



Connect

Internal Newsletter

October - December 2025

HAPPY
NEW YEAR
— 2026 —

Healthcare Marketing in 2025: Trends, Triumphs, and Takeaways

Healthcare marketing in 2025 has moved far beyond visibility and numbers. It is now defined by responsibility, relevance, and trust. At RGCIRC (Rajiv Gandhi Cancer Institute & Research Centre), marketing is no longer a separate function. Rather, it is fast becoming an extension of patient care, public education, and preventive oncology.

Trust Over Promotion

One of the strongest shifts in healthcare communication this year has been the move away from promotional messaging toward trust-building narratives. Patients and caregivers today seek clarity, not claims. At RGCIRC, communication increasingly focuses on explaining cancer pathways, treatment options, screening importance, and survivorship, ensuring information empowers rather than overwhelms. This approach reflects a larger understanding that credibility is built through consistency and honesty, not volume.

Doctor-Led Communication as a Cornerstone

In 2025, clinician-led content has emerged as the most impactful and credible form of healthcare communication. At RGCIRC, expert voices, including oncologists, surgeons, genetic counsellors, and preventive specialists, play a central role in awareness initiatives. Whether through authored articles, community talks, or short educational videos, these voices helped simplify complex oncology concepts while maintaining clinical accuracy, strengthening public confidence and reinforcing RGCIRC's positioning as a knowledge-led institution.

Prevention and Early Detection Take Priority

A defining triumph of healthcare marketing this year has been the growing focus on preventive care. RGCIRC's outreach around screening, early diagnosis, and destigmatisation reflects this shift. Campaigns are designed not to alarm, but to reassure, normalising screening and addressing fears that often delay diagnosis, especially in underprivileged communities. In this context, marketing has served a larger public health purpose.

Ethical Use of Data and Digital Platforms

Digital platforms continue to shape how healthcare messages reach audiences, but 2025 has reinforced the need for restraint and responsibility. At RGCIRC, data-driven insights guide communication strategy while respecting patient privacy and sensitivity. Personalisation is used thoughtfully, ensuring relevance without intrusion, which is an essential balance in oncology related communications.

Integrated and Consistent Messaging

Another key takeaway has been the importance of integration. RGCIRC's communication across digital platforms, PR, internal newsletters, and community programmes reflects a single, consistent voice, rooted in the institute's guiding principles of ethics, empathy and excellence. This cohesion strengthened trust not only externally but also within teams, reinforcing shared values and purpose.

What 2025 Has Taught Us

- Trust is earned through education, not promotion
- Doctor-led communication builds lasting credibility
- Preventive messaging creates long-term impact
- Ethical communication is central to healthcare marketing
- Consistency across platforms reinforces institutional values

The Way Forward

As we move forward, our focus remains on aligning marketing closely with clinical intent. This means prioritising education over promotion, context over claims, and long-term trust over short-term reach, reinforcing the institute's role not only as a centre for treatment, but as a trusted source of cancer knowledge. The way ahead also calls for closer collaboration between clinicians, care teams, and communicators. By enabling expert voices and translating complex oncology information into clear, accessible communication, we can help reduce fear, address stigma, and encourage timely action. When marketing aligns with care, awareness becomes impact, information becomes reassurance, and communication, at its best, becomes a quiet yet powerful extension of healing itself.

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CMEs, Events & Conferences

29TH FOUNDATION DAY EVENT

RGCIRC celebrated its 29th Foundation Day under the theme Healing Hands, Hopeful Hearts. The grand event took place on 25th October 2025 in Rohini, Delhi, bringing together more than 1200 members of the RGCIRC family, including the Governing Council, Management, Directors, Senior Consultants and staff from various departments.



The celebration began a day earlier with the Pre-Foundation Day ceremony on Friday, 24th October 2025, held at Indraprastha Hall, RGCIRC, Delhi. During this event, individuals and teams were recognized for their invaluable contributions to the institution. Continuing the tradition, the Foundation Day celebration featured a vibrant cultural program, enthusiastically performed and warmly appreciated by all attendees. The energy, creativity and team spirit showcased by participants added a memorable charm to the evening.



CME WITH UDAIPUR ONCOLOGY FORUM AND DEPARTMENT OF RADIATION ONCOLOGY, RNT MEDICAL COLLEGE, UDAIPUR

RGCIRC organized an Oncology CME program in collaboration with the Udaipur Oncology Forum and the Department of Radiation Oncology, RNT Medical College, Udaipur 1st November 2025 in Udaipur. The session featured eminent speakers from RGCIRC, Dr. Munish Gairola, Director - Radiation Oncology who delivered an insightful lecture on "Recent Advancements in Radiation Oncology." Dr. Mudit Agarwal, Unit Head & Senior Consultant - Head & Neck Surgical Oncology (Unit-2), presented on "Robotic Surgery in Head & Neck Cancers." Dr. Narendra Agrawal, Unit Head & Senior Consultant - Hemato-Oncology, Leukemia and BMT, shared his expertise on "CAR-T Cell Therapy." The event provided a platform for the dissemination of knowledge and the exchange of ideas in the field of oncology.



