



WORLD'S 1ST INTEGRATED & EXCLUSIVE SUPER SPECIALITY HOSPITAL

FOR CONSTIPATION, PILES, FISSURES, FISTULA, PILONIDAL SINUS, COLON CANCER,
CROHN'S, ULCERATIVE COLITIS, PERI-ANAL ABSCESS, COLON POLYP'S, IBS & OTHER
COLO-RECTAL DISORDERS



PARTNERS



BENGALURU NORTH MATHIKERE

No. 423, 1st Main Road,
1st Stage, Mathikere,
Bengaluru

BENGALURU SOUTH HSR LAYOUT

I 167, Sector 6, Outer Ring Road,
HSR Layout,
Bengaluru

BENGALURU CENTRAL QUEENS ROAD

14/7, Queens Road, Swamy
Shivanadapuram, Shivaji Nagar,
Bengaluru

BANGALORE RURAL DEVANAHALLI

1st Floor, 3724/1,
A1, Ward No.19, B B Road,
Devanahalli Town

MANDYA

S D Jayaram Hospital, 3rd Cross,
Ashoka Nagara, Beside District Hospital,
Mandya

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WORLD'S NO.1

WORLD'S FIRST EXCLUSIVE &
INTEGRATED TERTIARY CARE CENTRE FOR
COLO-RECTAL DISORDERS

ABOUT SMILES



SMILES was born to bring back the smile on the faces of millions of people around the world by restoring their colorectal health!

With a sedentary lifestyle, booming fast-food culture and unhealthy habits dominating our daily routine, humanity is now faced with what is known as lifestyle diseases. While diseases like cancer, diabetes, and obesity have gained wide visibility under this category, an equally painful condition of colorectal disorder often goes unaddressed and ignored. About 36.7% of the population suffers from various colorectal problems.

Despite its severity and complicated nature, Indians share a common feeling of hesitation to come forward and get it treated by a professional, and instead resort to suffering in silence. The medical fraternity, on the other hand, is not entirely free of this hesitation and indifference either. Due to its attitudinal issues and societal norms, there is now a dearth of medical experts in the domain. To make things worse, there is also an alarming proliferation of quack doctors or self-proclaimed doctors who provide irrational and unscientific solutions to the problem.

Sensing the seriousness of the situation, a colorectal surgeon Dr. Parmeshwar C M founded SMILES. His objective was to use the-state-of-the-art technology to treat colorectal diseases.

Additionally, it was also to create awareness among clinicians, medical fraternity as well as the general public about the prevention and management of disorders of the colon, rectum, and anus with the help of certified surgeons and medical practitioners.

We are a dedicated group of colorectal surgeons and a diverse team of health professionals that

includes gastroenterologists, oncologists, radiologists, pathologists, physiotherapists, and dieticians. This team enables SMILES to approach colorectal health in its totality covering all range of possible dimensions of any condition with a twofold intention of prevention and treatment.

Furthermore, Dr. Parmeshwar's experience of over 20 years of practicing gastrointestinal surgery has rendered SMILES The Best Hospital for Colo Rectal Disorders in India. The specialized training that he has undergone in various countries covering all aspects of colon and rectal surgery has laid a strong foundation for the effective functioning of his hospital. It is with his firm emphasis on continuous technological and quality upgradation that SMILES has now become a pioneer of advanced colorectal solutions in Karnataka with many firsts to its credit. The hospital also has the commendation for introducing Laser surgery treatment for colon and rectal problems and is considered as one of the best institutes in INDIA.

Aligning itself to the concept of Medical Tourism, the hospital attracts patients from all over the globe with its latest technologies and best-in-the-world services. It is simultaneously exploring its potential as an educational institute and offers courses on Minimally Invasive Colorectal Procedures. To summarise, once a beginner in creating the discourse around proctology, SMILES is now a pioneer in innovation in the field of colorectal treatment and surgery in India restoring health and happiness.

