

CanSupport Initiative (FY 20-21)
Project duration – April 2020 to March 2023
(KMBL Project ID - 67)

Impact Assessment Report

May 2025

Kotak Mahindra Bank Limited



Prepared by - Crisil Limited



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Ethical Consideration

Informed consent: The interviews were done after the respondents gave their consent. Even after the interviews were completed, their permission was sought to proceed with their responses.

Confidentiality: The information provided by participants has been kept private. At no point were their data or identities disclosed. The research findings have been quoted in a way that does not expose the respondents' identities.

Comfort: The interviews were performed following the respondents' preferences. In addition, the interview time was chosen in consultation with them. At each level, respondents' convenience and comfort were considered.

Right to reject or withdraw: Respondents were guaranteed safety and allowed to refuse to answer questions or withdraw during the study.

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Abbreviations

KMBL	Kotak Mahindra Bank Limited
CSR	Corporate Social Responsibility
WHO	World Health Organization
PHC	Primary Health Centre
NHM	National Health Mission
PMJAY	Pradhan Mantri Jan Arogya Yojana
NHP	National Health Policy
ToC	Theory of Change
SWOT	Strength, Weakness, Opportunity, Threat
OECD	Organisation for Economic Co-operation and Development
DAC	Development Assistance Committee
SDGs	Sustainable Development Goals

Overview of palliative care in India



As India continues its stride toward universal health coverage, one critical area still lags in both policy attention and programmatic reach: **palliative care**. Often misunderstood, underutilized, and stigmatized, palliative care remains one of the most vital yet neglected facets of healthcare in India- particularly for patients living with life-limiting conditions such as cancer. In a country where around 100 out of every 1 lakh people are diagnosed with cancer,¹ the need for compassionate, comprehensive, and accessible end-of-life care cannot be overstated.

Palliative care, as defined by the World Health Organization (WHO), is an approach that improves the quality of life of patients and their families' facing problems associated with life-threatening illnesses through the prevention and relief of suffering. This includes pain relief, management of distressing symptoms, psychological support, spiritual care, and family counseling. However, in practice, palliative care in India has long been relegated to the margins- often seen as a last resort rather than an essential service from the time of diagnosis.

The Palliative Care Landscape in India

India is undergoing an epidemiological shift- from infectious diseases to non-communicable diseases (NCDs), which has significant implications for end-of-life care. Moreover, NCDs now account for nearly 63% of all deaths in India.² Among these, cancer is one of the most prevalent and devastating illnesses. GLOBOCAN predicted that cancer cases in India would increase to 2.08 million, accounting for a rise of 57.5 per cent in 2040 from 2020.³

India's palliative care infrastructure is in its nascent stages, despite a growing burden of non-communicable diseases and cancer. The estimated number of incident cases of cancer in India for the year 2022 was found to be 14,61,427.⁴ However, only 0.4% of those who need palliative care in India actually receive it,⁵ leaving an estimated 6 million people without access to necessary support every year.⁶

Despite these pressing needs, India ranks low on the Quality of Death Index by the Economist Intelligence Unit (EIU), which assesses countries based on factors such as palliative and healthcare environment, human resources, affordability, and community engagement. India ranked 67th out of 80 countries in the 2021 edition, reflecting not only policy gaps but also cultural, structural, and logistical barriers to palliative care delivery.

Systemic Barriers to Palliative Care in India

Multiple structural and systemic challenges have contributed to the poor availability and utilization of palliative care services in India:

- **Limited infrastructure and access:** Palliative care services are concentrated in urban centers, with very few facilities available in rural areas where more than 65% of India's population resides.⁷

¹ Sathishkumar, K., Chaturvedi, M., Das, P., Stephen, S., & Mathur, P. (2022). Cancer incidence estimates for 2022 & projection for 2025: Result from National Cancer Registry Programme, India. *The Indian journal of medical research*, 156(4&5), 598–607. https://doi.org/10.4103/ijmr.ijmr_1821_22

² Behera, S., & Pradhan, J. (2021). Uneven economic burden of non-communicable diseases among Indian households: A comparative analysis. *PloS one*, 16(12), e0260628. <https://doi.org/10.1371/journal.pone.0260628>

³ Ferlay J, Ervik M, Lam F, Colombet M, Mery L, Piñeros M, et al. Global cancer observatory: Cancer today. Lyon, France: International Agency for Research on Cancer; 2020

⁴ Sathishkumar, K., Chaturvedi, M., Das, P., Stephen, S., & Mathur, P. (2022). Cancer incidence estimates for 2022 & projection for 2025: Result from National Cancer Registry Programme, India. *The Indian journal of medical research*, 156(4&5), 598–607. https://doi.org/10.4103/ijmr.ijmr_1821_22

⁵ Khosla, D., Patel, F. D., & Sharma, S. C. (2012). Palliative care in India: current progress and future needs. *Indian journal of palliative care*, 18(3), 149–154. <https://doi.org/10.4103/0973-1075.105683>

⁶ Khosla, D., Patel, F. D., & Sharma, S. C. (2012). Palliative care in India: current progress and future needs. *Indian journal of palliative care*, 18(3), 149–154. <https://doi.org/10.4103/0973-1075.105683>

⁷ <https://pib.gov.in/PressReleasePage.aspx?PRID=1894901#:~:text=The%20Survey%20notes%20that%2065,and%20empowerment%20of%20rural%20India.%E2%80%9D>

- **Lack of trained personnel:** In India, very few allopathic doctors have formal training in palliative care. Most medical and nursing curricula do not include palliative care as a core subject, resulting in a workforce ill-prepared to address the complex needs of terminally ill patients.
- **Regulatory hurdles:** Access to essential opioids like morphine, critical for pain management in terminal illnesses, has historically been restricted due to stringent narcotics regulations. Although the NDPS Act was amended in 2014 to simplify procurement, implementation remains inconsistent across states.
- **Stigma and cultural barriers:** Discussions around death, terminal illness, and hospice care are often taboo in Indian society. Many families view palliative care as "giving up" rather than empowering the patient to live with dignity.
- **Financial constraints:** Out-of-pocket healthcare expenditure in India, 62.6% of total health expenditure, remains among the highest in the world.⁸ This disproportionately affects the poor, many of whom forgo pain relief and supportive care because of cost concerns.

