Delhi; Arrignar Anna Memorial Cancer Hospital, Kanchipuram; Adyar Cancer Institute, Chennai; Shri Maharaja Hari Singh (SMHS) Hospital, Srinagar; and Victoria Hospital, Bangalore.

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