CME WITH IMA JALANDHAR, PUNJAB

RGCIRC organized an Oncology CME program in collaboration with IMA Jalandhar on 3rd December 2025 in Jalandhar, Punjab.

The session featured eminent speakers from RGCIRC, Dr. Kundan Singh Chufal, Sr. Consultant &

CMEs, Events & Conferences

Unit Head, Radiation Oncology Services who delivered an insightful lecture on “Advances in Radiation Oncology: from Cure to Quality of Life.” Dr. Vishvak Chanthar, Chief of Breast Onco Surgery (Unit - II) who presented on “Beyond the Scar: Oncoplastic Approaches to Breast Conservation.” The exchange of insights reaffirmed the importance of continuing medical education as a bridge between research, technology, and clinical application.

program featured eminent speakers, panel discussions, hands - on workshops, poster and abstract competitions, quiz sessions, and exhibitions, creating a vibrant platform for learning and collaboration. The conference reaffirmed RGCIRC’s commitment to advancing nursing education and fostering leadership among oncology nurses to improve patient outcomes and elevate standards of care.



NURSICON 2025 - 12TH ANNUAL INTERNATIONAL NURSING CONFERENCE

The Department of Nursing at RGCIRC (Rajiv Gandhi Cancer Institute and Research Centre), New Delhi, successfully organized the NURSICON 2025 12th Annual International Nursing Conference on October 31 and November 1, 2025. The conference theme, “Oncology Nurses Leading Change: Elevating Care, Rising Stronger,” highlighted the evolving leadership role of nurses in advancing cancer care.

The two-day event witnessed enthusiastic participation from over 300 delegates representing various parts of India and neighboring countries. The scientific

CME WITH IMA LUDHIANA, PUNJAB

RGCIRC organized a CME on Oncology in association with Doctors of IMA Ludhiana, Punjab on 07th November 2025 at IMA House, Defense Colony, Ludhiana, Punjab. The eminent speakers from RGCIRC, Dr.



Dr. Pankaj Goyal Sr. Consultant & Unit Head - Medical Oncology, delivered a lecture on Recent Updates in Breast Cancer Management and Dr. Sandeep Jain Sr. Consultant - Pediatric Hematology Oncology and BMT, RGCIRC delivered a



lecture on FAQs on Childhood Cancer: Questions that parents ask and answers that doctors should know. The event provided a platform for the dissemination of knowledge and the exchange of ideas in the field of oncology.

CMEs, Events & Conferences

CME WITH IMA BAREILLY, UP

RGCIRC organized an oncology CME in association with IMA Bareilly, UP on 15th November 2025 at IMA House, Civil Lines, Bareilly, UP. The eminent speakers of RGCIRC, Dr. Partha S. Choudhury, Director, Nuclear Medicine gave an insightful session on “Updates in PET CT imaging and radioisotope therapy in Oncology.” Dr. Sumit Goyal, Associate Director, Medical Oncology presented a session on “Approach to patient with suspected cancer. Over 55 doctors and IMA office bearers, had attended the session.” Throughout the evening, participants engaged in meaningful discussions about case studies, referral practices, and the evolving standards of cancer diagnosis and treatment.



LUNG CANCER WARRIORS MEET

RGCIRC successfully hosted the Lung Cancer Warriors Meet on 20th November 2025, bringing together survivors, caregivers and leading experts for an inspiring and emotionally uplifting gathering that provided a shared space where families affected by lung cancer could engage directly with clinicians, exchange experiences, and draw strength from a supportive community. The program featured a session on the Perils of Tobacco, an interactive discussion with Dr. Ullas Batra, Co - Director, Medical Oncology, RGCIRC, a panel discussion, a quiz, and an open house for audience engagement. Survivor testimonies and a cultural performance by DPS students added depth and warmth to the event, fostering awareness, encouragement, and hope among all participants.



The program featured a session on the Perils of Tobacco, an interactive discussion with Dr. Ullas Batra, Co - Director, Medical Oncology, RGCIRC, a panel discussion, a quiz, and an open house for audience engagement. Survivor testimonies and a cultural performance by DPS students added depth and warmth to the event, fostering awareness, encouragement, and hope among all participants.



MEDICON 2025

RGCIRC participated in the 66th Annual Conference “MEDICON 2025” organized by Delhi Medical Association (DMA) on 23rd November 2025 at Hotel Le Meridien, New Delhi.

Dr. Amitabh Singh, Sr. Consultant - Genito Uro - Oncology, RGCIRC delivered an insightful session on “Robotics in Uro - Oncology” which highlighted the latest advancements, precision benefits, and future scope of robotic technologies in Uro - oncology. The session was attended by more than 100 medical professionals of DMA.



VISICON - III - 3RD ANNUAL CONFERENCE OF VISION OF DOCTORS

RGCIRC participated in VISICON - III: 3rd Annual Conference of Vision of Doctors on 14th December 2025 at PHD Chambers of Commerce, Khel Gaon, New Delhi. Dr. Amitabh Singh, Sr. Consultant, Genito Uro - Oncology Services delivered a lecture on Robotic Surgery in Uro Oncology which highlighted the latest advancements, precision benefits, and future scope of robotic technologies in uro-oncology. The lecture was very well appreciated by the gathering.