Amid these challenges, community-based and home-based palliative care models are emerging as effective alternatives to institutional care. They offer a patient-centered approach that respects individual dignity, cultural sensitivities, and family dynamics. Home-based care also reduces the emotional and financial strain on families, who might otherwise struggle with repeated hospital visits and out-of-pocket expenditures.

⁸ Sriram, S., & Albadrani, M. (2022). Impoverishing effects of out-of-pocket healthcare expenditures in India. *Journal of family medicine and primary care*, 11(11), 7120–7128. https://doi.org/10.4103/jfmpc.jfmpc_590_22

A close-up photograph of a healthcare professional in blue scrubs holding a patient's hand. The professional's hand is resting on top of the patient's hand, which is resting on a light blue surface. The background is blurred, showing the professional's torso and a stethoscope. A dark blue rectangular box is overlaid on the upper part of the image, containing the text "Overview of the program" in white.

Overview of the program

Program ID	67
Ongoing Project for FY	FY 2020-21
Program years	April 2020 to March 2023
Partner organization	CanSupport
Location	Delhi

Kotak Mahindra Bank Limited, in collaboration with CanSupport, has been instrumental in providing free home-based palliative care to cancer patients across India. Established in 1996 by Harmala Gupta, a cancer survivor herself, CanSupport is dedicated to offering comprehensive palliative care services, including home care, day care, and outpatient clinics.

The primary objective of this partnership is to deliver holistic, home-based palliative care to individuals battling cancer, especially those from underprivileged backgrounds. This initiative focuses on managing pain and other distressing symptoms, providing psychological support, and enhancing the overall quality of life for patients and their families during challenging times.

The Kotak Mahindra Bank and CanSupport collaboration has made significant strides. In the fiscal year 2020-21, 2021-22 and 2022-23, the program benefited more than 736 patients and 2,208 caregivers through over 6,130 home visits offering free-of-cost palliative care services. This consistent support underscores the program's commitment to reaching patients in the comfort of their homes, ensuring they receive essential medical and emotional assistance.

In conclusion, the partnership between Kotak Mahindra Bank and CanSupport exemplify a dedicated effort to bridge the gap in palliative care services for cancer patients in India. Through sustained home-based interventions and community initiatives, the program has significantly improved the quality of life for numerous patients, embodying a compassionate approach to healthcare.

To gain a deeper understanding of the program's impact and outcomes, we have developed a Theory of Change (ToC) - a framework that outlines the underlying assumptions, causal links, and desired outcomes of the program. The ToC provides a comprehensive and visual representation of how the program's interventions are expected to lead to long-term change, ultimately contributing to improved healthcare outcomes. By mapping out the program's logic and pathways to change, the ToC helps us to better understand the program's dynamics, identify potential challenges, and make informed decisions to optimize its impact.

Theory of change	
Problem Statement	Cancer patients in India, particularly those from underprivileged backgrounds, including those nearing the end of life, face significant challenges in accessing quality palliative care services, leading to unmanaged pain, distressing symptoms, and a poor quality of life.
Long-term Goal	To improve the quality of life of cancer patients in India, particularly end of life cancer patients, by providing holistic, home-based palliative care services, focusing on pain management, psychological support, and overall well-being, thereby reducing suffering and enhancing the patient's and their family's experience during the illness.
Outcome	Improved end-of-life care
	High patient satisfaction
	Reduced hospitalizations
	Improved patient outcomes
Impact	Increased access to palliative care
	Improved symptom management
	Enhanced psychological support
	Empowered patients and families

This report provides an impact assessment of the targeted city Delhi under the initiative. It aims to understand the extensive effect of CanSupport in supporting the palliative care service to cancer survivors from April 2020 to March 2023.

Study methodology



The study adopted a concurrent mixed method design, in which quantitative and qualitative data were collected through key program stakeholders. This approach allowed for a comprehensive assessment of the intervention by capturing quantitative evidence, backed by qualitative experiences. Key stakeholders considered for the analysis were as follows:

- Caregivers
- Healthcare professionals
- CanSupport staff
- KMBL CSR Team

Quantitative data were collected through a semi-structured survey questionnaire, administered to the direct beneficiaries (patients or their care givers). The survey focused on the impact and effectiveness of the program. **Qualitative data** was collected through in-depth discussions with the other key stakeholders. The data focused on understanding the overall impact of the program and on understanding the gaps in the intervention and challenges faced.

Findings from the quantitative and qualitative data are integrated to provide a comprehensive assessment of the impact of intervention. The integration involved **comparing and contrasting the findings** from the two data sources to identify any converging or diverging evidence.

