

World's best known cancer Institute ties up with Artemis

New York City-based Memorial Sloan-Kettering picks Artemis Health Institute in Gurgaon, as affiliate for cancer patients in India

Gurgaon-based Artemis Health Institute, which has already established itself as a leading cancer care facility in India, is now partnering with the world's oldest and most renowned private cancer research and treatment Institute, the New York-based Memorial Sloan-Kettering Cancer Center (MSKCC).

This partnership will bring into India, and make available for Indian patients, the latest in cancer research and treatment, enabling access to some of the world's best cancer doctors and surgeons, diagnostics and treatments.

Speaking on the tie-up **Dr Robert E Wittes, Physician-In-Chief, Memorial Hospital**, said: "We have a handful of such partnerships across the world now including Artemis in India. We will be playing an advisory role to enable Artemis to build a world class cancer clinical care, research and training facility. Together, we plan to undertake clinical research projects, and share with Artemis the latest protocols in cancer care for their patients. I believe this will go a long way in establishing a leading cancer hospital in one of the largest healthcare destinations in the world."

This partnership is based on MSKCC's belief that better understanding of cancer prevention, dissemination of the latest research findings and exchange of scientific knowledge on cancer will make a difference in lessening the burden of disease.

To begin with the two Institutes will work on the entire gamut of high prevalence cancers in India. This will enable Artemis and Sloan-Kettering to deliver the latest in cancer care to patients. Other areas of collaboration will include:

- Specialist visits from MSK to Artemis for patient check and staff training
- Joint research on clinical trials and population research projects focusing on high prevalence cancers
- An International Cancer Symposium in Gurgaon to generate greater awareness on prevention, and the latest techniques of detection and cure
- A training initiative focusing on training specialists across India
- Patient referrals between the two Institutes to enable quicker and effective treatment, without the time and cost entailed in travel and finding the right specialist

Dr Kushagra Katariya, CEO, Artemis Health Institute, would be leading this initiative, along with a team comprising Medical Oncologist and Padma Shree **Dr Ashok Vaid**, Radiation Oncologist **Dr Tejinder Kataria** and many renowned surgical oncologists

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Said Dr Kushagra Katariya, "Our collaboration with Memorial Sloan-Kettering is exciting for two reasons. The most important aspect any healthcare facility has to address is 'what's in this for patients'. This collaboration will enable us to bring to our patients the next level of service, diagnostics and treatment. The latest protocols developed at Sloan-Kettering will now be available for our patients in India. Many people continue to travel to MSK for treatment; we will be able to save families this extra cost and time at a very difficult time in their lives."

Dr Katariya added, "Secondary to this is the support, training and know-how exchange that we will undertake with Memorial's doctors and clinical research teams to establish one of the finest cancer care facilities in this part of the world."

The two facilities will set up an active exchange programme for visiting physicians, nurses, clinicians and others to visit both Memorial Sloan Kettering in New York and Artemis in Gurgaon for continuing skill and knowledge up gradation. Memorial Sloan-Kettering's staff and doctors will be available for Artemis patients for specialised consultation. Artemis has already established itself as a leader in cancer care, a high-end centre using technology to both detect cancer early, as well as undertake holistic treatment using the disease group methodology.

Early in 2010, Artemis and Memorial Sloan-Kettering plan to co-host their first **International Oncology Conference** in Gurgaon, for the larger oncology community of doctors and care givers. This will be an annual symposium for medical specialists in South Asia, to further the cause of cancer awareness, early detection and cure.

About Memorial Sloan-Kettering Cancer Center

Founded in 1884, Memorial Sloan-Kettering in New York, USA, is synonymous with cancer care and treatment across the world. The Center is a multi-faceted institution which houses a premier biomedical research institute -- the Sloan-Kettering Institute; an excellent cancer hospital in the Memorial Hospital and a PhD programme in cancer biology through the Louis V Gerstner Jr Graduate School of Biomedical Sciences.

About Artemis Health Institute

Established in late 2007, Artemis Health Institute is a multi-speciality healthcare facility based in Gurgaon, India. Cancer is one of the three super specialties along with Cardiothoracic and Orthopedics. Artemis is a wholly-owned subsidiary of PTL Enterprises, promoted by Onkar S Kanwar and listed on the Bombay Stock Exchange. Dr Kushagra Katariya is the CEO of Artemis and its Chief Cardiothoracic Surgeon.

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