CMEs, Events & Conferences

CHRISTMAS CELEBRATION 2025

RGCIRC celebrated Christmas in high spirits across both its Rohini and Niti Bagh centres, bringing teams together in an atmosphere of warmth, joy, and togetherness. The celebration was filled with festive activities, cheerful moments, and gift distribution, spreading happiness among all attendees. Such celebrations reflect the strong sense of unity and compassion within the RGCIRC community and reinforce our core values of ethics, empathy, and excellence. It was a wonderful way to bring together the teams who work tirelessly in service of patients every day.



RECOGNITION AT TATTVA-HAEMATOLOGY CONFERENCE AT KOCHI

Dr. Jegan K. R. from Department of Haematology, RGCIRC won 1st prize in Quiz competition at TATTVA Haematology Conference 2025 held on 9th - 12th

October at Amrita Hospital, Kochi. He also had the opportunity to deliver a presentation on a fascinating case and interact with national and international faculties. This conference focused



to bridge core clinical principles with cutting-edge innovations.

RECOGNITION AT 7TH INTERNATIONAL PROSTATE CANCER SYMPOSIUM & WORLD UROLOGIC ONCOLOGY

Dr. Sudhir Rawal, Medical Director and Chief of GenitoUro-Oncology Services at RGCIRC (Rajiv Gandhi Cancer Institute & Research Centre), Delhi, has been conferred the highly-coveted Golden Robot Surgical Award 2025 at the 7th International Prostate Cancer Symposium & World Urologic Oncology held at Mount Sinai, New York. The prestigious international award recognizes Dr. Rawal's exceptional contributions to advancing robotic surgery in oncology, both in India and globally. The honour acknowledges his pioneering role in robotic cancer surgeries, innovation in complex uro-oncological procedures, and leadership in introducing and expanding tele-surgery and minimally invasive robotic techniques in cancer care.



Cancer Awareness and Screening Camps

RGCIRC conducted a total of 187 cancer awareness talks and screening camps from October - December 2025

Additionally, RGCIRC organized 21 Doctor table meetings with prominent specialists for RGCIRC Niti Bagh, South Delhi during the same period.



Academic Lectures (October 2025 - December 2025)

Looking beyond the obvious - recent advances in understanding the biology, diagnosis and treatment of common brain tumors - 4th December 2025

Speaker - Dr. Santhosh A. Upadhyaya

MD, Clinical Associate Professor, Division of Pediatric Hematology Oncology, C.S. Mott Children's Hospital, University of Michigan

Academic Lectures (October 2025 – December 2025)

The essential AI toolkit – 16th December 2025

Speaker – Dr. Ashvind Bawa

Professor and Head of Unit, Department of General Surgery, Dayanand Medical College and Hospital, Ludhiana

Digital Pathology and AI: Implementation and applications in drug development and clinical medicine – 18th December 2025

Speaker – Dr. Monika Lamba Saini

MBBS, MD, PhD, Global Translational Pathology Leader ADC Therapeutics, UK

STAR EMPLOYEES

Ms. Poorva
Nursing

Ms. Khushbu
Finance

Ms. Neha Upadhyaye
Nursing

Ms. Preeti Nirwal
Nursing

Mr. Govinda Sharma
Finance (Billing)

Mr. Jitender Singh
Housekeeping

Mr. Krishan Kant
Housekeeping (TPA)

Mr. Kailash Chand Saini
Pharmacy

Mr. Dheeraj Kumar
Ashray

Mr. Gaurav Bhakuni
Radiology

Mr. Anil Kumar
Maintenance

Ms. Pooja Gupta
Security

Mr. Geetaram
C.S.S.D.

HR Engagement and Skill Training Programs



RGCIRC in News



How Air Pollution Affects Our Health, Experts Reveal What To Eat And Avoid To Soothe Symptoms



Expert reveals kitchen practices that protect your cells and boost immunity



Calling AI a cancer cure is premature, but it's our strongest weapon yet: Dr Puri



RGCIRC highlights advances in immunotherapies and surgical oncology in cancer treatment



Dainik Jagran

Highlighted the Importance of Nursing in Cancer Care



An interview with Dr. Ullas Batra around increasing pollution and risk of Cancer



From Delhi To The World: RGCIRC's Remote Robotic Surgery Marks A Milestone In Indian Healthcare



RGCIRC Performs Live Robotic Telesurgery At ERUS25



RGCIRC Hosts Nursicon 2025



Gulabi Udaan' Cyclothon Successfully Unites Hundreds in Delhi to Champion Breast Cancer Awareness and Early Detection



RGCIRC Highlights Recent Updates Breast Cancer and Childhood Care at CME Ludhiana



RGCIRC Celebrates 29th Annual Day, Honoring a Journey Guided by Ethics, Empathy and Excellence



Everyday habits Increasing Cancer Risk in Men: Don't Ignore the Signs



Treatment in India: Early Detection, Empowering Patients and the Potential of Innovation



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