



Project Report

Dissertation Project on-

**“A STUDY ON
COMPETITIVE
ANALYSIS OF
ONCOLOGY SERVICES
IN AHMEDABAD CITY”**

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Introduction



- Now-a-days cancer in India is rising as a significant reason for morbidity and mortality.
- Disease burden only India contributes to 7.8% of the global cancer burden
- Cancers of the oral cavity and lungs in men and cervix and breast in women account for over 50% of all cancer deaths
- To prevent and manipulate principal NC D's, NPCDCS was released in 2010
- During the length 2010-2012, the program was applied in 100 districts throughout 21 states.

OBJECTIVE

To conduct the
Competitive Analysis of
Oncology Services in
Ahmedabad city to start
some new additional
services in Oncology
Department in Narayana
Multispecialty Hospital
Ahmadabad





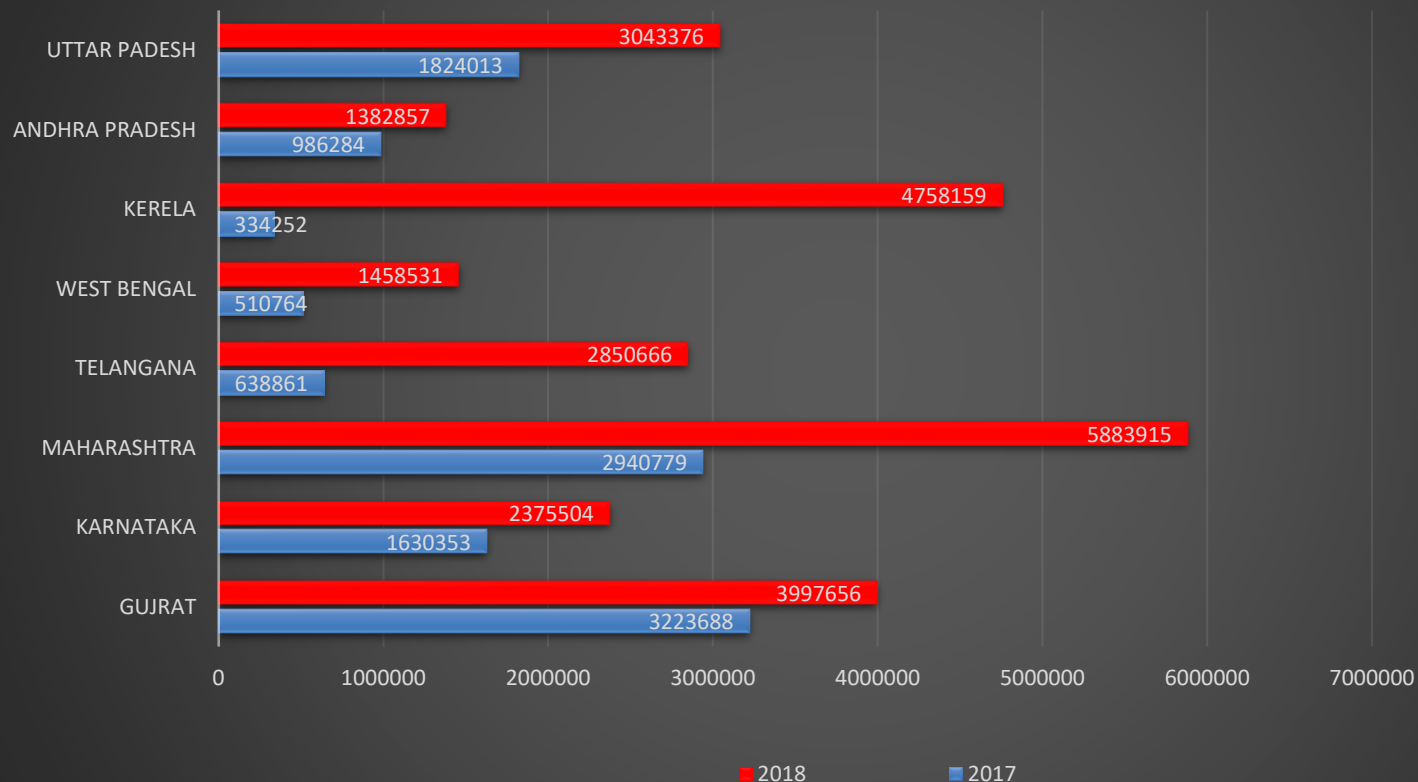
METHODOLOGY

- **Study Design**: Analysis of secondary data and desk review of relevant documents.
- **Study Location**: Ahmedabad, Gujrat, India
- **Study Duration**: 3 months
- **Data collection**:
 - **Primary**- By the telephonic interviews of the executives
 - Documents Perused for Desk Review-
 - **Reports**-Apollo Annual Report of 2018-2019, HCG Annual Report of 2018-2019, CIMS Annual Report of 2018-2019, GCI Annual Report of 2018-2019, Shalby Annual Report of 2018-2019
 - **Sites**- apollohospitals.com, hcghospital.in, cims.org, gcriindia.org, shalby.org
 - White Papers, Journals, Articles
- **Analysis tool**: MS Excel

