

LATEST INFORMATION AND UPDATES ABOUT PAIR ACADEMY

# ANNUAL REPORT 2024





# A WORD FROM THE DIRECTOR

Dear esteemed stakeholders,

with immense pride, I share our 2024 Annual Report, chronicling another year of significant growth and impactful innovation at PAIR Academy. We have not only solidified our commitment to embedding the patient voice in healthcare but also significantly expanded our reach and impact.

The year 2024 has seen our team at PAIR demonstrate exceptional dedication, marked by the launch of two new critical verticals: **Mental Health and Oncology**. These expansions allow us to address a broader spectrum of patient needs and further our mission of patient-centered care. Furthermore, we have forged valuable partnerships with **four new global partners**, strengthening our capacity to drive meaningful change.

In a significant step towards greater social responsibility, we embarked on our **first CSR project** this year, directly and indirectly impacting over 10,000 individuals. We have also significantly **expanded our global footprint** by joining the Asia Pacific CVD Alliance and witnessing the growth of our Patients' for Patient Safety Network Asia Pacific, now with **board members from eight countries**.

Looking to the future, we are committed to building on our successes, continuing to diversify our offerings, and further **amplifying the patient voice in healthcare on a global scale**.

Thank you for your continued support. We are confident that together, we can achieve even greater impact in the years to come.

**DR. RATNA DEVI**  
DIRECTOR



## WHO WE ARE

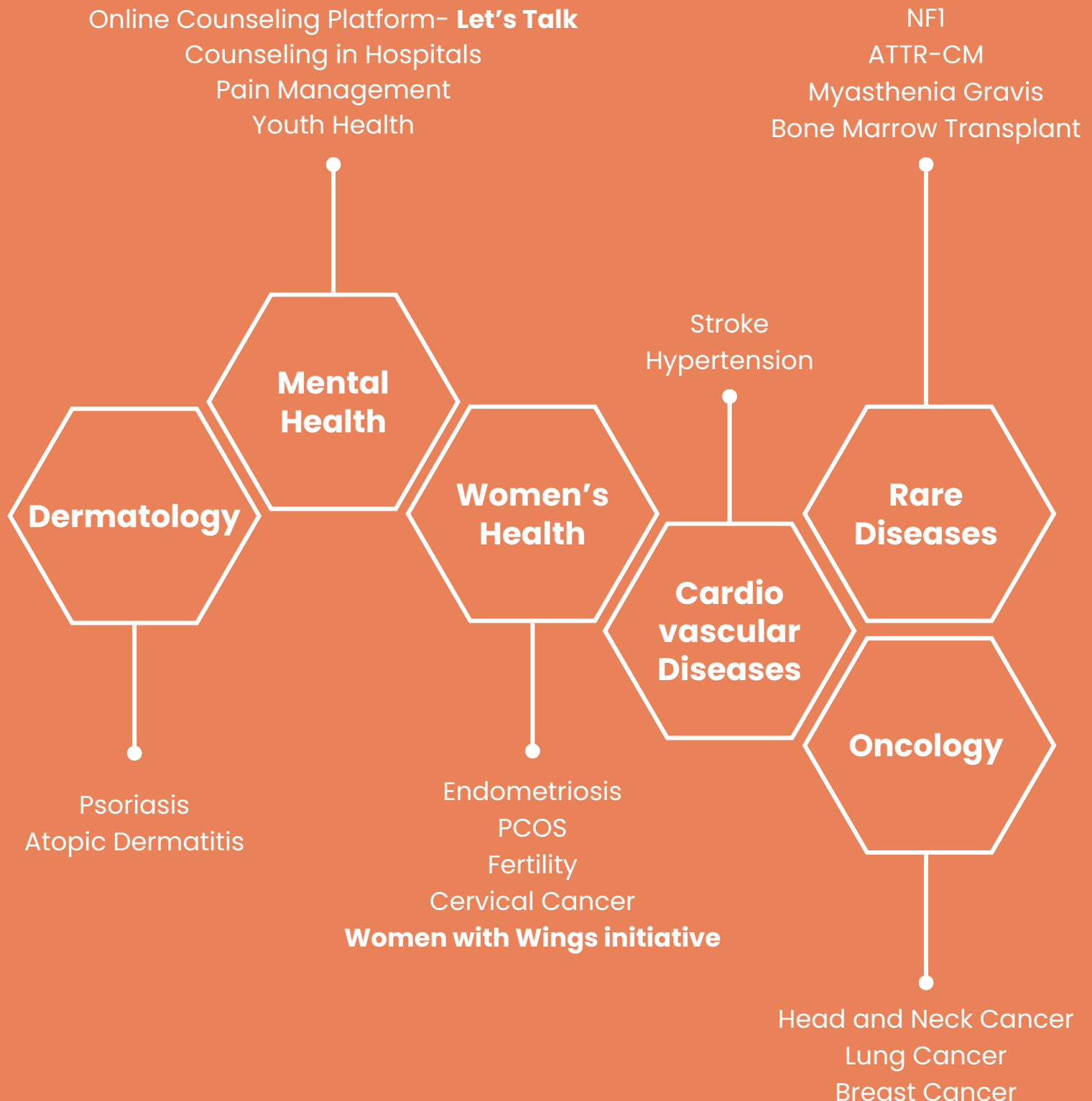
The Patient Academy for Innovation and Research (PAIR) is a global organization committed to advancing patient-centric healthcare by focusing on developing and sustaining the capabilities of patients worldwide and empowering them to actively participate in their healthcare journey. Our goal is to enhance their ability to engage strategically with health systems, and through evidence-based expertise, PAIR equips individuals to not only manage their health effectively but also share invaluable insights with others facing similar conditions. Embracing innovation and research, PAIR envisions a future where patients play a pivotal role in shaping a more informed and collaborative healthcare landscape.