The evaluation also mapped the impact of the program with the **Organisation for Economic Co-operation and Development (OECD) Development Assistance Committee (DAC) framework** to determine the merit of an intervention on the basis of six defined evaluation criteria – relevance, coherence, effectiveness, efficiency, impact and sustainability. The impact of the program was also aligned with the United Nations Sustainable Development Goals (SDGs) and the contribution of the intervention to global efforts.

Sampling framework

The sampling strategy for primary beneficiaries uses Cochran's formula, suitable for small populations, with a 90% confidence level and 10% margin of error. A convenience sampling technique was further used to select participants for the study as the program's focus on end-of-life care, the survey was limited to cancer survivors who were still alive at the time of the study and had received services during between April 2020 and March 2023. For qualitative assessment, a purposive sampling approach was used to select participants who could provide in-depth insights, allowing for a comprehensive understanding to capture the experiences and outcomes of patients who had benefited from the program, with the goal of evaluating its effectiveness and identifying areas for improvement.

Stakeholders	Sample	Data Collection Tool
Caregivers	62	Structured questionnaire
Healthcare professionals	3	Key Informant Interviews
CanSupport staff	2	Key Informant Interviews
KMBL CSR Team	1	Key Informant Interviews

Primary findings



This section presents key findings from a survey conducted among 62 caregivers supported by CanSupport. The findings will help to better understand the strengths of CanSupport’s services, identify gaps in care, and provide insights for enhancing outreach, resource allocation, and overall program effectiveness to ensure continued support for patients and their families.

Key findings

Demographic details

The study was conducted with 62 beneficiaries of CanSupport in Delhi. The patient demographics showed that 48% of patients were male and 52% were female, with the majority (37%) falling within the 45-64 age group.

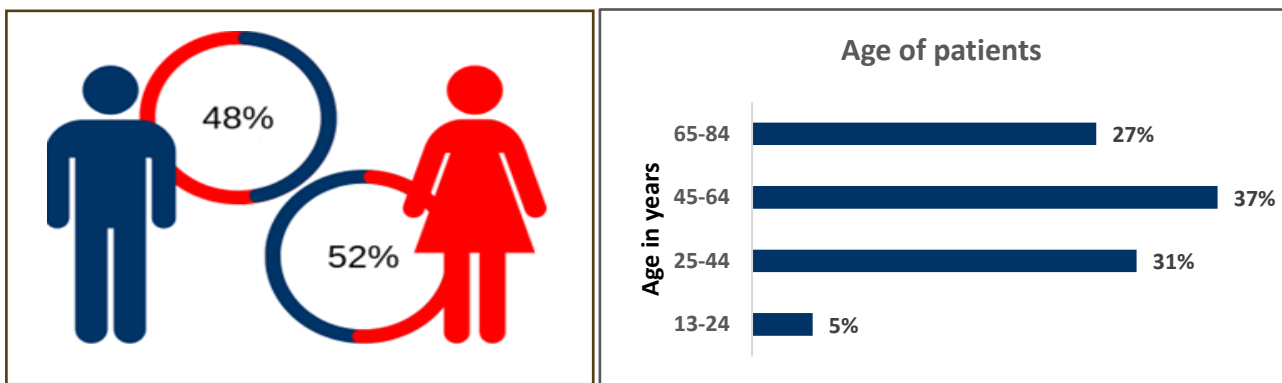


Figure 1 Bifurcation of sample based on gender and age

The cancer diagnosis revealed that 35% of patients were diagnosed in 2023, with 60% diagnosed at Stage 4, indicating possible delays in early detection and screening. However, it was observed that immediate action was taken for treatment post-diagnosis, ensuring timely medical intervention to manage the condition.

Caregivers played a crucial role in supporting patients, providing emotional, practical, and physical support. They helped with daily tasks, managed medications, and advocated for patients' needs, leading to patients feel more connected and empowered throughout their care journey. Caregivers composition were varied with 45% being male and 55% female, and half (50%) belonging to the 25-44 age group. The relationship to the patient varied, with 23% being mothers, 23% grandparents, 23% wives, 21% fathers, 6% husbands, 3% brothers, and 2% sisters.

The living arrangements showed that 55% of respondents lived with the patients, while 45% lived separately but maintained regular support. Additionally, 90% of respondents were local residents of Delhi, while 10% were migrants from neighbouring

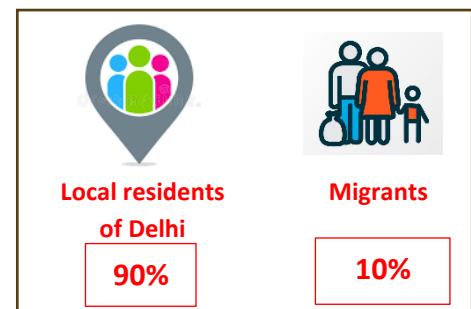


Figure 2 Residential status of patients

states such as Uttar Pradesh, Rajasthan, and Punjab. The educational background of caregivers was crucial, with 84% being literate and 18% having no formal education.