FINDINGS

PREVELANCE IN GUJRAT:

NUMBER OF PERSONS ATTENDING NCD CLINICS

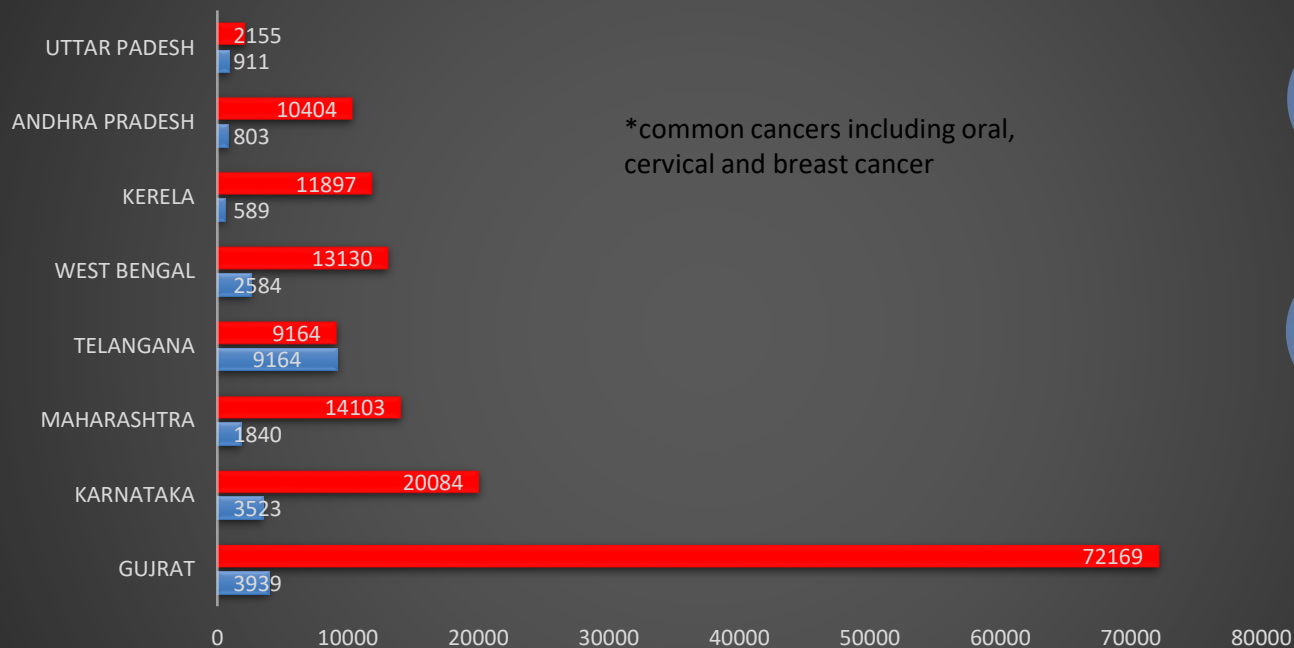


Total 6.5
Cr

Total 3.5
Cr

NUMBER OF PERSONS DIAGNOSED WITH COMMON CANCERS

NUMBER OF PERSONS DIAGNOSED WITH COMMON CANCERS



Total
1,68,122

Total
39635

Age and Gender **distribution**

According to NCDIR Cancer Rate Per
100,000 Population in Ahmedabad Urban
(2012-2013)

	Males	Females
Number of Incidence Cases	5477	4117
Crude Incidence Rate (CR)	87.4	73
Age Adjusted Incidence Rate (AAR)	98.5	76.5
Truncated Incidence Rate (TR) (35-64 Years)	181	155.7
Cumulative Risk (%) (0-74 Years)	11	9

MORTALITY RATE

CANCER CASES AND MORTALITY IN GUJRAT



**Top five
oncology
hospitals of
Ahmadabad
city are as
follows:**

- Apollo Hospital
- HCG Cancer Centre
- CIMS Hospital
- The Gujrat Cancer & Research Institute
- Shalby Hospital

