

**PRESS RELEASE**

For Immediate Publication

**Fortis Memorial Research Institute launches 'Jashn':**

***A Pediatric Oncology and BMT Support Group for Patients and Caregivers***

**Gurgaon, February 26, 2015: Fortis Memorial Research Institute (FMRI)** today launched “**Jashn**” (**Celebration of Life!**) - a support group for pediatric oncology and bone marrow transplant (BMT) patients. It is aimed at bringing together patients and their caregivers who are currently battling cancer, need or have received bone marrow transplants.

Aman was initially diagnosed with Acute Lymphoblastic Leukemia (a type of blood cancer) at just two years of age. After treatment at a local hospital, he improved but the disease came back within a year. Then at FMRI, his parents consulted Dr. S.P. Yadav who treated Aman in two stages - first, by controlling the leukemia through medicines and second, by conducting a bone marrow transplant for complete cure. Since Aman didn't have a sibling, Dr Yadav and his team took up the challenge and conducted haploidentical (half-matched) transplantation from his father. Now, Aman is four years old and living a normal life free of cancer. Aman's father narrated his story at the launch of “**Jashn**”, which drew tears and smiles from those present. Many could identify with Aman's story because they too had similar experiences.

“Childhood cancer is a very disheartening reality for children and their parents. However, on the brighter side, most childhood cancers are curable. Our objective through “**Jashn**” is to break the myths surrounding pediatric cancers through interaction and talks with experts and apprise them of latest treatments available. Many complicated and challenging national and international patients from every corner of the world are referred to FMRI and have got a new lease of disease-free lives,” says **Dr. S.P. Yadav, Head, Pediatric Oncology and BMT Unit, FMRI.**

Fortis believes in providing holistic care to its patients and this is the third initiative after “**Umang**”, a support group for breast cancer and “**Sankalp**”, a kidney transplant support group. “**Jashn**”, supported actively by the Psychiatry and Art therapy teams led by **Dr. Samir Parikh**, endeavors to get the parents of children who have gone through the cancer treatment or BMT, to mentally support those who have just started their fight with cancer. It creates a friendly platform for children where they indulge in play and art therapy, forget their pain and discomfort and celebrate the completion of blocks of therapy,

procedures or the end of treatment with awards and certificates. At the end of the event, each child walked away with a certificate of bravery and an award to recognize his/her battle and a big smile.

“In the last 25 years a lot of research and refinement of treatment strategies have happened in the field of pediatric oncology and FMRI aims to be a forerunner in this field” said **Mr. Jasdeep Singh, Zonal Director, FMRI**. “We have separate units for pediatric hematology, oncology and bone marrow transplant, backed up by excellent hematopathology, histopathology and radiotherapy departments with superb blood bank services. They have given lots of success stories in the recent past and is on its way to give more.”

Blood cancers especially Acute Lymphoblastic Leukemia are the most common type of childhood cancers with cure rates of almost 80% for standard risk disease. Others such as Hodgkin’s lymphoma, retinoblastoma or Wilm’s tumours have cure rates as high as 95% if detected in the earlier stages. This is in contrast with adult cancers where the focus is on progression free survival. In children, if the child survives 5 years, he/she can survive and lead a normal and healthy life. Even for those who do relapse, there are treatments available to help them achieve cure.

#### **About Fortis Memorial Research Institute**

*Fortis Memorial Research Institute is the flagship hospital of Fortis Healthcare Limited. It is a multi-super speciality, quaternary care hospital with a comprehensive team of clinicians and patient care programmes, supported by advanced technology and medical research solutions. Set on a spacious campus with a potential bed capacity of 1,000 beds, this ultra-modern facility utilises and showcases some of the latest technologies in use in world class health care. Some of the milestone technologies at the hospital include amongst the first pilot project for precision Radio-surgery in the world, integrated operating and procedure rooms, digitized critical care cubicles, advanced Cath-labs, transplant rooms, endoscopy suites, private birthing centres, a state-of-the-art radiation wing and a stem cell lab to name a few facilities. A range of thoughtful services and health facilities for patients and their attending family include several Art ‘n’ Health programmes to recuperate, a mini theatre to de-stress, retail therapy outlets for immediate needs and a food court providing a choice of dining options to replenish energies.*

#### **About Fortis Healthcare Limited**

*Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. The company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 54 healthcare facilities (including projects under development), approximately 10,000 potential beds and 306 diagnostic centres. In a global study of the 30 most technologically advanced hospitals in the world, its flagship, the Fortis Memorial Research Institute’ (FMRI), was ranked No.2, by ‘topmastersinhealthcare.com, and placed ahead of many other outstanding medical institutions in the world.*

**For more information, please contact:**

**Fortis Healthcare Ltd.**

**Avian Media, Delhi**

**Ajey Maharaj: +91 9871798573**  
[ajey.maharaj@fortishealthcare.com](mailto:ajey.maharaj@fortishealthcare.com)

**Rishu Singh: +91 9958891501**  
[rishu@avian-media.com](mailto:rishu@avian-media.com)

**Tituraj Kashyap Das: +91 9871918187**  
[tituraj.das@fortishealthcare.com](mailto:tituraj.das@fortishealthcare.com)

**Neeraj Shorya: +91 9911856010**  
[neerajshorya@avian-media.com](mailto:neerajshorya@avian-media.com)

**Tanushree Roy Chowdhury: +91 9999425750**  
[tanushree.chowdhury@fortishealthcare.com](mailto:tanushree.chowdhury@fortishealthcare.com)