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“Your intelligence, your capacity for hard work, the education you have earned and received, give you unique status, and unique responsibilities. That is your privilege, and your burden. If you choose to identify not only with the powerful, but with the powerless, if you retain the ability to imagine yourself into the lives of those who do not have your advantages, then it will only be your proud families who celebrate your existence, but thousands and millions of people whose reality you have helped change.”

- J K Rowling.

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Silicon valley Minimally Invasive Laser and Endoscopy Surgeries

Redefining life…

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What we Do ?

- PREVENTIVE
- PROMOTIVE
- CURATIVE
- TRAINING

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Why focus on Colorectal ?

- 36.7 % are suffering with colorectal disorders
- 15 % of the total suffering needs Medical procedures / surgeries
- 50% will suffer at least once in their lifetime

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Challenges

- 1.5 million quacks practicing colorectal
- Very poor awareness on colorectal disorders
- Myths/taboos from age old times for these problems
- Social stigma associated with the problem

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Challenges

- Not many surgeons opt for colorectal surgeries
- General surgeons are not trained – COLORECTAL IS A SUPERSPECIALITY.
- Very poor awareness on COLON CANCERS

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Challenges among women population

- OAD (OPEN AIR DEFECATION)

  1 out of 8 women suffering with colorectal problems is due to OAD

- Colorectal disorders during pregnancy

- Shyness to share the problem even within the family

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SIICP Initiatives to address the challenges

- Educating and creating awareness among masses on colorectal diseases
- Focus on educating people on preventive measures
- Eradication of quacks
- Train general surgeons on colorectal procedures (40 surgeons trained till date)
- Train colorectal nurses/ asha workers / ANM's (1,800 personnel till date)
- Fellowship program in colorectal surgeries (way forward)

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HUB & SPOKE Model

- HUB at district level manned by well trained colorectal surgeon
- SPOKES are managed by trained colorectal nurses
- Outreach activities through asha workers, ANM and other healthcare volunteers

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COLON CANCERS

- 78% of colon cancers in India reported in the advanced stage
- Colon cancers are in the race in young population
- According to ACRS colon and rectal surgeons, colon cancers will be raised by 30% by 2030 among age group of 30's
- No awareness / screening program for colon cancers in INDIA

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SIICP initiative for colon cancers

- Create awareness on colon cancers
- Prevention of colon cancers by life style modification
- Early diagnosis of colon cancers
- Prevent colon cancer deaths

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Our initiative “TOUCH EVERY LIFE”

- Dedicated team visiting each house hold and creating awareness at door step
- Regular screening program done in respective village to screen colorectal disorders and hence diagnose at early stage to prevent surgeries
- Technology interface to collect and analyze the data.
- Exclusive female paramedics to address colorectal disorders among women
- 26 Lakh families are touched across Mandya, Mysore Ramanagara and Chamrajnagar districts

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COMMUNITY AWARENESS PROGRAM

AWARENESS AT DOOR STEP

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Statistics in last 4 years

- Mandya center:

  Total OPD: 66,000 + and 10,810 surgeries
  Approximately 15%

- Bangalore center:

  Total OPD: 2400 + and 900 surgeries
  Approximately 36%

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Channels of communication

- Local TV and radio promotions
- Creating awareness in Mela's and celebrations
- Print media promotion
- Social media campaigns

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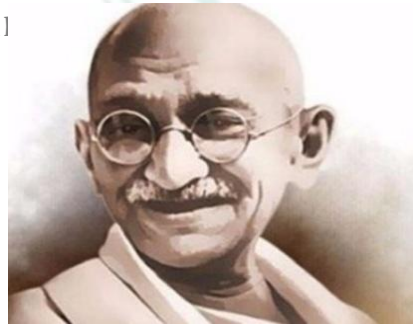
Why EHA collaborations?

- Instead of reinventing the wheel, partner with large organizations with presence across the geography to reach masses

" A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history"

- Mahatma Gandhi



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Collaboration with DHAN

DHAN Foundation

CONSORTIUM FOR EQUITABLE HEALTHCARE ACCESS

MALAVALLI TRAINING PROGRAM (18th May, 2018)

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MYSORE WORKSHOP (24th May, 2018)

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Mandya – Mysore work

- Created awareness to 35,000 families across Mandya – Mysore region to all DHAN members
- Educated and created awareness by organization workshops and distributing IEC material to all the DHAN members

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Glimpses of Mandya – Mysore work

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Next proposed project with DHAN

Expand the collaboration in TUMKUR, KOLAR, RAMANAGAR AND CHIKBALLAPUR districts

To associate more such organizations associated with EHA to take our initiative on preventing and treating colorectal disorders.

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- EHA is great initiative in making our collaborations possible without which, reaching founding teams of such incredible, giant organizations wouldn't have been possible.

CONSORTIUM FOR EQUITABLE HEALTHCARE ACCESS

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Partnership with Medium consulting

medium
HEALTHCARE CONSULTING

- Focused factory approach advised by Medium consulting
- SIICP – Medium partnership for better protocol and process driven organisation

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World Piles/Haemorrhoids Day on 20th November

Smiles is organising various programs to educate and create awareness on **"World Piles Day"**

Aiming to educate 25,000 families on 20th November

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"If I have

seen further,
it is by standing on the

shoulders of giants"

" Sir Isaac Newton "

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THANK YOU

Please give your valuable inputs and join hands to make our initiative transform people's life.

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BANGALORE & MANDYA