

TIE UP

Artemis Ties Up with based Memorial Sloan-Kettering

This partnership will bring into India the latest in cancer research and treatment

Gurgaon-based Artemis Health Institute (AHI) is now partnering with the renowned private cancer research and treatment institute- the New York-based Memorial Sloan-Kettering Cancer Center (MSKCC). This partnership will bring into India the latest in cancer research and treatment, enabling access to some of the world's best cancer doctors and surgeons, diagnostics and treatments.

"It is a privilege to be associated with the world's foremost brains on cancer treatment and research. This will enable us to bring in the latest in the field of cancer into India for patients here," said Onkar S Kanwar, Chairman, Artemis

Health Sciences.

Said Dr Robert E Wittes, Physician-In-Chief, Memorial Hospital, "We will be playing an advisory role to enable AHI to build a world class cancer clinical care, research and training facility. Together, we plan to undertake clinical research projects, and share with AHI the latest protocols in cancer care for their patients."

To begin with, the two institutes will work on the entire gamut of high prevalence cancers in India. Other areas of collaboration will include specialist visits from MSKCC to AHI 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 and a training initiative focusing on training specialists across India. It would also include 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.

The two facilities will set up an active exchange programme for visiting physicians, nurses, clinicians and others for knowledge upgradation. MKSCC's staff and doctors will be available for Artemis patients for specialised consultation. ■

EH News Bureau

WHERE THE HECK DO YOU KEEP YOUR MOBILE PHONE?

HEALTH

A NEW STUDY REVEALS THAT KEEPING YOUR CELLPHONE IN THE POCKET COULD WEAKEN THE PELVIC GIRDLE, AND A ZILLION OTHER STUDIES SUGGEST HOW ALMOST EVERY PART OF THE BODY GETS ADVERSELY AFFECTED BY THE GIZMO EVIL. FYI DELVES DEEP INTO THE LINK BETWEEN WHERE YOU KEEP YOUR PHONE AND ANATOMY

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Slipping your can't-live-without mobile phone in the pocket might be the most convenient place, but certainly not the smartest, if a new study is to be believed. According to a research conducted by scientists at Turkey's Suleyman Demirel University, strapping a mobile phone on one's belt could lead to decreased bone density in the area of the pelvis, that is commonly used for bone grafts. The research report stresses on the ill-effects of electro-magnetic emissions, the most grave being bone weakening.

This apart, The Interphone Study supported by the World Health Organisation indicates that the electromagnetic rays that connect people on the move play havoc with one's health when absorbed. One is prone to cancer if there is a prolonged, heavy usage, spread over years.

There are enough research and theories to support how just about every part of the body is at risk from technology. So where should you keep your mobile phone? We get experts to clear the confusion.

IN THE BACK POCKET, OR ON BELT, RADIATION IS EQUALLY BAD



DR VIKAS GUPTA, senior orthopedic consultant, Medanta Medicity hospital, Gurgaon

Medically, there is no real, immediate danger. But with prolonged usage, mobile phones do cause potential danger. It doesn't matter whether you keep the mobile in your back pocket or attach it to the belt; the radiation is enough to make your body suffer.

CAN LEAD TO UNRULY BEHAVIOUR IN YOUR UNBORN CHILD



DR NEENA BAHL, senior gynecologist Max hospital, Saket

There is no direct relation between fertility and sperm count that can be linked to continuous use of mobile phones. However, if an expectant mother is glued to her mobile in the final months of her pregnancy, then it could result in unruly behaviour and unmanageable traits in the child for up to seven years.

KYA KAREIN, NA KAREIN

- ▶ As far as possible, minimise the use altogether, both in terms of talk and texting.
- ▶ Use a headset, but only for a short period.
- ▶ While travelling, don't put the mobile in your pocket. Put it in your bag. Mobile holders are also a good option.
- ▶ Avoid the vibration mode. It magnifies the ill-effects.
- ▶ Don't place the phone near sense organs like eyes, ears and the mouth, and genitals. These areas are highly exposed and sensitive.
- ▶ As a practice, never sleep with the phone under the pillow, unless it is switched off.
- ▶ Alternate conversations between both ears when talking.
- ▶ When at work, place phone on desk rather than carrying it around.

TECH SPEAK: DOESN'T MATTER WHERE YOU PLACE IT, THE RADIATION IS ALL AROUND

Mobile experts say the gadget might harm certain sensitive areas a tad more than the others, but the radiation penetrates into all parts because of its omnipresent nature. "The factor to be counted here is radiation. Big or small, every mobile emits radiation that is harmful for your body. As long as your mobile is on, it will emit radiation regardless of its model or anatomy," says micro-tech specialist Rajat Khare.

THE KEY WORD IS MODERATION. I FEEL THAT THE HANDS-FREE MODE IS A BETTER OPTION WHEN ONE KNOWS THAT HE/SHE IS GOING TO BE ON A LONG CALL.

KUNAL KAPOOR, ACTOR

CELEB CALLING

I IGNORE ALL STUDIES

TANUSHREE DUTTA
Actor



I can't do without my mobile phone, so I ignore any study that I read or hear. Anyway, life without technology is no life at all.

I DON'T SLEEP WITH MY PHONE

MINNISHA LAMBA, Actor



Yes, I'm familiar with the harmful effects of using mobile phones over long durations. But I can't survive without it. As far as precautions are concerned, I don't sleep with the phone next to me.

IT CAN RING IN CANCER IN TEENS, TOO

Lengthy chats with your sweetheart may get you a date not only with her, but also with an oncologist. Children and youngsters are at the worst risk because of their addictive tendencies. And the fact that cellular operators have slashed their rates only adds to the problem.



DR VINEET TALWAR, Consultant Medical Oncology, Rajiv Gandhi Cancer Institute

SPEAKERPHONE IS MUCH SAFER

The constant sound exposure can affect hearing power and in severe cases, cause deafness. Also phones usually heat up after extended usage, and that also can add to the problem. Many call centre employees regularly complain of ear pain after a long conversation over mobiles.



DR DEEPAK SARIN, Consultant Head and Neck Surgery, Artemis Health Institute



PIC/VISHAL YADAV

Back to Old Territory



After a stint with private equity, **Somnath Chakravorty** (47) is back to managing hospital. This time, he has been appointed as the CEO of Delhi-based GM Modi Hospital. Chakravorty would look at strategic planning, partnerships and alliances, business development, technology development and expansion of the hospital.

From the GM - Strategy & Planning of Max Healthcare as a founder member of the organisation to COO of Artemis Health Institute to Director- I-Ven Medicare, Chakravorty traversed various roles and organisations. In the last responsibility at I-VEN Medicare, the healthcare initiative of ICICI Venture where he was the Director - West & South, he was mainly responsible for identifying investment opportunity and guiding performance improvement for better return of investment. He has also worked as an observer in Harvard Medical College Hospitals in Boston to understand work flow process, HIS system and Operating Principals.

His love to manage operations is the reason for his choice to move to GM Modi Hospital. He says, "This was an opportunity to come back from PE and investments to operations." The newly appointed CEO will focus on exponential growth and a complete turnaround of the hospital as a 'Global Health Village' offering one stop solution for all healthcare requirements. Explaining the changes that he plans to bring to the hospital, he says, "Right now, the hospital is a secondary care facility. Soon, it will cater to primary and tertiary care. It will also have comprehensive preventive health check programmes. It will be a one stop solution for all care."