

Need for Social Entrepreneurship in Cancer Care: A Social Work Perspective



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Abstract

The very sentence you have cancer that the doctor outbreak the news to the patient is sufficient to dismantle the state of being normal and instill the mind of patient with dreadful collection of thoughts. It is not only the patient who feels depressed on the sudden outbreak of the disease, but rather every member in a family got disturbed psychologically. In a past decade the cancer cases not only in India but throughout the world has rose to alarming levels. The fast paced life in lure of gaining success costs health and generally the people ignore warning signals at initial levels. The Poor quality of living conditions, obesity, excessive depression due to keeping up the race of competition, Poor dietary habits, excessive exposure to sunrays all in some way are contributing as risk factors for the occurrence of the disease of Cancer. Specifically in condition of chronic diseases and in particular with disease of cancer the Word "C" is associated to death. The patients due to limited knowledge of health literacy gave up battle against cancer more mentally than physically. The feeling of uncertainty, sufferings, anxieties take control leaving patients in full of myths and delusions. This paper tries to establish the link between cancer and social work. It highlights the importance of social work intervention in cancer care and specifically discusses the major roles performed by Oncology social workers. The profession of social work is making strenuous and dedicated efforts in improving the quality of lives of those who are marginalized and oppressed and who are dealing in cancer care.

Keywords: Oncology, Psychosocial, Intervention, Entrepreneurship.

Introduction

The outbreak of news of disease of cancer among patients comes as a severe shock and this news that "YOU HAVE CANCER" affects not only patient's mind but rather every member in the family has to face psychological trauma due to the disease of cancer. The strength of cancer patients in India is on a rise. According to the THE LANCET oncology in their attempt to estimate the freight of cancer across India, they documented that the volume of cases expressed in numbers in relation to cancer cases in India has increased to 1069000 in 2016 from previously statistics of 548000 numbers of cases in the year 1990. Also the number of death due to this disease of cancer has rose to 813000 in the year 2016 from previously 382000 in 1990. On similar grounds a question has been raised on the issues involving Cancer cases in Lok sabha on dated 10 March, 2017 and it was summarized that As per National Cancer Registry Program data there recorded an substantial rise in cancer cases of all sites of major including breast and cervical cancers and also related deaths in the country. Hence it can be analyzed that cancer has become major contributor of death in the country. Under such critical circumstances it will be of high value to know about the disease of cancer. Every year, citizens in India are severely affected by news of cancer. On an average, more than 1,300 Indians fall prey to the horrible disease every day. With new cancer cases or its incidence in India estimated to grow by 25% by 2020 (according to the cancer registry released by the Indian Council of Medical Research), cancer has become one of the major causes of death occurring in the country. Women are being increasingly diagnosed with cancer. Yet, when the topic comes up discussions among the family members, it's simply ignored as something irrelevant.

Aim of the Paper

The present writing of the paper deploy and site sources from secondary data which includes information based on books, websites, articles, journals and various published reports. A descriptive and detailed analysis was fetched that establishes linkage of Social work as a

profession in Cancer care along with highlighting the importance of concept of social entrepreneurship in Cancer.

What is cancer?

The disease of cancer is referred to a condition which involves uncontrolled or unchecked growth of the cells in the body. The change in pattern of gene mutations leads to rapid cell division and that distorts the normal functioning of the cell division and it lose control over the system. The accelerating division of cell within a body leads to the formation of

mass of cancerous cells and generally known as tumor. The critical factor is that cancer cells have potential to invade adjoining tissues thereby can spread to other parts of the body (National Geographic). Cancer can be of many forms and type of cancers may be measured on parameters like the specific part or location within the body from where cancer has originated and the other factor is that of type of cell in the formation of the development of the cancer.

Cancer Staging

S.No.	Staging	Parts affected	Explanation
1.	Stage 0	"in situ"	In this stage the cancer cells remained confined to the origin of the affected site and they are not spread
2.	Stage 1	Localised Cancer	The cancerous cell development is small and the cancer cells has spread a little to neighbouring tissues. They have not distanced to other part of the body and lymph node.
3.	Stage 2 & 3	The condition of regional spread	The cancer has started progressing to its advanced stages and cancer cells rapidly spread to surrounding tissues.
4.	Stage 4	The condition of distant spread	The stage 4 cancer is also termed as metastatic form. In this stage cancer cells multiplies and reaches to other part of the body.

