



# HEALTH FIRST

LONGER LIFESPAN, NEW AGE CUTTING EDGE TECHNOLOGY AND EFFECTIVE TREATMENTS ARE CHANGING THE FACE OF HEALTHCARE IN INDIA.

**BY BINDU GOPAL RAO**

The healthcare industry in India is projected to reach \$372 billion by 2022. While the numbers may seem mind-boggling, there is certainly much happening in the Indian healthcare scene.

The burden for non-communicable diseases (NCDs) is rising at a rapid rate and as many as 60% of the global deaths are due to these NCDs like stroke, most cancers, cardiovascular disease and diabetes. A majority

of these conditions are lifestyle related and preventable, if detected in the early stages of their insidious development.

Dr. Vineet Datta, Director, Datar Cancer Genetics says, "Cancers of oral cavity and lungs in males and cervix and breast in females account for over 50% of all cancer deaths in India. Advances in biomedicine are able to determine the best treatment approach for some cancers. The shift from

a one-size-fits-all approach to treatment regimens that are tailored to individual patients' needs has begun and is expected to gain greater momentum in coming years." Likewise, proton beam therapy said to be one of the most superior forms of radiation therapy uses high-energy proton beam for cancer treatment and provides targeted treatment and intensification, unlike other radiation treatment.