

The holistic approach to improve quality of life in Breast cancer patients using ZenOnco's model of an integrative approach in Oncology: A prospective study

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INTRODUCTION

ZenOnco.io, World's First Integrative Oncology cancer care health tech platform founded in November 2019 provides end-to-end care to cancer patients regarding both medical (surgery, chemo, radiation, advanced treatment) as well as complementary treatment (e.g., Anti-Cancer Diet, Medical Cannabis, Ayurveda, etc.) to improve their quality of life and increase chances of cure. And to educate and empower patients and their caregivers, plan their treatment roadmap, standardize service providers, facilitate treatment for last-mile care delivery, connect with other survivors, and do regular follow-ups.

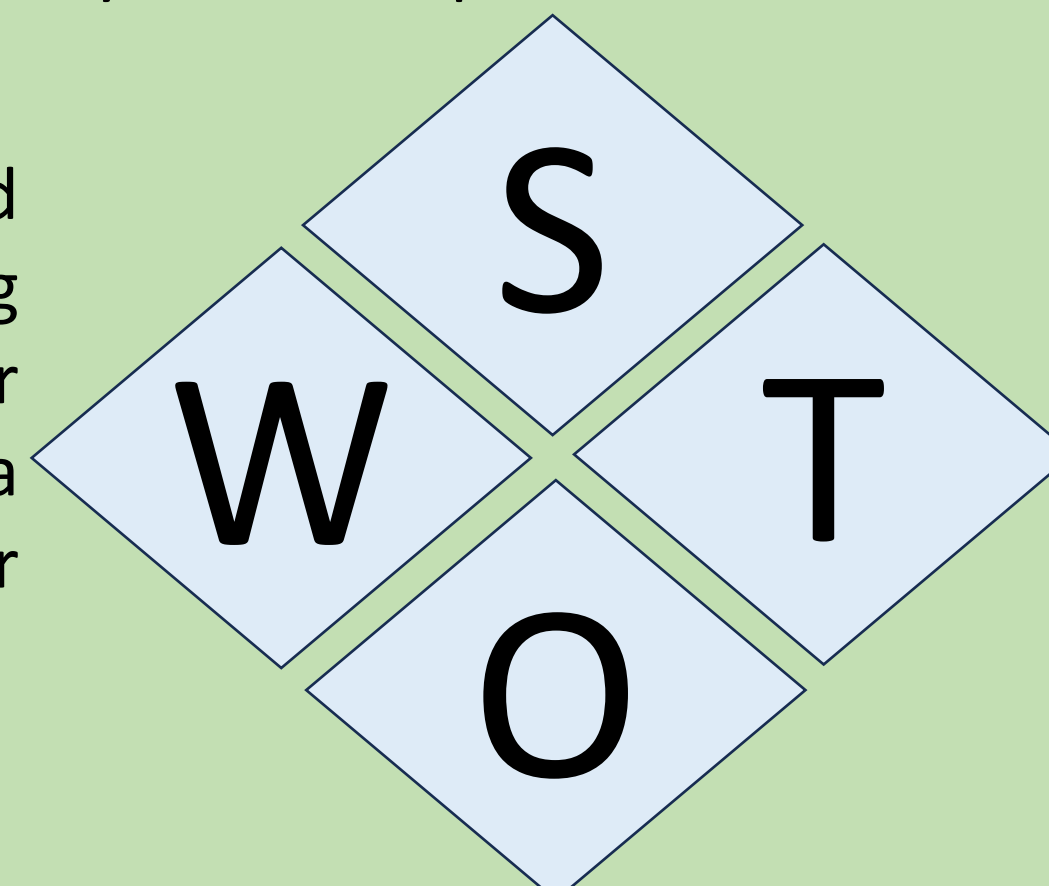
"Integrative oncology is a patient-centered, evidence-informed field of cancer care that utilizes mind and body practices, natural products, and/or lifestyle modifications from different traditions alongside conventional cancer treatments. Integrative oncology aims to optimize health, quality of life, and clinical outcomes across the cancer care continuum and to empower people to prevent cancer and become active participants before, during, and beyond cancer treatment.