Source: Cancer institute NSW

Warning signals: Beware of unexplained changes

Following are the few of many warning signals that one needs to look out in order to timely prevention against cancer

Fatigue

The feeling of fatigue which is not general may be viewed as warning signal of occurrence of cancer.

Excessive or Unexplained Bleeding

The problem of unexpected bleeding can be a symptom of cancer. The conditions which mask such complexity included blood in urine, blood while coughing, bleeding other than periods. Hence it is very important to consult medical specialists if any such symptoms involves.

Unexplained Weight Loss

The unexpected weight loss without any reason or of the factors like stress, physical activity, diet pattern can act as risk factor for the infliction of the patient with cancer.

Changes in Breathing Pattern

The patients afflicted with lung cancer often experiences problems in form of symptoms like cough, shortage of breath, chest pain and haemoptysis (Walter et al, 2015).

Formation of Lump in Any Part of the Body

Breast lump is common symptom in condition involving breast cancer and has usually a potential risk of malignancy (Koo et al, 2017).

Cancer scenario

In present context, with the emergence and advancement in technology many cancer types are now treatable. But it is really a worrying factor still cancer death in India is on a stagnant rise as a consequence to the late detection of the disease. The quality and efficiency of the cancer diagnosis has been improved considerably and many advanced treatment methods for the disease of cancers are

coming up through the strenuous efforts in the field of research and development. (Roy and Saikia, 2016) argued that today many forms of cancers are treatable provided they are detected in an early stage. The justification of early detection and progressive treatment can be analysed through the emerging technologies like mammograms, pap smear examination, robotics and 3D technology. In conditions where cancer is detected at an early stage the cancer cells may be shrinked using the techniques like chemotherapy or radiotherapy or even can be removed through surgical procedures. The disease of cancer is occurring due to many factors which includes excessive smoking and intake of tobacco, lack of physical activity, obesity, over exposure to sun radiations, unhealthy dietary habits. Hence cancer screenings at early stages is very critical for efficient cancer treatment. According to Doctor GK Rath who is acting chief of National Cancer Institute, AIIMS summarized that the survival rate for all forms of cancer has gone up which included of the form types prostate, breast, kidney cancers. Most cancer forms comes with warning alarms in form of symptoms but it is highly disturbing that most of the patient often ignores the initial symptoms by associating them to conditions like aging, opting for alternative treatment in form of superstitions, lack of money, poor confidence in medical procedures and fears of complicated procedures all add u to the miseries of the patients which results that till the time they opt to take medical consultations the disease of cancer has already reached in its metastatic stages thereby reducing the chances of survival to minimum. So it is evident that man does not need to fear cancer. In earlier times the cancer was associated to death but today scenario is completed reversed to what it was in earlier times. The cancers can be treated through advanced treatment methods listed below.

S.No.	Treatment Method	Explanation
1	Chemotherapy	It involves use of anti cancer drugs to kill cancer cells. Chemotherapy restricts cancer cells to divide and aims towards increasing life quality.
2	Radiation therapy	Radiation therapy in cancer treatment involves use of high energy radiations to kill or shrink tumors present in body.
3	Targeted Therapy	In this type of treatment the drug strikes on particular molecules that are responsible for the fast growing of cancer cells and spreading to nearby tissues leading to inhibit the fast progression of cancer cells.
4	Immunotherapy	In Immunotherapy, it involves use of substances made of living organism focus on strengthening of immune system in battling cancer
5	Surgery	It involves extraction of complete suspicious tissues which has taken the form of tumour in the body through surgical procedures.
6	Hormone therapy	Hormone treatment method is extremely effective and non toxic method in treating cancers. It involves inhibiting or blocking the body's ability to reproduce hormones and thus stoping the growth of cancer cells which in some cases are grow rapidly due to release of hormones.
7	Stem cell transplant	In stem cell transplants there involves incertion of high dosage of chemotherapy that targets almost all stem cells present in bone marrow and simultaneously healthy stem cells are provided through blood. It is used in cancer related to blood.

