

# GTM4Health

## Market Insights



## Oral Cancer: Indian Market Understanding

Overview of Oral Cancer Space in India and Organisations working in this space

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# Oral Cancer – Indian Market Understanding

## How Big is Oral Cancer in India?

- Globally, oral cancer is the sixth most common type of cancer.
- In India, around 77,000 new cases and 52,000 deaths are reported annually, which is approximately one-fourth of global incidences.

## Cost of Treatment for Oral Cancer in India:

- The average cost of oral cancer surgery in India is between INR 2.5L to INR 7L depending upon the type of surgery.
- It is actually a function of the number of cycles of surgery, chemotherapy and the stage of the patient. Lastly, it is on a case to case basis and the recovery shown by the patient.
- It's a very customised treatment plan and the estimates are given. Then the treatment begins.

## Oral Cancer Types:

- Oral cancer includes cancers of the mouth and the back of the throat.
- Oral cancers develop on the tongue, the tissue lining the mouth and gums, under the tongue, at the base of the tongue, and the area of the throat at the back of the mouth.

## Causes of Oral Cancer:

- Tobacco consumption including smokeless tobacco (SLT).
- Betel-quid chewing.
- Excessive alcohol consumption.
- Poor oral hygiene.
- Nutrient-deficient diet.
- Sustained viral infections, i.e. human papillomavirus (HPV).

## Types of Oral Cancer:

- Squamous cell carcinoma - Majority.
- Salivary gland cancer.
- Adenoid cystic tumours.
- Basal cell carcinoma.
- Lymphoma.
- Melanoma.

# Indian Foundations Working in Oral Cancer Space:

- **TATA Trust:** The Trusts support cross-subsidised screening programmes for common cancers; the aim of every initiative, including exploring the possibility of genetic testing, is to ensure greater awareness and accessibility to cancer screening, diagnosis and treatment.

**Location:** (Mumbai, India)

<https://www.tatatrusters.org/our-work/healthcare/cancer-care>

- **Biocon Foundation** – the CSR arm of Biocon – introduced a mobile health (mHealth) programme. The Foundation has developed and implemented a mobile phone-based management platform for cancer screening and surveillance that enables the creation of electronic health records and facilitates targeted screening for Oral Cancer.

**Location:** (Bangalore, India)

<https://www.bioconfoundation.org/healthcare/ocs.html>

- **TCS Foundation:** IT major Tata Consultancy Services has been assisting the Tata Translational Cancer Research Center at the Tata Medical Centre, Kolkata, in creating a better future for patients with cancer in India. TCS' aim is to develop personalized treatments, diagnostics, and monitoring tools for these patients.

