



SPAN- HNC (SCREENING, PATIENT AWARENESS, NUTRITIONAL SUPPORT - HEAD AND NECK CANCERS)

A COMMUNITY-CENTERED INITIATIVE BY PAIR PATIENT
ACADEMY FOR INNOVATION AND RESEARCH



MESSAGE FROM PAIR ACADEMY

"At PAIR Academy, we believe that **every patient deserves more than just treatment**—they deserve support, dignity, and hope. With the SPAN-HNC project, we stepped into underserved communities to bridge the gaps that often go unnoticed: emotional care, nutrition, awareness, and access.

Through a blend of community outreach, counseling, education, and collaboration, we reached thousands — not only to raise awareness but to change lives. What began as a focused intervention has now evolved into a movement. A movement to **humanize cancer care**.

We are proud to share the journey and impact of SPAN-HNC with you. As our **first CSR project**, it has laid a strong foundation for us to explore and deliver more such impactful initiatives. We look forward to building **meaningful collaborations** and continuing to design community-led, **patient-focused solutions** that drive real change.

Join us as we scale this model to more communities, more hospitals, and more lives in need."

— **Team PAIR Patient Academy for Innovation and Research**

WHY THIS WORK MATTERS?

India bears one of the world's highest burdens of Head and Neck Cancers (HNCs). Late diagnoses, nutritional deficiencies, limited awareness, and psychosocial distress all contribute to poor outcomes.

PAIR Academy launched the SPAN-HNC project to address these challenges head-on — not with just a medical lens, but with a community-first, patient-centered approach.

OUR GOAL

To build a replicable, scalable model of care that brings counseling, nutrition, awareness, and dignity into the cancer treatment journey.



WHAT WE DID IN 6 MONTHS!

REACHED 5,360+ INDIVIDUALS

Through camps, counseling, webinars, and digital media.

24 COMMUNITY HEALTH CAMPS

Held across 4 underserved slum communities in Delhi.

1,072+ COUNSELING SESSIONS

Our hospital-based counselors provided emotional support to patients and families navigating fear, uncertainty, and isolation.

506 NUTRITION PACKAGES

Recognizing the link between nutrition and treatment continuity, we delivered food support kits to cancer patients.

6 PATIENT EXPERIENCE SESSIONS

From laughter therapy and meditation to music and storytelling, PES sessions helped patients reconnect with their inner strength.

6 WEBINARS + SOCIAL MEDIA

Experts, patients, and caregivers came together in a 6-part webinar series and social media campaign that garnered 20,000+ impressions, with a total attendance of 400+.

VOICES FROM THE FIELD

NITIKA GULIA- NURSING OFFICER, DEPT. OF ONCOLOGY, ESIC BASAIDARPUR

"The programs have been fantastic, and the teamwork is very good. All the staff and patients are happy. The mind relaxation programs have been very motivational to all patients"

RAMYA ANIL MOR, SENIOR NURSING OFFICER, DEPT. OF ONCOLOGY, ESIC BASAIDARPUR

"The program presented by your team was awesome. It was mind relaxing for both our patients and their relatives. We got a very good review from our patients. Thank you for organizing such programs. Waiting for the next session!"

RAM, CANCER PATIENT

"I am very happy with the nutritional supplements I have been receiving! I have noticed an improvement in my quality of life"

PARUL, CANCER PATIENT

"I urge the team to continue the provisions of nutritional support. Not only the rice and oil, but the proteins especially good. I am very satisfied."



ACKNOWLEDGEMENT



We extend our heartfelt thanks to the **Corporate Social Responsibility (CSR) team, Merck Specialities Pvt. Ltd.**, for their generous support in making the SPAN-HNC project possible. Their commitment to community health and patient-centered care helped us bring much-needed awareness, counseling, and nutritional support to hundreds of individuals affected by Head and Neck Cancer.

Merck Specialities Pvt. Ltd., through their CSR initiative, enabled us to launch this pilot program and lay the groundwork for a replicable, sustainable model that can transform cancer care delivery across India.

We are deeply grateful for this partnership and look forward to many more collaborations that place patients at the center of innovation, compassion, and impact.

-THE PAIR ACADEMY TEAM





JOIN US!

“We are calling on partners, healthcare institutions, and civil society organizations to join hands with PAIR Academy to scale patient-centered care”.

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