1. APOLLO HOSPITAL(1997)

Treatments	TECHNOLOGY	Key Oncologist
Medical Oncology	Rapid Arc	Dr Shirish Alurkar (MO)
	Brachytherapy	Dr Akash Shah (MO)
Radiation Oncology	IGRT (Image Guided Radiation Therapy)	Dr Rushit Shah (MO)
Stem cell transplants	IMRT (Intensity Modulated Radiotherapy)	Dr Hemant Menghani (Paediatric) (MO)
Surgical Oncology	Proton therapy (Apollo proton therapy)	Dr M I Laxmidhar (H&N)
		Dr Vishal Choksi (H&N)

~180
CLINICIANS
ACROSS THE
NETWORK

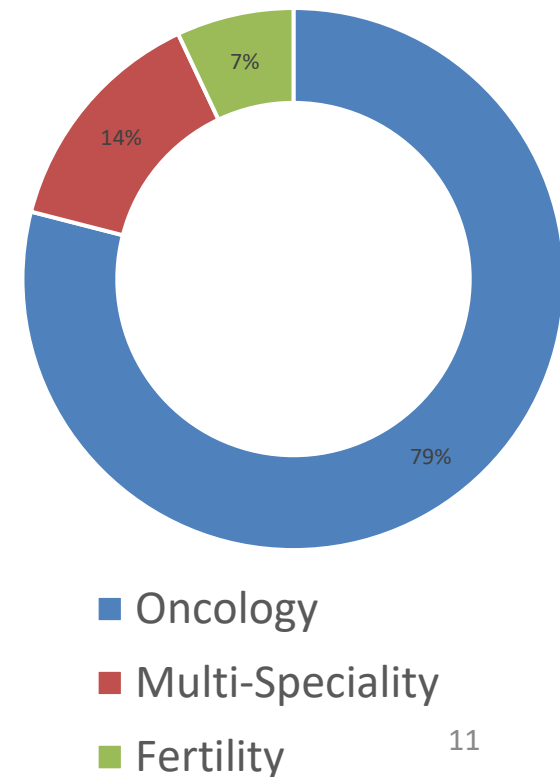
1000
BMT'S SINCE
INCEPTION

9 CANCER
CENTRES
17
OPERATIONAL
LINACS

2. HCG CANCER CENTER

Treatments	TECHNOLOGY	Key Oncologist
Medical Oncology	A. Implantable port or port-a-Cath, B. Ambulatory / Home Chemotherapy, C. Hyper thermic Intra Peritoneal Chemotherapy (HIPEC)	Dr. Ashish M. Kaushal (Medical Oncology)
Surgical Oncology	1. da Vinci Xi - Robotic Surgery System, 2. Trans Oral Laser Surgery (TOLS)	Dr. D.G. Vijay (Surgical Oncology)
Radiation Oncology	1. Tomotherapy, 2. True Beam, 3. Brachytherapy	Dr. Daxesh Patel (Surgical Oncology)
Nuclear Medicine 7/27/2020	GA 68 - DOTA & PSMA PET-CT Scan	Dr. Dushyant Mandlik (Surgical Oncology)

Revenue



3. CIMS HOSPITAL

- 350 BEDDED
- JCI, NABH, and NABL accredited.
- Digitized operation theatres and ICUs.
- Latest Cancer Radiation machines and Radiology.

Treatments	TECHNOLOGY	Key Oncologist
Medical Oncology	Treating a patient medically with anti-neoplastic drugs	Dr Chirag Desai (Medical Oncologist)
Surgical Oncology	External radiotherapy, IMRT, IGRT, VMAT, SBRT, SRT, SRS, Brachytherapy	Dr Ashok Patel (Surgical Oncologist) Dr Darshan Bhansali (Surgical Oncologist)
Radiation Treatment	LINAC	Dr Devang Bhavsar (Radiation Oncologist)
Palliative & Rehabilitation Service	Stoma Care services, Dermatologic Health, Psychological Care, Swallowing rehabilitation	