## OUR MISSION

In the emerging digital world, patients with chronic conditions increasingly want to be empowered into becoming expert patients in order to participate in and understand how to navigate their healthcare system as equal partners. However, many are not knowledgeable and skilled enough to do so right now. To add to that, the rise and speed of the use of innovative clinical and therapeutic approaches and medical technologies has made the healthcare industry a very complex entity. Our mission is to empower the patients so that they can impact sustainability of healthcare systems and improve the safety, quality, accessibility, acceptability, affordability and equity within their healthcare systems.

# OUR FOCUS AREAS

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# OUR VOICE ON GLOBAL PLATFORMS

15+

national and international forum representations as Speaker, Moderator, Panelist, Interviewer, Co-Chair, Delegate, etc.

10+

institutional recognitions from 5+ countries such as USISPF, WHO, NCD Alliance Forum (Kigali), APACMed, FICCI, World Heart Federation, and others.

# YEAR IN REVIEW

*As we reflect on the year 2024, we're proud to share some of the key milestones that have shaped our journey:*

## 1 EXPANDING OUR HEALTH PORTFOLIO

- Launched the Mental Health Vertical-Let's Talk to prioritize holistic wellbeing.
- Expanded our oncology portfolio to include Breast Cancer, Head and Neck Cancers, and Lung Cancer.
- Took on our first CSR project on Head & Neck Cancer, strengthening on-ground community engagement and awareness.



## RESEARCH AND PUBLICATIONS

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- Published a peer-reviewed paper: **"Patient Perspectives on Diagnostic Delay and Inadequate Treatment: A Qualitative Research of Endometriosis in India"** in JSAFOG, Feb 2025.
- Ran a dedicated project on Endometriosis, amplifying patient voices and driving awareness.

## 3 TEAM AND INTERNSHIPS

Welcomed five dynamic interns from 4 countries, and onboarded two professional counsellors to strengthen mental and emotional health services.



## 4 PARTNERSHIPS AND COLLABORATIONS

- Joined the Asia Pacific CVD Alliance and actively participated in the India and Bangkok meetings.
- Forged a hospital partnership with ESIC, Basaidarapur, bringing patient counselling support directly into OPDs.
- Expanded the advisory board of PFPSN-AP, introducing representatives from Nepal and UK.



## DIALOGUE AND ADVOCACY 5

Organized impactful events:

- A roundtable on fertility exploring patient-centered reproductive care.
- A webinar series on Patient Safety, culminating in an engaging event.
- Webinar Series on Head & Neck Cancers.
- In-person Roundtable on Breast Cancer