✕ CORE VALUES

- **Quality & Safety:** We ensure highest standards and excellent outcomes through effective interactions, decision-making, and actions.
- **Empathy & Compassion:** We understand what another person is going through, work to alleviate suffering, and create joy whenever possible.
- **Integrity, Ethics & Transparency:** We recognise that the integrity of our personal and business interactions affects our staff, customers, partners, shareholders and the community.
- **Inclusion:** Embracing diverse ideas and talent. We realize that success comes from diverse ideas and talent working together to achieve our goals.
- **Innovation & Excellence:** To nurture and be committed to innovation
- **Teamwork:** Build strong relationships within and across functions. Share ideas / best practices and value diversity.

👁 VISION

- To provide an unparalleled experience and become the most trusted partner in colo-rectal and digestive diseases care.

🚀 MISSION

- To excel in preventive, promotive, curative services in colo-rectal care.
- To be a centre of excellence and provide equitable colo-rectal and digestive disease care
- To create an efficient pool of skilled colo-rectal practitioners by training colo-rectal surgeons, colo-rectal nurse practitioners.
- To partner with the government and other non-governmental organizations to eradicate quacks in India.
- Build awareness on open air defecation, lifestyle diseases & develop a healthy rural India.





OUR RANGE OF TREATMENTS INCLUDING

- Constipation
- Piles / Hemorrhoids
- Fissures
- Complex & Recurrent Fistula
- Obstetric Fistula
- Irritable Bowel Syndrome (IBS)
- Rectal Prolapse
- Pelvic Organ Prolapse
- Pilonidal Sinus
- Incontinence
- Peri-Anal Abscess
- Colon Polyps
- Digestive Diseases
- Crohn's Disease
- Ulcerative Colitis
- Colorectal Cancer

INVESTIGATIONS

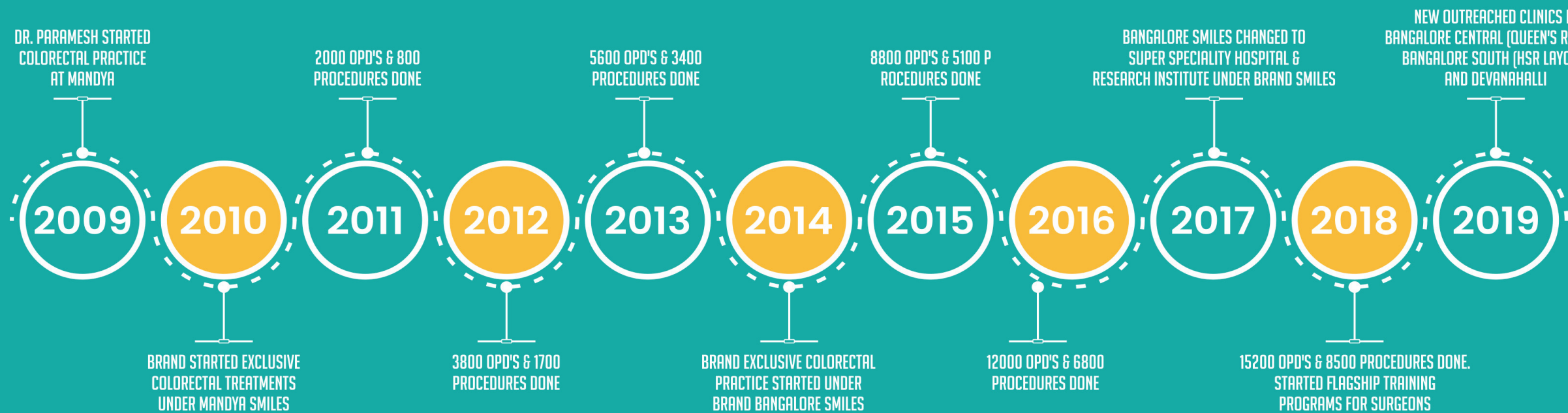
- Endoscopy
- AMM Manometry
- MR Defecography



AIM TO CREATE AWARENESS

SMILES was started with an aim to create awareness among people about the growing problems related to Colorectal diseases. With a lot of changes in our existing lifestyle and unhealthy food habits, these cases are now seen more often. Adding to the already poor doctor-patient ratio in the country, specialists in Colorectal specialties are even more scarce. SMILES services are broadly defined as **PREVENTIVE, PROMOTIVE, CURATIVE**.