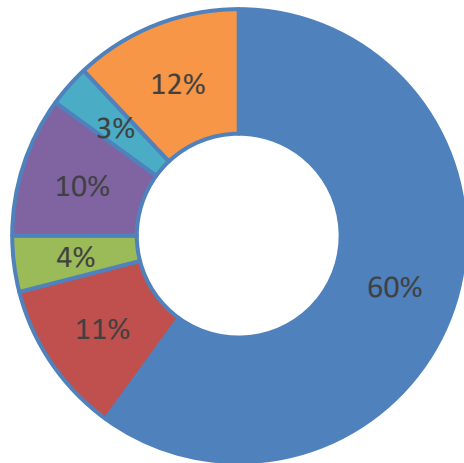
4. Gujarat Cancer & Research Institute

- 660 ADULT BEDDED
- 50 PEDIATRIC BEDDED
- LATEST EQUIPMENT AND TECHNOLOGIES

Treatments	TECHNOLOGY	Key Oncologist
Medical Oncology & Pediatric	Treating a patient medically, Bone Marrow Transplant	Dr. Pankaj Shah (Medical Oncology)
Surgical Oncology	IVTC, IIVT	Dr Rajan Tankshali (Surgical Oncology) Dr Shashank Pandya (Surgical Oncology)
Radiation Treatment	LINAC, IMRT, IGRT, VMAT, SBRT, SRT, SRS,	
Cancer Biology (Research)-	Molecular Oncology Lab, Cytogenesis Lab, Immuno-Hematology Lab, Stem Cell Biology Lab, Tumor Biology Lab	

5. SHALBY HOSPITAL

REVENUE MIX OF TOP 5
SPECILITIES IN 2018



- Orthopaedic
- Oncology
- General Medicine & critical Care
- Cardiac Sciences
- Neurology
- Others

Treatments	TECHNOLOGY	Key Oncologist
Medical Oncology	Chemotherapy, Hormone therapy, Immunotherapy, Monoclonal antibody therapy	Dr Bhavesh Parekh (Medical Oncologist)
Surgical Oncology	Minimally invasive or Keyhole Surgery, Laparoscopic surgery	Dr Jeetendra Paryani (Surgical oncologist)
Radiation Treatment	Linear Accelerator	Dr. Ankit Thakkar (Radiation Oncologist)
Cancer Biology (Research)-	Molecular Oncology Lab, Cytogenetics Lab, Immuno-Hematology Lab, Stem Cell Biology Lab, Tumor Biology Lab	

Comparative Overview:

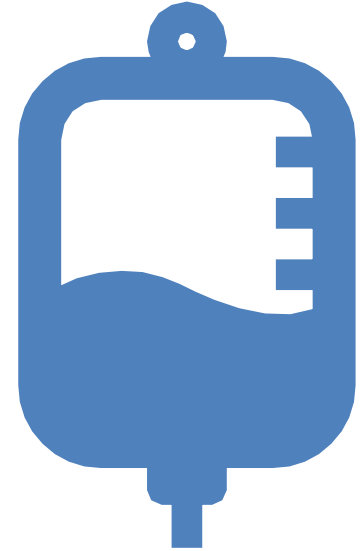
Name of Hospital	Apollo Hospital	HCG Cancer Hospital	CIMS Hospital	GCRI Hospital	Shalby Hospital	NH-Ahmadabad
Type of Hospital	Private	Private	Private	Trust Run (Govt. Funding)/ Individual	Private	Private
Year of Operation	1997		2010	1967	2017	
Services offered	Medical Oncology, Radiation Oncology, Surgical oncology Stem cell Transplant.	Medical Oncology, Radiation Oncology, Surgical oncology, Nuclear Medicine.	Medical Oncology, Radiation Oncology, Surgical oncology, Palliative & Rehab Services	Medical Oncology, Radiation Oncology, Surgical oncology, Cancer, Biology (Research)	Medical Oncology, Radiation Oncology, Surgical oncology, Cancer, Biology (Research)	Medical Oncology, Surgical oncology
Technology	Rapid Arc, IGRT, IMRT, Proton Therapy	PET-CT, da Vinci Xi - Robotic Surgery System, TOLS, Tomotherapy, Brachytherapy	LINAC, IMRT, IGRT, VMAT, SBRT, SRT, SRS	LINAC, IMRT, IGRT, VMAT, SBRT, SRT, SRS	Keyhole Surgery, LINAC	CT, MRI,
Other Services	Different CSR Activities	Home Healthcare	Different CSR Activities	Cancer Community Centre, CSR	Home Healthcare	

SUGGESTIONS:

- **Technology-** Nuclear Medicine, PET-CT, Linear Accelerator, Tomotherapy etc.
- **HCAH-** For geriatric or physically challenged patients
- **Ambulatory Services-** Mobile services to the patients according to their need or in emergency.
- **Telemedicine-** to reach to the remote areas of the city for the better communication between patient and doctors.
- **Safety-** due to COVID_19 situation, it would be good if we provide them care such as mask, hand sanitizer, temperature check

SUGGESTIONS CONTINUES:

- **Follow up-** It is an important part of cancer treatment to take the follow up, Specially in chemotherapy because it has several side effects
- **Training-** Regular training should be done from the doctors and Nursing staff to the housekeeping and security staff
- **Patient & Relative Education-** Cancer treatment is a long and time-consuming process, so they need proper support of their family and relatives physically as well as emotionally.





THANK YOU