

Guwahati, 10 February 2019

## **Roche and St. Jude India ChildCare Centre come together with Dr. B Barooah Cancer Institute to offer holistic cancer care to underprivileged children**

Roche Pharma India in partnership with St. Jude India ChildCare Centre inaugurated their second childcare centre in Guwahati in association with Dr. B. Barooah Cancer Institute (BBCI) today. St. Jude India has joined hands with the BBCI to ensure holistic care for children undergoing cancer treatment and provide them with healthy living conditions.

Speaking about Roche's commitment to the cause, Lara Bezerra, Chief Purpose Officer (MD), Roche Pharma India said, "At Roche, we believe that our responsibility extends beyond bringing our innovative medicines to the market. We want to contribute towards fulfilling the unmet needs in the areas of healthcare, to benefit patients through innovative and sustainable solutions. With this initiative, we aim to ensure quality healthcare in the north-eastern region for children with cancer."

Speaking at the event, Usha Banerji, CEO, St. Jude India ChildCare Centre said, "We, at St. Jude are delighted and grateful to Roche for partnering with us once again for the upcoming centre at Guwahati. The need to set up a centre in the North-East is immense and Roche coming in to help where it really makes a difference is of great support to us at St. Jude. Our promise is to ensure that no child suffering from cancer is deprived of the comfort of a safe, clean home while undergoing treatment. The Roche Children's Centre is exactly that for hundreds of families from the under-served states of the North East".

These children, accompanied by their parents, come from small villages and distant towns where medical treatment for cancer is not available. Roche, along with St. Jude India, provides holistic care and access to sustainable conditions for the children and their families to undergo their treatment. The Roche Children's Centre offers support to these children and their families by providing nutrition, hygiene, shelter and education on a sustainable basis. The children are offered education programmes, art and music therapy to help cope with the disease. Psychosocial support with counselling is provided for parents. Additionally, the parents are also taught new skills that they can use to augment their incomes once they go back home.

Studies reveal that 40% of overall cancer cases detected are from the north-eastern region of India, which is underserved as far as healthcare infrastructural facilities are concerned. Considering the existing gap and the increasing need to focus on improving access to healthcare in the region, Roche chose Guwahati to build the second Roche ChildCare Centre. The first Roche Children's Centre was set up in Mumbai over three years ago and continues to serve children and their families who come to Mumbai for their treatment.

### **About Roche Pharma India**

Roche Products (India) Private Limited was incorporated in 1994 as a wholly owned subsidiary of the Roche Group, headquartered in Basel, Switzerland.

Roche is the world's largest biotech company, with truly differentiated medicines in oncology, immunology, infectious diseases, ophthalmology and diseases of the central nervous system. Roche is also the world leader in in vitro diagnostics and tissue-based cancer diagnostics, and a frontrunner in diabetes management. The Roche Group is active in over 100 countries and in 2017 employed about

94,000 people worldwide. In 2017, Roche invested CHF 10.4 billion in R&D.

Founded in 1896, Roche continues to search for better ways to prevent, diagnose and treat diseases and make a sustainable contribution to society. The company also aims to improve patient access to medical innovations by working with all relevant stakeholders. Thirty medicines developed by Roche are included in the World Health Organization Model Lists of Essential Medicines, among them life-saving antibiotics, antimalarial and cancer medicines. Moreover, for the tenth consecutive year, Roche has been recognised as the most sustainable company in the Pharmaceuticals Industry by the Dow Jones Sustainability Indices (DJSI).

For more information on Roche Pharma India, visit [www.rocheindia.com](http://www.rocheindia.com).

**About St. Jude India ChildCare Centre :** St. Jude India ChildCare Centre provides the chance to every child suffering from cancer, irrespective of economic status, through its well-established model of cost-free, holistic care during the period of the child's treatment. It offers to give the best chance of surviving the disease and leading a full, healthy, happy life. They have about 35 centres across 7 cities in India.

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