OUR JOURNEY



OUR TEAM



DR. Parameshwara C M CHIEF COLORECTAL SURGEON & FOUNDER

Experience: 20 Years

*Education: MBBS, MS, FIAS, FISCP
Fellowship in Colo-Proctology (US),
Certified Laser Colorectal Surgeon
(Germany), Advanced Management
Program in Healthcare - ISB, Hyd.*

A passionate dreamer who has dedicated his life to serving millions by excelling at what he does best. He ventured into the path less taken after seeing many a case where quacks ruined the lives of innocent people. He created ripples in the world of proctology by advocating his strong ideas about open air defecation & preventive healthcare for lifestyle disorders. He trained hundreds of surgeons to expand his vision across India and performed more than 20000 surgeries and 2 Lakh OPDs. He treated and cured 1,80,000 patients without surgery.



Dr. Sujeev P CONSULTANT COLO RECTAL SURGEON

Experience: 8 Years

Education: MBBS, MS, FIAGES, FMAS

Dr. Sujeev has impeccable credentials and over 8 years of experience in performing a wide range of Laparoscopic and minimally invasive colo rectal procedures. He completed his undergraduate and post graduate training from the Prestigious Christian Medical College (CMC), Vellore. He also served as an Assistant Professor in the colorectal Department at CMC Vellore before joining SMILES.



DR. Prasad K V S SENIOR CONSULTANT & HOD - GASTROENTEROLOGY

Experience: 30 Years

Education: MBBS, MD (Gen), DM (Gastro)

Dr. Prasad K V S is one of the best Gastroenterologist in the country with an impeccable experience of 30 years in managing emergency & non - emergency Gastrointestinal and Liver cases including all varieties of Endoscopy including E.R.C.P. and related Therapeutic Interventional Techniques. His experience in treating a large number of different & strange cases, his soft personality and linguistic expertise in more than six languages marks him as one of the finest doctors with high clinical success rate in treating patients.



DR. Pavithra SENIOR COLORECTAL PHYSICIAN

Experience: 12 Years

Education: BAMS, Fellow in Colo-Proctology

A senior colorectal physician at SMILES, Dr. Pavithra is an expert in treating female patients suffering with colorectal disorders. She is making life easier for many women in pregnancy where the rate of colo- rectal disorders is more and increasing constantly. Her soft and composed personality makes it easy for patients to approach her and female patients find it very comfortable to discuss their issues with her.



DR. Karthik B
SENIOR COLORECTAL SURGEON

Experience: 8 Years

Education: MBBS, MS,

Fellow in Colo - Proctology

Dr. Karthik is the medical director of our Mandya center, Mandya Smiles. He has extensive expertise in performing all kinds of minimally invasive Colorectal procedures and has performed more than 3,000 procedures for colorectal patients. He strives to cure every patient in a way that there are no recurring issues. He also works very passionately to increase awareness about healthy lifestyle and colorectal disorders amongst rural masses.



DR. Ranjith B S
CONSULTANT - COLORECTAL SURGEON

Experience: 4 Years

Education: MBBS, MS (General Surgery), Fellow in Endoscopy, Fellow in Laparoscopy

Dr. Ranjith is one of our young and dynamic colorectal surgeons who is trained extensively under our Chief Colorectal surgeon Dr Parameshwara C M for 8 years. He is always very passionate to learn and implement latest techniques and procedures in colorectal practice for best clinical results. He is regarded as the best by the patients for his attention to detail and care he extends to the patient during OPD, while performing surgeries and guiding them through pre and post OP counselling.



DR. Vijay Shankar S
CHIEF PATHOLOGIST

Experience: 19 Years

Education: MBBS, MD - Pathology

Dr. Vijay has been associated with SMILES since its inception. He has immense experience in the field of pathology with many publications in National and international journals. He has reviewed manuscripts in various national and international journals. Currently, he is the editor of "Journal of Medical Sciences and Health" and is also in the editorial board of Indian Journal of Pathology & Oncology. Also, he holds the position of Hon Secretary of Karnataka chapter of Indian Association of Pathologists and Microbiologists from 2013.