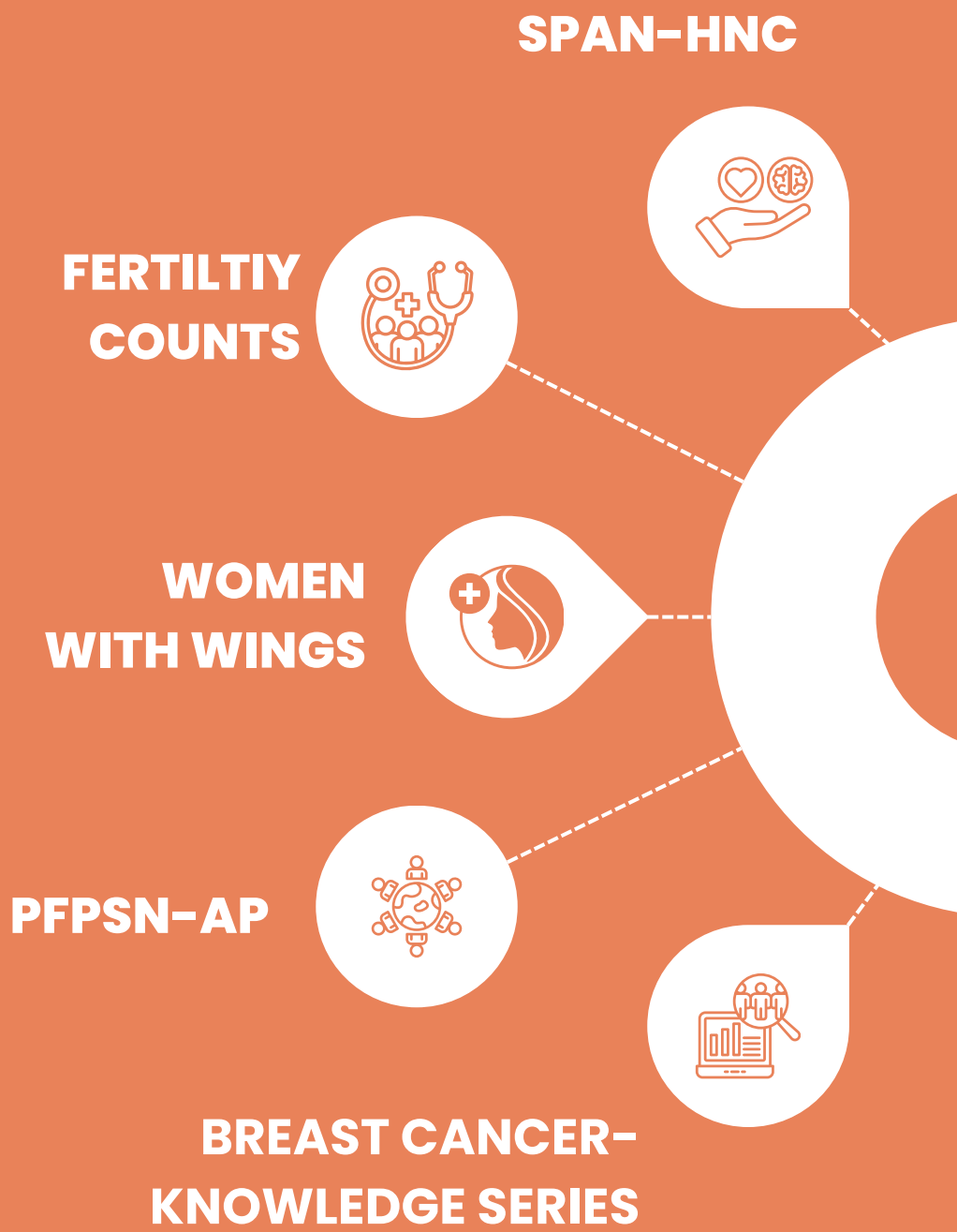
Held key conversations with Members of the Indian Ministry of Health on making rare disease treatment more accessible through PAG involvement in India.

## 6 THOUGHT LEADERSHIP

- Our Director, Dr. Ratna Devi joined as Board Member, International Alliance of Patient Organizations (IAPO) and Advisory Board Member, NCDA.

# PROJECT HIGHLIGHTS

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# SPAN-HNC (SCREENING, PATIENT AWARENESS, NUTRITIONAL SUPPORT)

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The SPAN-HNC project was the **1st CSR project** led by PAIR Academy as the implementation partner, successfully tackling critical barriers in **head and neck cancer (HNC)** care by integrating counseling, nutrition support, awareness, and community engagement into a sustainable and replicable model.

The initiative impacted **5,360** individuals through outreach activities, disseminated **506** nutritional packages, and delivered psychosocial support to **200+** Head and Neck Cancer Patients through structured patient experience sessions and counseling in the cancer hospital.