The employment and financial status of caregivers revealed that 61% were employed in private

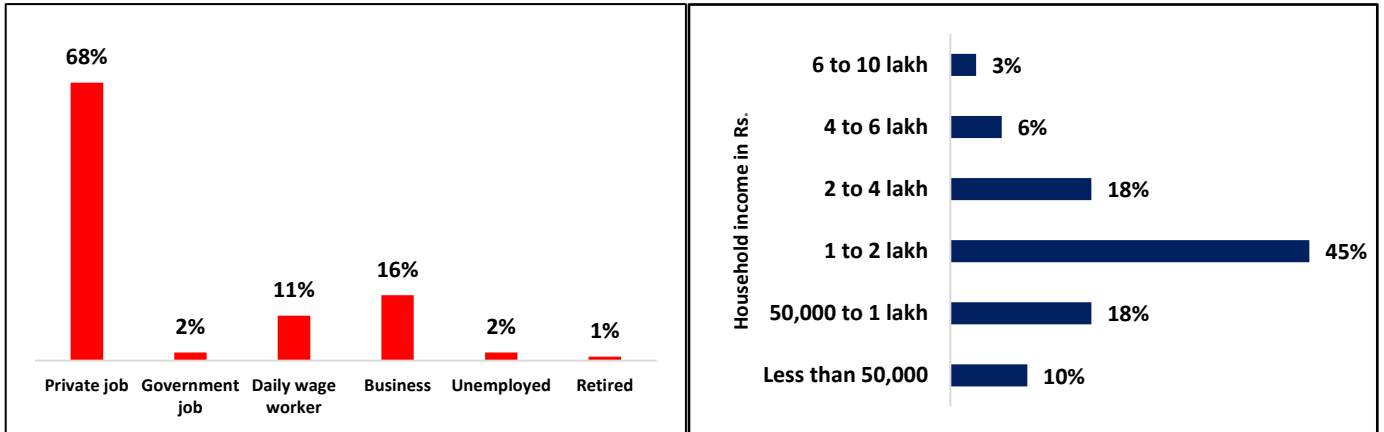


Figure 3 Profession and household income of caretakers

sector jobs, 16% were engaged in business, and 11% worked as daily wage laborers. **The financial situation of caregivers significantly impacted on their ability to manage medical expenses, with 45% having an annual family income between ₹1-2 lakh and 18% earning between ₹50,000-1 lakh.**

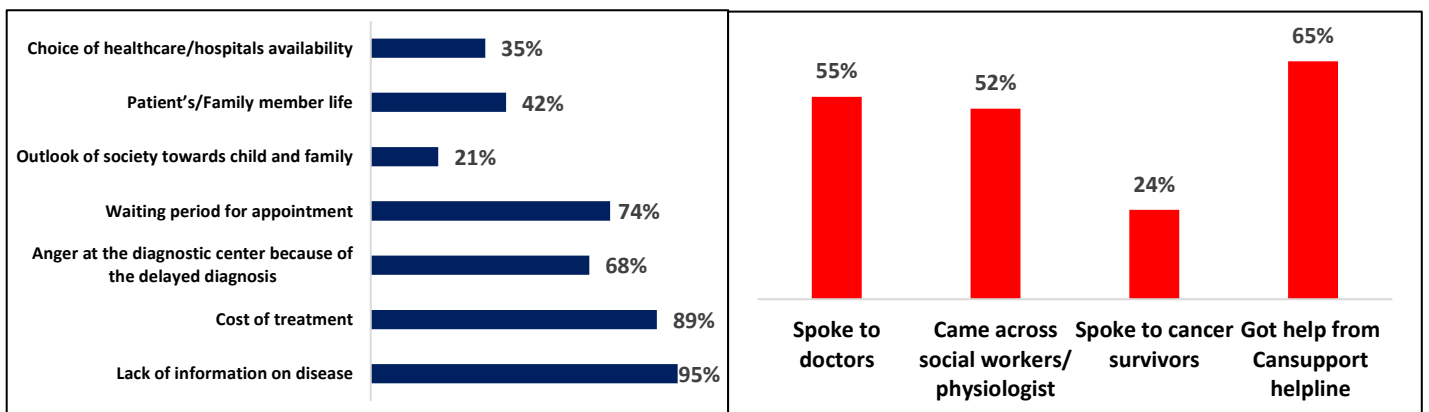


Figure 4 Initial concerns or difficulties and coping support taken

The detection of cancer in patients was often delayed, with 74% of respondents reporting a delay of more than one month from the onset of initial symptoms to the identification of cancer. Common initial symptoms included ongoing pain, unusual lumps or swelling, loss of energy, and sudden unexplained weight loss. **The impact of cancer on patients was significant, with 95% of respondents reporting a lack of information about the disease and its management, and 89% citing the high cost of treatment as a major burden along with the emotional or psychological impact.**

Awareness and understanding of palliative care and CanSupport

Awareness and understanding of palliative care and CanSupport was that 85% of respondents were very familiar with palliative care services before participating in CanSupport's program, and after engagement, all respondents (100%) reported a comprehensive understanding of palliative care. This highlights the significant impact of CanSupport's program in enhancing awareness and understanding of palliative care among participants. The understanding was given by various sources majorly being doctors and social workers at hospitals or a combination of both sources.

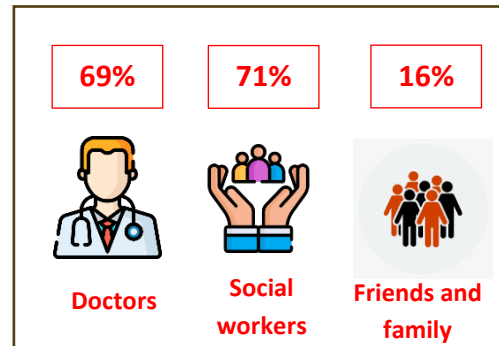


Figure 5 Sources of palliative care awareness

CanSupport care

This section will delve into the comprehensive support system provided by CanSupport to patients and their caregivers, encompassing a wide range of services including training and empowerment of caregivers, emotional and psychological support for patients, and financial assistance to alleviate the economic burden associated with palliative care.