DR. Prashanth J V
LAPAROSCOPIC SURGEON

Experience: 22 Years

Education: MBBS, MS - General Surgery, Fellowship in Minimal Access Surgery, Laparoscopic Surgeon

Dr. Prashanth JV is a General and Laparoscopic Surgeon at SMILES Bangalore. Over the course of his illustrious career, Dr. Prashanth has gained expertise in Minimally Invasive Surgery and Colorectal Surgery (Hemorrhoids, Fissure, and Fistula). Having been associated with top-notch medical faculties in Bangalore, Dr. Prashanth has worked on many critical cases with high success rate. He is experienced laparoscopic and colorectal surgeon with a passion to provide the best possible solution to the patients.



DR. Madesh
SENIOR COLORECTAL PHYSICIAN

Experience: 10 Years

Education: BDS, Trained in Colo-Proctology

Dr. Madesh has a very wide clinical acumen in the field of colorectal practice with more than 25,000 colorectal consultations in his experience. He is a highly acclaimed Colorectal Surgeon who educated lakhs of families about prevention of colorectal diseases with regular campaigns. He also delivers lectures and workshops to organised groups to raise awareness in order to increase interest in colorectal practice.



ADVISORY BOARD

Ratan Jalan

Ratan is widely regarded as a rare thought leader in the healthcare industry. He has created some of the most successful and innovative healthcare formats in the country such as a nationwide network of The Apollo Clinic and The Cradle, South Asia's first boutique birthing centres. He also led the strategic marketing initiatives and international projects for the group. As Founder & Principal Consultant at Medium Healthcare Consulting, Ratan plays a pivotal role in shaping Medium's philosophy with particular thrust on innovation, execution, and patient-centricity. He has over four decades of experience across diverse industries and functional responsibilities.

He is also a frequent speaker at leading management institutes such as Indian School of Business, IIMs, FMS, TISS, XLRI, IHMR and various industry forums such as CII, FICCI, ASSO-CHAM, AIIMA and World Economic Forum. He is an alumnus of IIT Kharagpur and Harvard Business School.



DR. J S Rajkumar

Dr. J S Rajkumar is the founder of Lifeline Group of Hospitals & is known to have set up the first stem cell unit in Chennai. He graduated from Madras Medical College & after his PG, he trained in UK under top surgeons on advanced general surgery & hepatobiliary and pancreatic surgery. He received the prestigious Vaidhya Ratna Award from Dr. APJ Abdul Kalam.

Till date, he has performed more than 26,000 laparoscopic surgeries. He is a sought-after expert in a number of laparoscopic surgical procedures.

He has delivered more than 200 technical lectures, 35 surgical workshops, 30 free laparoscopy camps and co-authored 10 books.



Prof D V R Seshadri

Prof. D V R Seshadri is one of the most popular and well-respected professors at ISB & IIMB. His teaching and research areas are Business Marketing; Value-Based Marketing; Intrapreneurship and Strategy.

He completed his FPM (Fellow Programme in Management) from IIM Ahmedabad; M.S. (Engineering Sciences), University of California, San Diego, California, USA and B. Tech. (Mechanical Engineering), IIT Madras in Chennai, India.

Since 2000 until joining ISB in 2016, D.V.R. Seshadri, taught in various IIMs. 15 years prior to 2000, he worked in a variety of companies spanning a variety of industries.

He is one of the most passionate teachers, immensely knowledgeable in his areas of expertise and most importantly an honest, humble, kind and inspiring teacher.



FACILITY

SMILES is the first integrated Colorectal hospitals in India. Bengaluru Smiles & Mandya Smiles - the units of SMILES - are the two leading colorectal specialty hospitals dedicated to fighting colorectal diseases, eradicating quackery, and promoting a healthy lifestyle.