This project bridged critical gaps in cancer care by addressing **awareness, treatment adherence, and psychosocial support** in a way that is both scalable and sustainable. Its impact has been profound, and its recognition as a model for institutional adoption underscores the importance of continuing this work.

## KEY ACHIEVEMENTS

- 24 Community Screening Camps in underserved areas, identifying at-risk individuals and promoting early detection.
- Over 1,000 counseling sessions to enhance emotional resilience and treatment adherence.
- 6 expert-led Patient Experience Sessions and 6 Webinars, drawing participation from healthcare professionals, researchers, and patients.
- A high-impact social media campaign, reaching over 20,000 impressions and driving digital awareness of HNC.
- Hospital Endorsement: ESIC Hospital recognized the initiative as a best practice model for patient engagement, leading to discussions on replication in other government hospitals.



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# FERTILITY COUNTS (ROUNDTABLE DISCUSSION)

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A roundtable discussion on the theme of **"Opportunities and Challenges for Making Fertility Treatment Accessible in India"** was convened by PAIR Academy on 11th January in New Delhi.

This event brought together leading **experts** from medicine, public health, patient advocacy, and technology sectors to explore the **opportunities and barriers in making fertility treatments more accessible across India**.

The discussions highlighted the urgent need for **multi-stakeholder collaboration** to address challenges such as high costs, uneven geographic distribution of clinics, limited awareness, and societal stigma. Participants emphasized leveraging technology, policy reform, and public-private partnerships to bridge gaps in accessibility and affordability.

## KEY TAKEAWAYS & ACTION POINTS

- Policy Interventions and Public Funding
- Develop training programs and invest in advanced technologies
- Launch nationwide awareness campaigns.
- Integrate reproductive health education into school and college curricula.
- Create support networks and counselling services.
- Expand the use of telemedicine and virtual consultations.
- Use blockchain technology to secure patient data and foster trust in digital healthcare services.
- Address emotional challenges through psychological counselling and community-based support groups.
- Incorporate workplace support policies.

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# WOMEN WITH WINGS INITIATIVE (ENDOMETRIOSIS SUPPORT)

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Endometriosis is a chronic gynecological condition characterized by the presence of endometrial-like tissue outside the uterus, often leading to **pain and infertility**. Affecting **approximately 10% of women** of reproductive age globally, its impact in India is significant yet often underreported.

Through this project, the "**Women with Wings**" initiative has succeeded in raising **awareness** and providing **educational resources** for women affected by endometriosis in India. Our primary objective was to **address the significant gap in knowledge** and understanding while gaining insight into the journeys of patients suffering from illness in the country. To this end, we **developed and disseminated educational materials** that empower patients with the information needed for early diagnosis and effective management of this chronic condition, as well as educate physicians on the hurdles faced by millions of women struggling with endometriosis.

## KEY ACHIEVEMENTS

- **8 Focus Group Discussions** conducted with 80 participants from different parts of India, aimed to uncover participants' lived experiences, challenges in diagnosis, disease management strategies, treatment experiences, and issues with healthcare services.
- **4 Patient Video Stories** focusing on three critical topics: Diagnosis, Heavy Menstrual Bleeding, and Long-term Treatment.
- **4 Endometriosis awareness runs**, titled "Endorun" coupled with a social media campaign called "Miles for Endo Awareness" were launched to raise awareness in society (1 million + reach).
- A comprehensive **Patient Guidebook** covering a wide range of topics essential for understanding, diagnosing, and managing endometriosis.
- Published a **peer-reviewed paper**: "Patient Perspectives on Diagnostic Delay and Inadequate Treatment: A Qualitative Research of Endometriosis in India" in JSAFOG, Feb 2025.

[\*\*VIEW REPORT\*\*](#)



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# PATIENT FOR PATIENT SAFETY NETWORK- ASIA PACIFIC (PFPSN-AP)

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The **Patients for Patient Safety Network Asia Pacific (PFPSN)**, an initiative by PAIR, is a network of stakeholders, including patients and patient advocates, aligned with the WHO's flagship on Patient Safety that focuses on making healthcare safer in the Asia-Pacific region by supporting **Strategic Objective 4**: Patient and Family Engagement of the Global Patient Safety Action Plan 2021–30.

In the year 2024, following the theme **"Improving Diagnosis for Patient Safety"**, PFPSN-AP organized a series of webinars with a focus on building community literacy around safety, empowerment, and shared decision-making.