**Location:** (Mumbai, India)

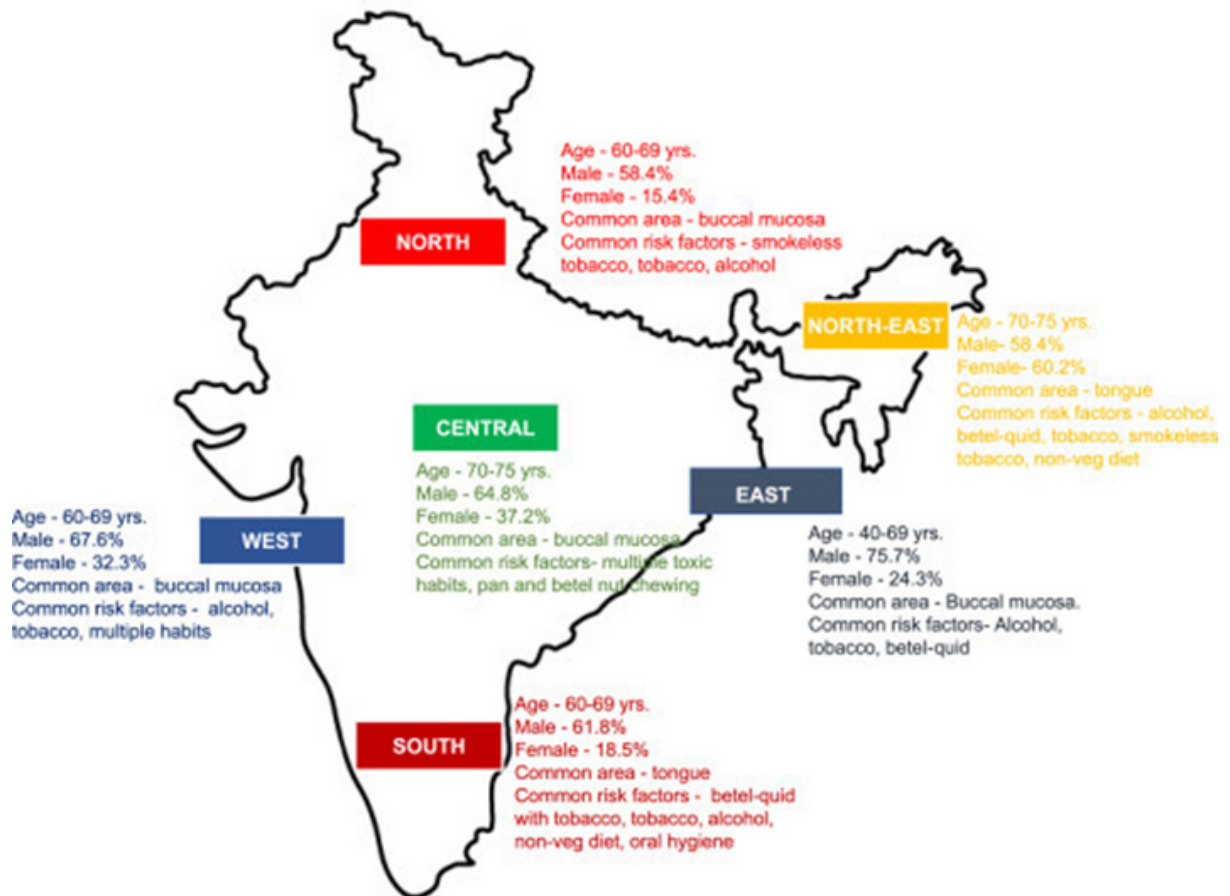
<https://www.tcs.com/corporate-social-responsibility/empowerment/TCS-foundation-cancer-institute>

- **Oral Cancer Foundation:** Oral Cancer Foundation (OCF) is a professionally led “call to action” programme to eradicate oral cancer, strive for a ‘cancer free-India’ and thus improve the oral health of Indian by 2020.

**Location:** (Mumbai, India)

<https://oralcancerfoundation.org/>

# Indian Data:



## Oral Cancer Care Centres :

- There are no specific Oral Cancer Care Centre. The Oral Care Cancer comes under the purview of the larger Cancer Care Centre which deals with different Cancer types. (Breast Cancer, Oral Cancer, ...)
- Apollo Cancer Centre & HCG are amongst the largest in India.

## Patient Journey Flow: People who treat Oral Cancer

- **Screening and Diagnostics:** First point of contact for detecting/suspecting Oral cancer is always the dentist. If there are any challenges in your mouth, one should report to a dentist/doctor if they do not get better after 3 weeks. They will be kept on observations, and checked again. If its persists, they are referred to next stage..
- **Treatment:** For advanced mouth cancer, you'll need treatment with surgery, radiotherapy and medicine over a period of at least 4 months.
- **Rehabilitation:** Around 2-3 months after treatment. (normalising takes anywhere 4-6 months)

## Dental Chains in India:

- **Clove Dental** – Clove went from a small chain of dental clinics in 2012 to the eighth largest dental chain in the world today. Claims to have 350+ Dental clinics in their chain.

<https://clovedental.in/>

- **SabkaDentist** – Popular dental chain, that has brought down the costs of dental services. Have treated more 10,20,000 patients over the last 10 years in their 100 clinics.

<https://sabkadentist.com/>

- **Dentistico** - Their practice has evolved into a comprehensive dental destination offering a complete range of general and specialized services pan India.

<http://www.dentistico.com/>

- **Orthosquare** -One of India's best dental clinics, we aim to provide high quality and affordable dental care. Claims to have a chain of 100+ Dental clinics

<https://www.orthosquare.com/>

**Oral Cancer Awareness Month**- April : Each April most of Dental Associations join hands with Oral Cancer Foundation to create awareness of Oral Cancer.



## Sources for this Report:

<https://thecsrjournal.in/cancer-awareness-day-top-csr-india/>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7515567/>

<https://yourstory.com/smbstory/clove-dental-clinic-treatment-delhi-amarinder-singh>

<https://www.nhs.uk/conditions/mouth-cancer/treatment/>