

ImpactGuru.com empowers doctors to save more lives while commemorating National Doctors' Day

'Doctors for Good' Program, an educational campaign will spread awareness about the benefits of crowdfunding in medical treatments

MUMBAI, MAHARASHTRA, INDIA, July 1, 2017 /EINPresswire.com/ -- ImpactGuru.com, India's #1 crowdfunding platform has announced the launch of a new initiative called the, 'Doctors For Good' Program on 1st July, marking National Doctors' Day. As a part of this program, Impact Guru will honour the role of doctors in our community, whose daily efforts save the lives of millions of people struggling with illnesses, diseases and injuries.

The initiative coined by ImpactGuru.com will educate doctors regarding the benefits of crowdfunding for patients who require funds to treat serious illnesses, diseases or injuries like cancer, organ failure, etc. Surgeries coupled with post-surgical care and treatments, have resulted in many families incurring costs of over tens of lakhs of rupees. Patients and their families have traditionally resorted to taking loans or borrowed the funds required at high interest rates from private lenders or family. With the introduction of crowdfunding platforms, many families have been able to successfully raise sufficient funds for such medical treatments.

With this initiative, ImpactGuru.com invites doctors, hospitals, and clinicians as they conduct training sessions in the form of webinars or workshops. These workshops will educate them about how crowdfunding can help patients access and afford quality and reliable medical services from trusted practitioners. The 'Doctors For Good' Program, will also help provide quick financial assistance to anyone with a medical cause. This program aims to help thousands of lesser privileged patients, access proper and quality treatment without being burdened by the expenses through the enrolled doctors.

Additionally, the doctors that volunteer for this program will also help verify cases and medical reports, as they impact thousands of lives with their practice by examining patients and cases by conducting clinical evaluations. They will impart medical advice to campaigners raising funds through ImpactGuru.com, while sharing their expert opinions on various medical topics via the platform's website and other communication channels.

Speaking about the program, Piyush Jain, Co-Founder and CEO of ImpactGuru.com said, "Over the past six months we have seen a surge in medical fundraisers. In the last two months itself, we were able to raise around 75 lakhs for many patients on our platform. Most campaigners are not aware of their potential to raise funds to help treat their family members and friends. They approach us with low expectations and are left overwhelmed by the massive response they receive. Through this initiative, we want to multiply the impact by involving more doctors to help us reach more patients and save more lives. We understand running a fundraiser while taking care of an ill family member is not easy, which is why we have a fully equipped team that provides 24x7 support to each campaigner, and we wish to render these services for those in need."

Some Successful Medical Campaigns:

1. Anurag Bhatnagar raised 25 lakhs in 14 days for his wife's liver transplant
2. Seven-month-old baby Shrijay, with a liver disease raised INR 16, 37,574 in only 62 days
3. Harish Rohra needed a kidney transplant and raised INR 8,15,915 in 60 days

Dr. Sasmita Panda - Medical officer Shri HN Reliance Hospital said, "I've had many patients come to me looking for advice on how to arrange for funds to get the treatment done immediately. In most cases, the surgery has to take place immediately, but is delayed only because of lack of funds. There are times when the patient's life is lost while waiting for funds. I've recommended crowdfunding to many, who have managed to raise 50% to 100% of funds in a week and gotten the required treatment. I think in the time of a rising number of cancer cases, crowdfunding can be a life-saver. It is a great alternative to the hassle faced, after approaching insurance companies or banks."

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