## KEY ACHIEVEMENTS

- Organized **multi-session webinar series**, culminating in an interactive live event.
- Themes included patient rights, medication safety, and shared decision-making.
- Brought together patients, clinicians, and policy voices.
- Facilitated **cross-country participation** across Asia-Pacific.
- Empowered patients with tools to engage in their care.
- Promoted PFPSN-AP's mission of cross-border solidarity in patient safety.
- Introduced **Dr. Abhinav Vaidya**, Chair SEAR, NCD Alliance (NEPAL), and **Ms. Angie Middlehurst**, Volunteer for Caring and Living as Neighbours; CLAN Africa (UNITED KINGDOM) were introduced as new members of the Advisory Board

**100+**

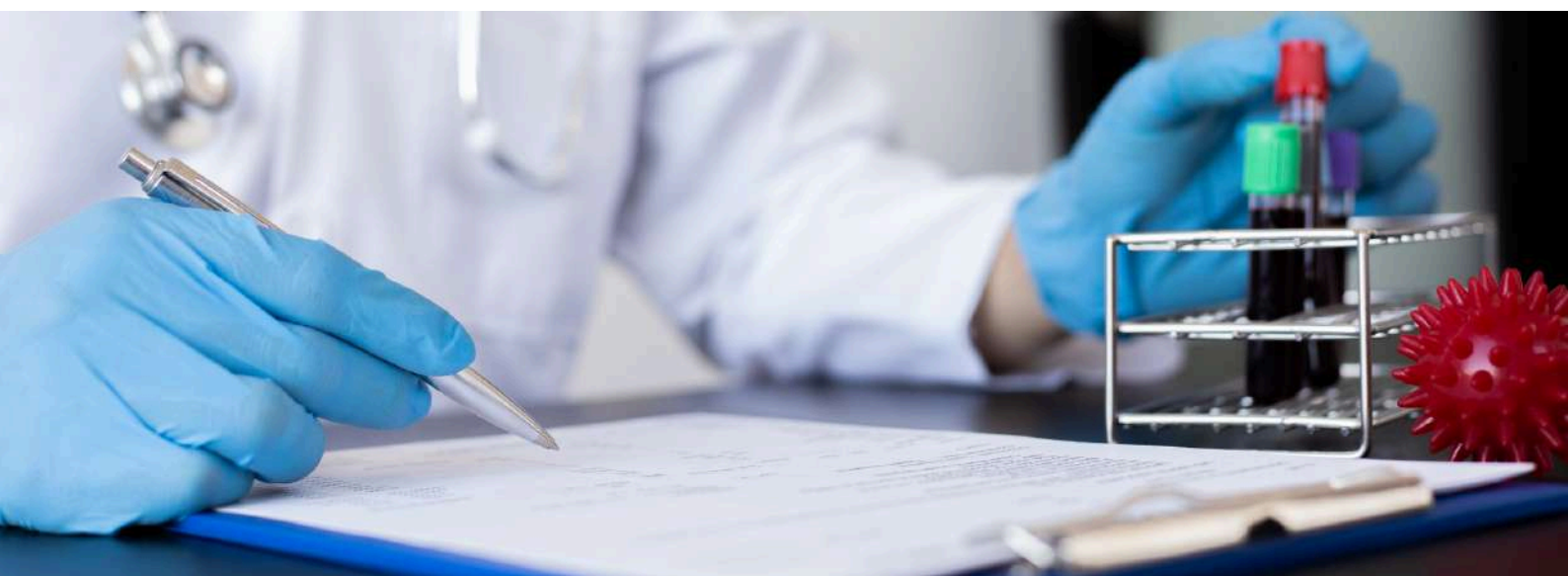
**Members**

**25+**

**Organizations**

**20+**

**Countries**





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# KNOWLEDGE SERIES (BREAST CANCER AWARENESS)

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On **November 9th, 2024**, a roundtable discussion was convened by PAIR Academy in New Delhi, bringing together healthcare professionals from the public and private sectors, patient advocates, representatives from over 10 patient organizations from across India, and other stakeholders to explore innovative solutions to address challenges in awareness, accessibility, and survivorship care.

The discussions underscored the urgency of fostering multi-pronged approaches to strengthen breast cancer care in India. This report serves as a roadmap to advocate for policy reforms and collaborative actions, ensuring that breast cancer care is both accessible and comprehensive across India.