Social Entrepreneurship in Cancer Care

The word social entrepreneurship may be viewed as an organization or an enterprise which implements business models and methods to address the wide range of social problems existing in our society and that has potential to distort the human cycle by using more innovative approaches. This newly emerged concept of social entrepreneurship is being approached by emerging startup companies. All these social start ups aims for developing models, solving solutions to problems which can be hazardous to human lives and thus address the social, environmental issues by incorporating funds and therefore raising the living standards of the communities and its people. This approach of social entrepreneurship is giving opportunities to all enterprises to think out of the box and thereby implementing best management practices towards the cause of much necessary social welfare. As far as Indian Scenario of business is referred to, it is very complex place of doing business. It is because of broader demography and regional boundaries and rich cultural heritage that we have preserved since centuries. The one part of the picture in Indian scenario gives a glimpse of prosperity and hope and which can also be measured in terms of fast paced growing economy, balanced GDP numbers, luxurious lifestyles. However the other part describes Indian Scenario as a place which has vast numbers of social problems, inequality in healthcare, The conditions of

poverty, increasing rates of crimes and dependent or unbalanced agriculture. Hence all these factors open new vistas for budding entrepreneurs and established business houses to work towards in creating an atmosphere of prosperity and mankind by investing in areas of social attention. There are still a lot places where there is no healthcare and technology has marked felt its presence. Hence all these factors demands for strong social and technological innovations that can be utilized in devising a well designed business models, keeping in mind the limitations of Indian geographical boundaries. As far as healthcare is talked about in recent times India has become a place which has recorded a sharp and steady rise in cancer cases and fatalities due to it. As cancer treatment is expensive so most of the patients are unable to bear the cost of treatment and in few cases had to stop taking treatment which proved to be catastrophic. Also due to lack of infrastructure and shortage of human resource the problem multiplies to higher numbers thereby adding the burden of instances of cancer cases and limiting the scope of time bound treatment. However in recent times some organizations came up and are undertaking the sincere measures to lessen the burden of society due to the diseases. They are working on devising models through recent innovations in technology with a broader aim to easing the problems of patient thereby giving them necessary comfort Cupitre (2018).

S.No.	Name of Organization	Contributing Factor	Impact Factor
1.	UE Life sciences	UE Life sciences are working on devising technologies that strives towards early detection in cancer. The technologies like iBreastExam, No Touch Breast scan are really proving to be very fruitful for the cause of early detection of breast cancer among women.	UE Lifesciences since its inception has reached out to 75000+ women and helped the cause towards early detection of cancer of almost 100 forms.
2.	Cancer patients Aid Association	CPAA has been working for cancer patients for 49 years. They are working on Principle of "Total Management of Cancer" in India	CPAA has reached out and helped to more than 300000 lakh cancer patients.
3.	Navya Network	It is an online platform which offers advice and support to the cancer patients.	At reasonable amount of INR 5,000, Navya provides consultation from experts globally

4.	Indian Cancer Society	ICS assists cancer patients in getting insurance and also provide funds to patients who are feeble in economic terms to attain timely treatment	Up till 31 May, 2017 the ICS has sanctioned the corpus of 96.01 crores for sanctioned 3769 patients.
5.	Perfint Healthcare	Perfint healthcare aims to design and incorporate use of best use of technology to target the tumour accurately by using latest technology of robotics and 3D.	Due to its strenuous efforts in working towards the cause of social innovations the company has managed to include its name to the tops 50 innovative companies list in 2015.
6.	YouWeCan	This organization creates awareness of cancer and also locates for nearby cancer hospitals to patients.	The chief founder of this organisation is renowned cricketer Yuvraj Singh who inspires many people and has also successfully managed to defeat Cancer.
7.	Cankids...KidsCan	This agency provides support to kids suffering from cancer from the age group between 0-21 years. They also provide economical, emotional and psychological support to children suffering from Cancer.	This organization has marked its presence up to grass root levels and has strong support of more than 450 volunteers and employees.
8.	Cope with Cancer	Cancer organizes events to make people aware about cancer and also to support cancer patients.	Cope With Cancer has helped and assisted over 700,000+ cancer patients and caregivers through platforms of online and telephonic counseling.
9.	Impact	Impact focuses towards and works to make the lives of kids suffering from cancer better and stress free.	Impact has a platform named Global Giving which raises funds through charity projects.
10.	Panacea Medical Technologies	This agency has mastery in the development of products dealing in radiology and radiotherapy.	Indian Nuclear Society awarded PMT in 2007 for its excellent usage of nuclear technology in radiotherapy equipment.