Caregiver support and empowerment

Empowering caregivers with the right knowledge and skills is a key aspect of CanSupport's palliative care services. The survey highlights the effectiveness of their training and educational support, with **98% of respondents stating that they received comprehensive training to manage essential home care needs, such as wound care and medication administration**, while 2% reported receiving basic training. Moreover, 100% of respondents found the educational materials provided by CanSupport to be highly useful in understanding palliative care and effectively supporting their loved ones. **All the caregivers also acknowledged that CanSupport provided 24x7 support available for patients and caregivers over phone in case of emergency**

Emotional and psychological support and beyond

Beyond medical care, CanSupport plays a crucial role in addressing the emotional and psychological well-being of patients and their families. The survey highlight the profound impact of their support system, with 98% of respondents stating that the emotional and psychological assistance provided by CanSupport effectively met their needs, while 2% felt their needs were somewhat addressed.

98% of respondents expressing that they were very satisfied with the counselling services provided by CanSupport, and the remaining 2% indicating they were



Almost all respondents rated high satisfaction rates for emotional and psychological assistance and counselling services

satisfied. The overwhelmingly high satisfaction rates reflect the CanSupport's dedication to providing compassionate, patient-centered support that extends beyond physical care.

CanSupport's commitment to palliative care goes beyond physical and emotional support, embracing a holistic approach that respects the spiritual, cultural, and personal values of patients and their families. The survey highlights this comprehensive care, with 100% of respondents expressing deep satisfaction with how CanSupport addressed their spiritual and cultural needs related to end-of-life care. Moreover, every respondent affirmed that the care team remained fully dedicated to enhancing the patient's dignity and comfort throughout their journey.

Financial support and cost-effectiveness

Managing the financial burden of palliative care can be challenging for families, and CanSupport played a crucial role in easing this aspect by providing financial assistance and guidance. The survey findings reflect this impact, with **100% of respondents acknowledging that they received significant financial support or guidance to help manage the costs of care**. When evaluating cost-effectiveness, **97% of respondents found CanSupport's services to be highly cost-effective while remaining 3% considered them moderately cost-effective**. This highlights CanSupport's commitment to making quality palliative care accessible and affordable, ensuring that financial constraints do not become a barrier to receiving essential support.

Accessibility and response time of CanSupport

The program's accessibility and response time are also critical aspects of its success. All respondents (100%) reported that their initial interaction with CanSupport was through a call from the organization's helpline, and 100% found the services easily accessible, with 97% experiencing no challenges and 3% reporting minor challenges. Additionally, **all respondents (100%) indicated that CanSupport responded to requests for palliative care services promptly, within 72 hours**. These findings highlight the effectiveness of CanSupport's outreach and referral network, particularly the pivotal roles played by hospital social workers and doctors in connecting patients with their services.

Staff quality

The program's support for caregivers is also noteworthy. This transformative impact ensures that families are not only supported but also empowered with the knowledge and confidence to provide better care. The care provided by CanSupport is deeply rooted in the professionalism, empathy, and effective communication of its staff, with 95% of respondents rating the staff's professionalism and empathy as excellent.



Figure 6 Respondents' rating for CanSupport's staff

Impact on family and caregivers

Palliative care extends beyond the patient, significantly affecting the well-being of families and caregivers. CanSupport's intervention has played a vital role in easing the burden on families by providing them with the necessary guidance and emotional support.

A significant 100% of respondents stated that they received adequate support in navigating the challenges of caregiving, while 95% reported that CanSupport's intervention significantly improved their understanding and ability to handle the patient's condition.

These findings highlight the transformative impact of CanSupport's approach, ensuring that families are not only supported but also empowered with the knowledge and confidence to provide better care.

Long-term impact and sustainability

CanSupport's palliative care services not only provide immediate relief but also leave a lasting impact on patients and their families by transforming their approach to managing terminal illness. According to the survey, ***100% of respondents reported a significant shift in their perspective on handling end-of-life care due to CanSupport's intervention.*** Moreover, ***100% of respondents believed that CanSupport's work had a profound and sustainable impact on both the patient's and family's well-being.*** This underscores CanSupport's ability to create long-term positive changes, not just through medical care but also by empowering families with the knowledge, emotional strength, and support system needed to navigate such challenges

General feedback and overall satisfaction

The feedback from beneficiaries underscores the exceptional value of CanSupport's palliative care services. A significant 98% of respondents found pain management to be the most beneficial aspect of the support they received, closely followed by 90% who appreciated the emotional support and accessibility of the services. Notably, ***98% reported a substantial improvement in their quality of life following the intervention,*** with the remaining 2% experiencing a slight improvement. The unanimous recommendation of CanSupport's program by 100% of respondents is a testament to the organization's success in providing compassionate and life-enhancing care.