- Improve clinical outcomes and quality of life.
- Improves the body's immunity and strength
- Managing Side effects and symptoms
- Reduces treatment toxicity and side effects
- Reduces chances of cancer relapse.

Vision: Their vision is to improve the quality of life and increase life for cancer patients.

Mission: provide the best cancer treatment in India and positively touch the lives of many cancer patients.

Strength: They are the world's first integrative oncology cancer care health tech platform to be featured on Shark Tank producing their own medicines for the effective treatment journey of cancer patients.



Weakness: Being the first of a kind they are still lacking in making patients take advantage of their services because of less media coverage and exposure to a larger audience.

Threats: Although able to counsel cancer patients outside India, they cannot deliver medicines due to customs obligations, making their hold in the international market weak.

Opportunity: Being working towards cancer where in India one in every nine people is prone to suffering from cancer in their lifetime they can emerge as a leading organization in providing a safe and comfortable journey towards the recovery of cancer patients.

ABOUT THE PROJECT

Worked on the research paper on the effect of Zenonco's model of an integrative approach in breast cancer patients to improve quality of life.

Researched through various papers on the effect of various medicinal plants and Ayurvedic components on breast cancer-causing cells and how they help in improving the quality of life of patients that are developed and marketed by the organizations under their label name.

Also researched through various case studies of breast cancer patients being benefitted from the medicines prescribed by Zenonco.io

Medicines prescribed by Zenonco.io for breast cancer patients are:

- Reishi Mushroom
- Onco Immunomax +
- Prickly Pear
- Breast Onco Care
- Grapeseed
- Curcumin
- Onco Protein
- Anti-Cancer Diet