Source:<http://blog.impactpreneurs.com/impact-ventures/10-cancer-care-social-enterprises-in-india/> accessed on 4-jul-19

Potential Areas of Social Entrepreneurship in India:

Sno	Areas of specialization	Key Potential Working Area
1.	Education	<ol style="list-style-type: none"> 1. Improving dropout rate 2. Improving infrastructure 3. Revolutionalising Rural schools through digital learning 4. Teacher Education 5. Building measures of quality education in rural areas 6. Bridging gap of teaching shortage
2.	Healthcare	<ol style="list-style-type: none"> 1. Health Insurance 2. Low cost medical tools and machinery 3. Campaigning for health education and awareness 4. Improved Health Infrastructure in rural setting 5. Strengthen Medical tourism
3.	Improvised Agriculture	<ol style="list-style-type: none"> 1. Microfinance 2. Organic Farming practices 3. Advanced technology insights 4. Storage 5. Agriculture Mechanisation
4.	Renewable Energy	<ol style="list-style-type: none"> 1. Installation of solar 2. Establishing alternative sources of energy 3. Rural electrification 4. Devising concrete models 5. Community Development
5.	Manufacturing	<ol style="list-style-type: none"> 1. Raising skilled labour for manufacturing 2. Concept of fair trade 3. Advanced Machinery 4. Cost effective technology.

Social Work in Oncology

A cancer journey in the life of a patient is a never ending battle the scars of which can be felt even after the complete treatment process. The disease of cancer not only affect patient physically but it also interferes with mental health conditions and overall quality of life. The treatment of cancer is lengthy and complex and mostly it deteriorates the overall quality of life. Hence in such scenario role of oncology social workers comes into play to serve the patients and make way for an environment which improves the patient's psychosocial conditions. From the time the disease has been diagnosed it reverses the normal trends of life of patient to more complicating and overarching with patients mind become full of fears, delusions, suspicions, myths. The disease of cancer has negative impacts on the quality of life of the patient. The feeling of being normal and happy at a moment goes away and the life becomes anonymous and relate to words like hopelessness, anxiety, anger, sadness. Thus in such situation of emergencies the social work role becomes much more important and significant to reduce the patterns of distress by implying suitable interventions.

Strength of a social worker in Cancer Care

Social workers is an important member of the overall medical team who all are working in unison towards common goal of making efforts in bringing back the conditions of Normal of human physiology. The social workers are a professional who knows all the principles and skills which are essential in dealing with patients and their caregivers. Also they play a much essential role in narrowing the gap between mental health as well as physical health of the patient. Their essentiality of their presence in medical team which composes of Medical experts doctors, nurses, administrative workforce can be understood and analyzed from the fact that oncology social workers through their expertise of psycho social domain they have much essential information of the sufferings of the patients and also knowledge of what are the immediate requirements of the patients and their caregivers. Consequently this information proves to be very significant in designing suitable treatment plan of the patient. Oncology social workers in order to eliminate distress and reduce suffering of the patients works on enhancing the positives and building strength's of the patient. They carry out detailed assessment of the initial conditions of the patient to gain the detailed knowledge of the problems that patients are complaining and which includes both parameters physical and mental agonies. Such detailed profiling of the patients helps the interdisciplinary team to respond to the patient's needs in more effective way. Oncology social workers occupy to the role of patient support system. They not only assist the patient but also help the patient's family and their caregivers to deal with the time of criticality in dealing with the disease with the disease of cancer in much sensible and effective way. The social workers dealing in cancer care carry out detailed discussions through tools like personal interview, Focal group discussions with patients in personal or sometimes in presence of their caregivers