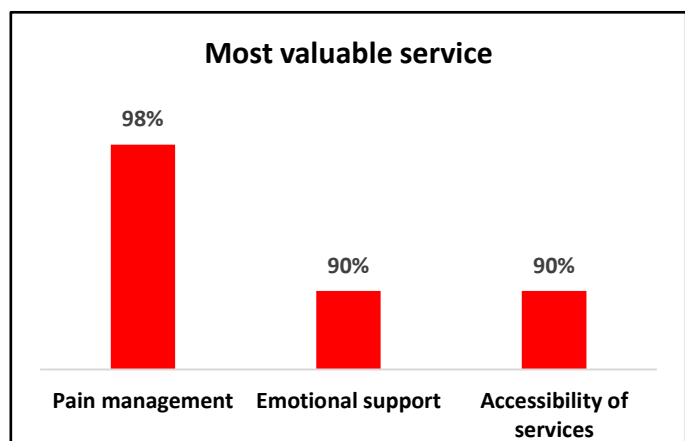


Figure 7 Most valued services by respondents

The survey results show an overwhelming satisfaction rate, with all respondents (100%) rating the support as excellent. Despite this, some beneficiaries expressed a desire for additional support, including more frequent visits (84%), enhanced pain management resources (50%), and

increased emotional support (50%). When considering potential improvements, 69% of respondents were satisfied with the current program, while 26% suggested the need for increased financial support, 3% for enhanced medical assistance, and 2% for additional rations or grocery support.

TESTIMONIAL

CanSupport's services have been a great help to our family. Their training and support have empowered me to care for my mother with confidence. The emotional support and guidance we've received have also made a big difference in our ability to cope with her illness. We're grateful for their care and compassion.

TESTIMONIAL

Caring for my husband has been a challenge, but CanSupport's training and support have made a big difference. I have learned how to manage his care more effectively and feel more confident in my ability to help him. It's also reassuring to know that I can reach out to CanSupport anytime I have questions or need guidance. Their support has been really helpful and I appreciate the peace of mind that comes with knowing I have a resource to turn to.

Summary of the key findings

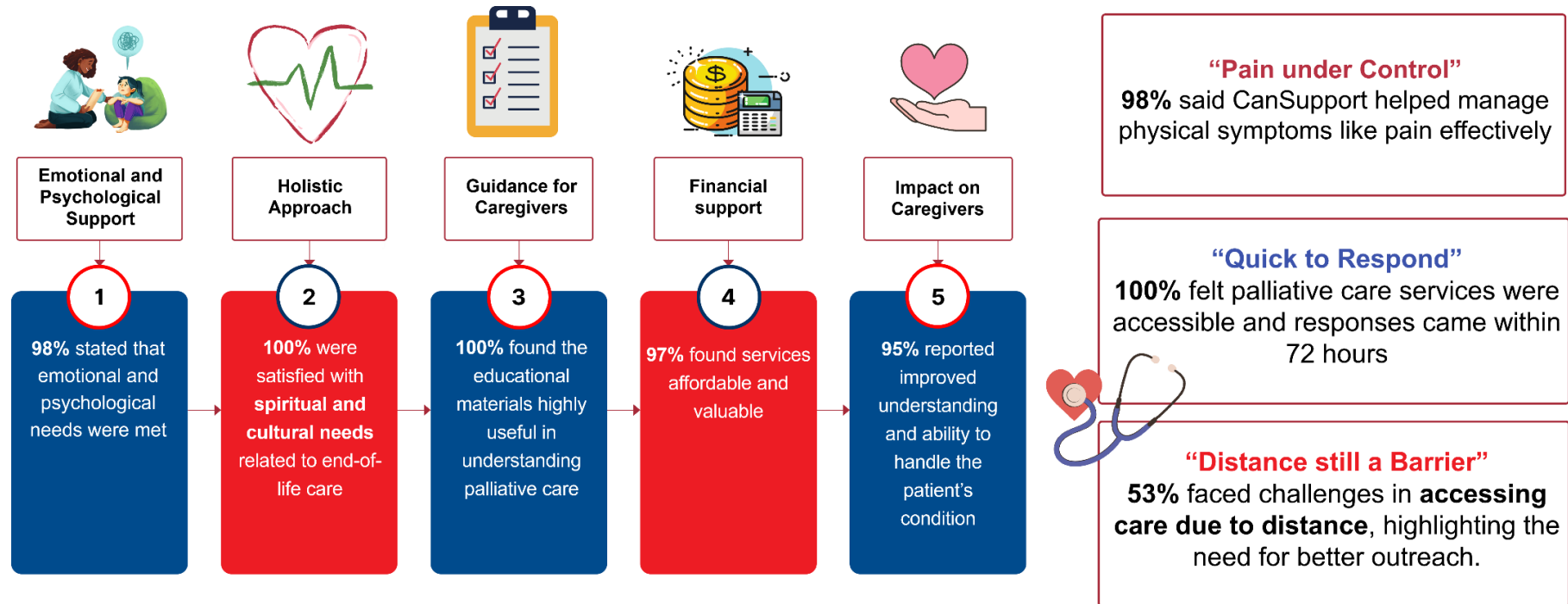


Figure 8 Key findings summary

SWOT analysis of the program

SWOT analysis is a strategic planning technique used to identify and evaluate the Strengths, Weaknesses, Opportunities, and Threats of an initiative. It is a framework that helps to assess the internal and external factors that can impact the impact and sustainability of a program. It helps in identifying potential risks and develop effective strategies for making informed decisions to enhance the impact and sustainability of the program. It also supports in streamlining the monitoring and evaluation process and improve accountability.



Strengths

- Improved overall care and treatment
- Emotion and mental support to patient and caregivers
- Affordable and accessible care
- Increased patient satisfaction



Weaknesses

- Robust monitoring and data collection processes which can improve the delivery of the service



Opportunities

- Expanding outreach and accessibility
- Enhancing frequency of visits and resource availability
- Strengthening emotional and psychological support
- Improving awareness and education



Threats

- Stigma and cultural barriers
- Limited trained workforce

Figure 9 SWOT Analysis

Program through the lens of stakeholders



Impact of CanSupport Palliative care program through the lens of stakeholders

KII with Medical Staff

A medical staff, specialist in cancer treatment, shared insights from his four years of experience with the CanSupport Palliative Care Program. His insights provide valuable feedback on the initiative's impact on patients and their families.