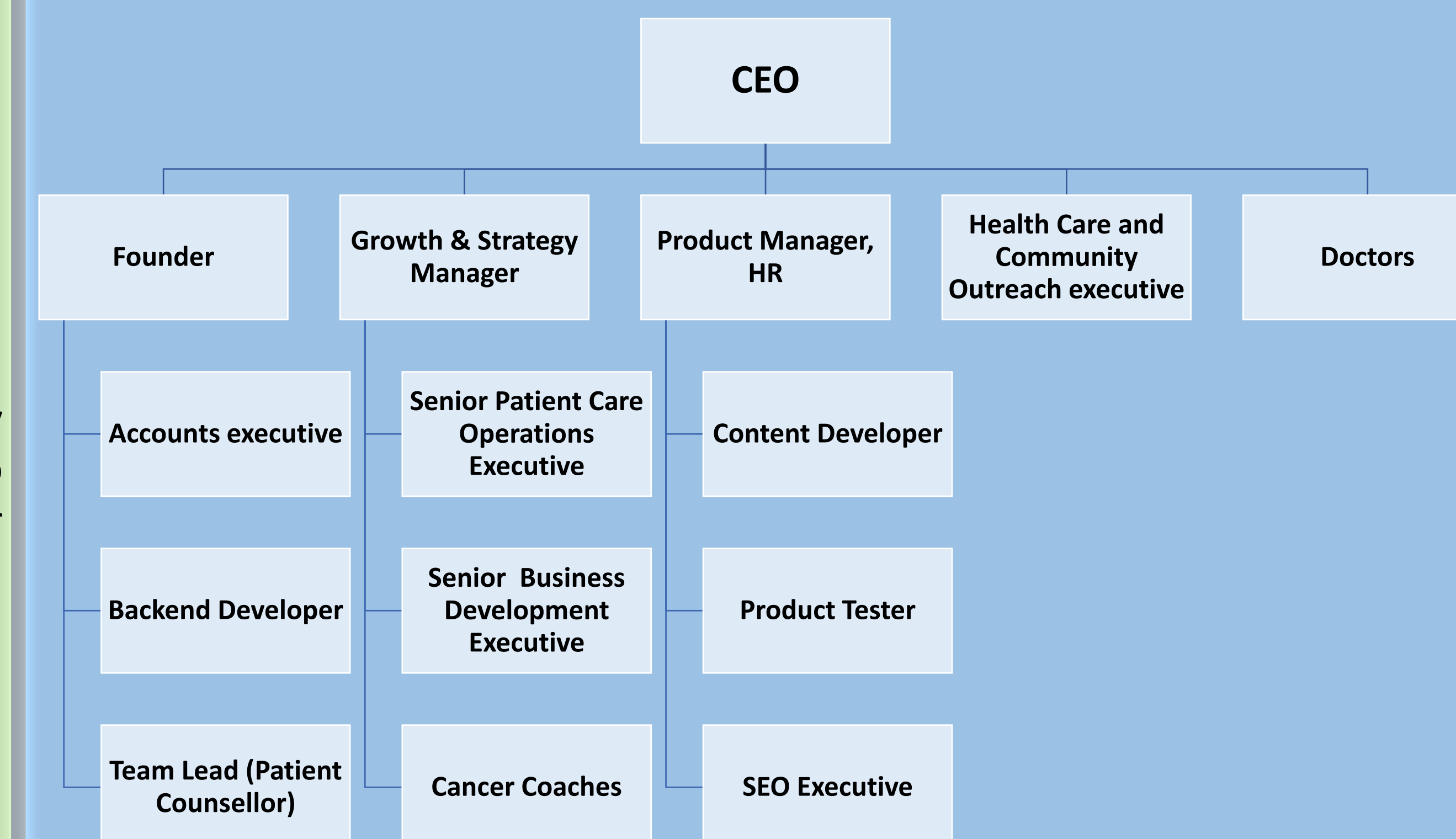
LEARNINGS DURING INTERNSHIP

- Operations Department (creating Estimates, Invoices, Pickrr, Shiprocket, ZOHO, CRM, Metabases)
- HR Department (Interviews taken for Telesales Executive, Patient Care Coordinator, HR Talent Acquisition, Business Analyst, Senior Operations Executive, Ayurveda Doctor, Nutritionist Roles)
- Marketing Department
- 1. Created Blogs on Testicular Cancer, CHJ, Alternative treatments in cancer, and Best cancer Hospitals in Punjab, Assam, Tamil Nadu, and Kerela
- 2. Made Handbook on Acupressure
- 3. Completed Research Paper on the Effect of the Integrative Model of Zenonco.io on Breast Cancer patients in improving the quality of life
- 4. Reviewed and corrected over 880 Blogs on cancer, its types, treatments, and supplements prescribed by Zenonco.io for different types of cancer

USEFULNESS OF INTERNSHIP

- Got a chance to learn to make invoices and estimates
- Learned how to make Blogs on Cancer Healing Journey, Research paper on alternative treatments for breast cancer patients, and Handbook on Acupressure.
- Learned to take interviews for different job profiles.
- Helped in understanding the importance of Leadership and Team Management.
- Learned to make PPTs more effectively and informational
- Learned the Use of Excel, Google Docs, and Word

ORGANIZATION STRUCTURE



DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL UNDERSTANDING

I believe practical exposure is much more vast than theoretical understanding as there can be many loopholes regarding the same understanding.

CHALLENGES FACED DURING INTERNSHIP

- Takes time to adapt to the office environment, but eventually everything went aligned.
- New lifestyle of being on a corporate journey.
- Sometimes, work goes overloaded, but somehow, I managed to complete it on the deadline given by Mentor

SUGGESTIONS

- Focus on creating more awareness regarding organizations through social media platforms.
- Focus on working on having a strong hand in the health sector internationally as well.