as part of maintaining record of psychosocial assessment and thereby work on preparing report of the patient's distress level. All these information serves the purpose of responding to the individual needs of the patient and also building in necessary treatment plan. Different patients afflicting with the disease of cancer suffer from different kinds of problems which may be of economic, psychological or at times social in nature. In all such scenarios social worker dealing in oncology plays a vital role by reckoning to the role of patient's support system. The common problem that almost all cancer patients go through during their course of treatment is managing finances. As the cancer treatment is expensive and it doesn't come by asking to anyone about their economic strengths, so it can happen to anyone and thus managing finances becomes critical issue in battling up with the disease. The Condition can be judged through the fact that even the patients who hails from strong economic background do complains of drainage of almost complete resources in order to take complete course of treatment. Hence for the patients and the families who don't have strong net of economic resources have to depend upon other means which may be in form of Availing government Schemes, or help from nongovernmental organizations. But due to lack of knowledge of such interventions many patients has to risk their lives and in amidst they stop taking treatment which may proves to be suicidal accessing the severity of the disease. Hence in such situation social workers steps in as a ray of hope for patients and also to their caregivers. They link them to the appropriate agencies which can respond and fulfill the immediate requirements of the patients. Also the oncology social workers assist them in issue with related to development of cards, free passage of transport facility and similar problems. The social workers establish a strong rapport with the patient as it is a vital step on whose foundations the whole treatment model is designed. If there exist lack of strong communication channel between patient and social worker, the conditions may arise where patients do hide critical information of their complains and the necessary trust which is required can be dismantled and thus it can lead to negative impact of psychological health of the patients. Another issue which involves is the knowledge of information of social workers. Most of the families don't have the requisite information of the profession of social work and hence they don't acknowledge the services offered by them due to lack of knowledge about the profession. A doctor in course of treatment is much more oriented towards answering to specific needs of medical treatment and often due to high number of patient turnout; lack of manpower issues doesn't get appropriate time to answer the emotional and psychosocial aspect of treatment. Hence in such cases the services of social workers proves to be ray of hope as he is the representative who offer suitable package of services to design effective treatment management plan for the patient. The profession of oncology social work can be associated to a discipline which has been emerged from the broader area of

Medical social work and whose functioning foundations may be more of humanizing in nature. Respecting and valour its acceptance the patient in their course of treatment can attains maximum benefits of whole health care systems. The cancer patients with due course of treatment develop an introvert approach and they alienate themselves with social surroundings. In an attempt to describe the needs of patients in palliative cancer centre (Arun, Gomathy, Ramesh & Suresh, 2018) elaborated that the common social issues that cancer patients acquire are of the feeling of loneliness which is expressed by majority of patients. Also the lack of the positive support from outside world, The feeling of hiding thoughts due to feeling of unnecessary botheration to family members, disinterest from others in listening to problems of patients, breach of confidentiality due to fear of social isolation are some of the other issues that interferes with cancer treatment. Hence the oncology social workers in an attempt to address these issues try to make a necessary bridge between body and mind through interventions like initiating a healthy communication network, individualized counseling, timely delivery of drugs. The broader operations that social worker is usually involved with are following.

1. Assessing the psychosocial situations of the patients
2. Analyzing the impact of cancer diagnosis on patients and their families
3. Patients support system
4. Building specific management strategies for cancer patients for all stages
5. Strength's perspective
6. Palliative care
7. End of life care issues.
8. Providing Advocacy
9. Working in collaborative and interdisciplinary settings.
10. Working in community in capacity of educators

Conclusion

The profession of oncology social work is an important discipline catering to the needs of patients which may be type of psychosocial in nature. They are the professionals who have an expertise in clinical training and have acquired specific skills in analyzing the impact of cancer on patients psyche and also to their caregivers. To more precise for the patients who are afflicted with the disease of cancer they usually develop psychological barriers which interferes with normal intake of treatment thereby impacting the effective of cancer treatment. In due course of treatment the patients develop complexities like fear of death, anxieties, depression, negative collection of thoughts, felling of self guilt and hopelessness. In such severe times an oncology social worker steps in and he/she proves to be ray of hope to the patients and their families. Their mere presence in cancer care centers provides patients with necessary strengths and encouragement to fight it out with cancer and

thereby come out as winner. The oncology social workers engage with patient and assist them in various services by analyzing and assessing their situation. They render their services with full dedication and sincerity and possess much desired attributes ranging from compassion, strength perspective, feeling of empathy towards patients and their caregivers. They work in multidimensional framework and work out in building suitable intervention program of cancer patients. The practice of oncology social worker strives towards in enhancing quality of life of cancer patients including those who have successfully defeated the disease of cancer.

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