## KEY TAKEAWAYS & ACTION POINTS

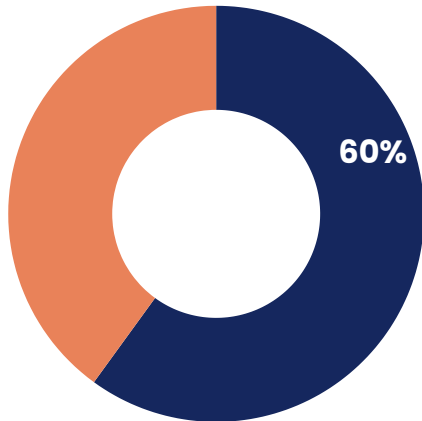
- Work with policymakers and insurance companies to include advanced cancer treatments and newer therapies in both public and private sector health **insurance plans**.
- Create and distribute materials in **multiple regional languages** to help patients understand their treatment options, funding sources, and financial aid programs.
- Develop **support groups** and counseling services for accessible mental health resources
- Set up clinics that offer **post-treatment services** such as physical rehabilitation and nutritional guidance.
- Establish **affordable, mobile screening units** to reach underserved communities and provide access to early detection services.

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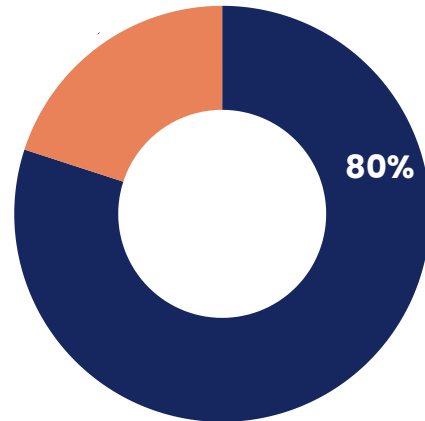


# ONE YEAR REVIEW

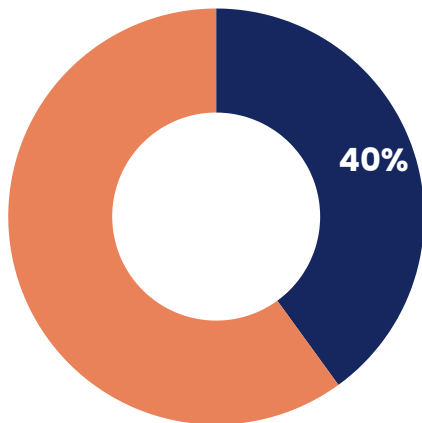
## *Focus of our Projects*



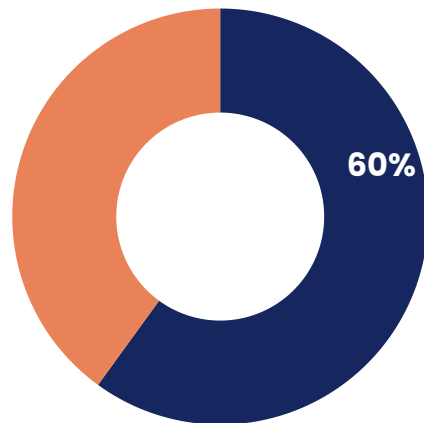
**Capacity Building**



**Patient Advocacy**



**Public Health Research**



**Improving Access to Health**

In 2024, PAIR worked at the intersection of advocacy, research, and patient engagement—leveraging tools like:

- Patient Journey Mapping
- White Papers & Scientific Publications
- Support Groups & Counseling
- Awareness Campaigns
- International & Local Summits
- Strategic Collaborations

Each project was executed within allocated budgets, with strategic co-funding and in-kind support (venues, expert time, etc.) further optimizing costs. Emphasis was placed on direct beneficiary impact and long-term ecosystem strengthening.

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# ACKNOWLEDGMENT

This journey would not have been possible without the commitment, collaboration, and courage of so many individuals and institutions who believed in the vision of building a patient-centered, equitable, and inclusive healthcare ecosystem.

We extend our deepest gratitude to our:

- Funding partners
- Institutional partners
- The expert voices
- The patients and caregivers
- The PFPSN-AP network and regional collaborators
- every team member, volunteer, and silent enabler who worked behind the scenes

Thank you for your energy, care, and belief in this mission.  
Together, we are building systems that listen, heal, and include.

***"It's been a year of turning patient stories into action and research into real-world solutions."***





# CONTACT US VIA

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