Primary Responsibilities: This professional provided medical treatment to cancer patients, ensuring they receive appropriate care tailored to their condition. Beyond treatment, he plays a crucial role in guiding patients and families through the complexities of cancer management, offering medical advice, symptom management, and referrals when needed.

Health Outcomes: The medical staff emphasized that CanSupport's approach goes beyond just providing medical treatment. The program offers comprehensive palliative care, which includes pain management, emotional and psychological support, caregiver training, and financial guidance. This holistic approach significantly improves the quality of life for patients and their families, helping them navigate the challenges of cancer with dignity and comfort. He also highlighted that the educational resources and counselling services provided by CanSupport empower patients and caregivers with the knowledge needed to make informed decisions about their care.

Challenges: From the medical staff's perspective, the program's implementation has been largely smooth, with no significant challenges affecting its effectiveness. However, he acknowledged that the complexity of cancer care requires continuous efforts in awareness, accessibility, and resource allocation to ensure patients receive timely and effective support.

Feedback and Recommendations: While highly appreciative of the initiative, doctor pointed out certain gaps in logistics and patient expectations. He noted that there is sometimes a mismatch between the services patients expect and what is practically available, which can lead to misunderstandings. Addressing logistical challenges, such as timely medicine delivery, transport for home visits, and resource availability, could further enhance the program's efficiency.

He suggested a more proactive approach to early detection, emphasizing that timely identification of symptoms and appropriate referrals are crucial in improving patient outcomes. Strengthening awareness campaigns, training healthcare providers on early warning signs, and integrating screening mechanisms into community outreach programs would help ensure patients receive the right care at the right time. His insights reinforce the critical role of early intervention, comprehensive support, and continuous improvements in logistics to further strengthen CanSupport's impact on palliative care delivery.

KII with Medical Staff

A 41-year-old cancer specialist medical staff has been associated with the CanSupport Palliative Care Program for 18 years. With extensive experience in cancer treatment and palliative care, he plays a crucial role in providing medical care to cancer patients, ensuring symptom management, and improving their quality of life. Over the years, he has witnessed firsthand the impact of CanSupport's services on patient outcomes and the broader healthcare system.

Impact on Health Outcomes: This doctor emphasized that CanSupport goes beyond just treatment by offering holistic care, including emotional, psychological, and financial support, as highlighted in the survey findings. He noted a significant difference in patient outcomes, particularly in terms of awareness about early symptoms, better access to treatment options, and improved management of illness. CanSupport's services for marginalized and low-income patients are highly accessible, ensuring that those who need care the most receive it without financial barriers.

Additionally, CanSupport collaborate effectively with hospitals, clinics, and healthcare providers through referrals, case discussions, joint care planning, and integration with mainstream healthcare services. This multidisciplinary approach enhances continuity of care, making palliative support an integral part of the treatment journey.

Challenges in Palliative Care Delivery: Despite its effectiveness, medical staff identified several key challenges in implementing palliative care services:

- **Delayed critical care:** Many patients seek palliative care too late, reducing its potential benefits.
- **Lack of Awareness:** Many healthcare providers and patients are unfamiliar with the scope and benefits of palliative care, leading to missed opportunities for early intervention.
- **Reluctance from Medical Teams:** Some doctors prioritize curative treatments and hesitate to introduce palliative care early due to preconceived notions that it signals treatment failure.
- **Stigma around palliative care:** There are misconceptions that palliative care is only for end-of-life situations, making patients and families reluctant to opt for these services.

Feedback and Recommendation: To further strengthen CanSupport's initiatives and improve patient and caregiver experiences, medical staff suggested the following improvements:

- **Increased Access to Emotional and Practical Support:** Expanding counseling, peer support groups, and home-based care services.
- **Personalized care plans:** Tailoring interventions based on individual patient needs to enhance comfort and well-being.

KII with Implementing Partner

A dedicated professional with two years of experience at CanSupport, has played a crucial role in the implementation and delivery of palliative care services. His insights provide a deeper understanding of CanSupport's operational effectiveness, key achievements, challenges, and future improvements.

Key Milestones in Implementation: He informed that one of the major milestones achieved during the implementation phase has been adherence to service timelines. From the moment of patient identification, CanSupport ensure that palliative care services are provided three days a week to affected patients and their families. This consistency has been instrumental in enhancing the quality of life for cancer patients, ensuring timely intervention and continuous support.

Delivery and Effectiveness of CanSupport's Services: He acknowledged that CanSupport's palliative care model addresses the diverse needs of cancer patients and their families through a multi-faceted approach:

- **Free Home-Based Palliative Care:** Medical teams conduct regular home visits, offering pain management, symptom relief, and psychological support to patients who prefer receiving care in a familiar environment.
- **Daycare Services:** CanSupport operate three daycare sessions per week, providing recreational and art therapies to help cancer patients under treatment cope with stress and enhance their emotional well-being.
- **Outpatient Clinics:** These clinics enable early integration of palliative care into a patient's treatment plan, ensuring improved medical outcomes and continuity of care.
- **24/7 Telephone Helpline:** A team of trained counselors is available round-the-clock to offer emotional and psychological support, guidance on managing symptoms, and assistance in accessing financial aid for treatment-related expenses.

Challenges in Delivering Palliative Care: Despite its well-structured service delivery, implementing partner noted CanSupport faces several challenges in reaching all those in need:

- **Limited Awareness:** Many patients and even healthcare professionals lack knowledge about the benefits and availability of palliative care.
- **Geographical Barriers:** Rural and remote areas pose accessibility challenges, making it difficult for patients to avail home-based services.
- **Socio-Economic Disparities:** The financial burden of cancer care often limits patients from seeking timely palliative care interventions.
- **Cultural Stigma:** Conversations around death, dying, and end-of-life care are often avoided, making it challenging

Alignment with OECD DAC Framework



The OECD DAC framework provides guidelines to determine the worth of an intervention on which evaluations are made. Under its ambit, the study will analyse the key components of the overall programme.

Relevance

The program addresses the growing burden of cancer in India, aligning with national health priorities and Kotak Bank's CSR goals. It meets the palliative care needs of cancer patients and their families, a critical gap in the current healthcare system. The program is consistent with the needs of the community, ensuring a targeted approach. This alignment enables the program to make a meaningful impact. It supports the overall wellbeing of cancer patients and their families.

Coherence

The program is consistent with CanSupport's mission to provide palliative care to cancer patients and their families. It leverages the resources and expertise of both CanSupport and Kotak Bank, ensuring a comprehensive approach. The partnership enables the program to reach a wider audience and provide holistic care. The program's objectives are well-defined and aligned with the partners' goals. This coherence ensures a unified approach to addressing the needs of cancer patients.

Efficiency

The program demonstrates efficient resource utilization, ensuring that funds are used effectively to achieve its objectives. It has implemented effective service delivery models, including home-based care and outpatient services, and leverages partnerships to enhance efficiency. The program has a strong focus on patient-centered care, ensuring that services are tailored to meet individual needs. This enables the program to reach a larger number of patients and provide high-quality care.

Effectiveness and Impact

The program improves patient outcomes, quality of life, and reduces healthcare costs. It provides emotional, social, and spiritual support to cancer patients and their families. The program has a positive impact on patient satisfaction, pain management, and symptom control. It enables patients to cope with the disease and its treatment, improving their overall wellbeing. The program's effectiveness is evident in the positive outcomes reported by patients and their families.

Sustainability

The program has a strong potential for long-term sustainability, with a commitment from Kotak Bank and potential for future funding opportunities. It has built capacity for continuity and scalability, and is integrated with existing healthcare systems. The program has a robust monitoring and evaluation framework, ensuring outcomes are tracked and improvements are made, enabling it to continue making a meaningful impact.

A photograph showing a healthcare professional in a white lab coat and a blue patterned cap, seen from the side, holding the hand of a patient. The patient is wearing a white hospital gown with a purple polka-dot pattern. They are positioned in front of a large window with a view of a bright, outdoor area. A dark blue horizontal bar is overlaid on the image, containing the text 'Alignment with SDGs' in white.

Alignment with SDGs



The United Nations introduced the Sustainable Development Goals (SDGs) with the aim of fostering global peace, improving human welfare, and safeguarding the environment in 2015 and establish a universal roadmap for achieving social, economic, and environmental sustainability. This report provides an in-depth analysis of how this initiative aligns with the Sustainable Development Goals (SDGs).

Goal	Goal Remarks	Programmatic Alignment
Goal 3 Good Health and Well-Being	Ensure healthy lives and promote well-being for all at all age	CanSupport's program provides palliative care services, improving patient outcomes and reducing suffering. This enables patients to cope with the disease and its treatment, improving their overall wellbeing and quality of life.
Goal 10 Reduced Inequalities	Reduce inequality within and among countries	CanSupport's program aims to reduce health inequalities by providing palliative care services to patients from all socio-economic backgrounds, with a focus on reaching underserved communities and ensuring equal access to care.
Goal 17 Partnership for the Goals	Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development	The partnership between CanSupport and Kotak Bank demonstrates a collaborative approach to addressing cancer palliative care needs. This partnership also facilitates knowledge sharing, resource mobilization, and capacity building, ultimately enhancing the program's impact and sustainability.

Conclusion and way forward



CanSupport has had a profoundly positive impact on the lives of cancer patients and their families, providing comprehensive palliative care that addresses their medical, emotional, psychological, and financial needs. Through its dedicated team and personalized services, CanSupport has improved symptom management, emotional well-being, and caregiver preparedness, enabling families to navigate the complexities of cancer care with dignity and compassion.

The organization's holistic approach has empowered families, reduced suffering, and created a supportive ecosystem, resulting in a significant improvement in quality of life for patients and caregivers alike. Overall, CanSupport's efforts have been highly effective, with 100% of respondents rating the care as excellent, and a majority experiencing substantial improvements in their overall well-being, demonstrating the organization's commitment to delivering patient-centered care that transforms lives.

However, based on the feedback through discussions and observations, there are certain aspects that can be looked at to improve the effectiveness program and enhance the impact of the initiative.



Expanding outreach and accessibility, particularly in rural and underserved areas



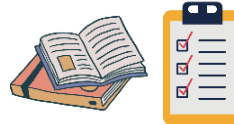
Enhancing frequency of visits and resource availability



Strengthening emotional and psychological support



Improving awareness and education - Educate stakeholders about palliative care this will increase uptake and reduce stigma



Provide additional trainings, such as refresher courses or capacity-building programs, to enhance the skills of the limited workforce