Our main unit at Mathikere, Bengaluru, is the world's 1st Integrated Colorectal Hospital, reflecting medical excellence with comprehensive care. Every section of the hospital is designed to provide our patients with comfort and privacy.

ROOMS

SMILES offer large and spacious rooms for patients who get admitted for treatment. We ensure that your stay with us is comfortable and pleasant while you undergo your treatment. You can choose from an options of Non AC, AC Deluxe, and Platinum Suites depending on your needs and requirements.

Single A/C Rooms: These are fully air-conditioned rooms with attached washroom equipped with modern amenities for best comfort and care.

Platinum Suites: Our Platinum Suites offer you complete privacy with fully air-conditioned rooms. They are also equipped with an LCD television, Refrigerator, microwave, and a telephone.

ENDOSCOPY SUITE

Endoscopy suite at SMILES truly reflects international standards. We leave no stone unturned to provide you with the finest quality of treatment. All the equipment we use are internationally certified and inspected regularly.

OPERATION THEATRE

All operation theatres at SMILES have an automated climatization system and completely filtered ventilation which include passageways as well as accesses. Besides, the OT floor follows a one-way system for the movement of patients and equipment to ensure zero infection rate. Operating theatres have standardized equipment with state-of-the-art technology and provide the following facilities:

- Direct access to the Computerized Medical History from inside the theatre.
- GE artificial respirators.
- Haemodynamic monitors (invasive and non-invasive) with a heart monitor, neurological monitor, and CO2 reading.
- Fully electronic operating tables with accessories for all procedures.
- Triple medical gas points with evacuation of anaesthetic gases.
- Pre-anaesthesia zone adjacent to each operating theatre.
- Recovery room for post-anaesthesia patient monitoring.

PHARMACY

With our 24/7 pharmacy facility, we ensure that all medicines and other supplies you need are just a few steps away. The pharmacy helps you get the medication you need - from over-the-counter tablets and syrups to prescription drugs and other medical supplies.

WI-FI ZONE

SMILES is Wifi-enabled. Patients can access the internet in the patient rooms as well as in the lounge. Thus, your time at the hospital does no longer mean isolation from the rest of the world. You have the flexibility to check your emails or work from the hospital in times of dire need.

SMILES LOUNGE

Conveniently located on the ground floor right after the main entrance, the lounge can accommodate people arriving in wheelchairs and trolleys. Here, patients can comfortably wait prior to attending their appointment or before discharge.

HOUSEKEEPING

We take it as a priority to maintain the cleanliness and hygiene of our rooms and premises. Our housekeeping staff is always on their toes to keep every nook and corner of the hospital neat and tidy.

ZERO EMI

In order to ensure treatment to every patient we have worked different EMI option including 0% EMI.

LOGISTIC SUPPORT

Do not worry if you are not from the city. We assist our outstation customers in booking a cab or finding other modes of transport in order to make their journey safer and convenient.

LABORATORY SERVICES

SMILES laboratory is very well equipped so that all the medical investigations for the patient are done under one roof. Supervised by experienced pathologists and lab technicians, the lab offers a wide array of haematological tests needed to be done for pre-operative evaluations as well as for continuous treatment of the patient. Maintaining a very strict standard for quality, the lab attends to the investigative needs of the patients' medical condition.



ATTENDANT SERVICES

Taking care of someone sick is nothing short of a full-time job. Our caretakers do everything from supporting the patient's mobility, maintaining hygiene, feeding, to helping them exercise. With their assistance, patients feel at home and find it easier to relax.

CASHLESS TREATMENT

Patient's Health being our primary concern, we work closely with your insurance company to make your treatment cashless to the best of our ability.



MEDICAL TOURISM

With the increasing number of highly skilled medical professionals, the introduction of world-class standard healthcare services, and cost-effectiveness of available treatments, India is steadily growing as a hub for medical tourism. It is anticipated that Medical tourism in India will grow from the size of \$3.9 billion in 2014 to \$ 7-8 billion by 2020. (Source: Economic Times)

Millions of people from different walks of life from across the globe fly down to India to get treatment for their medical conditions. The fact that treatment in India costs only a fraction of what it would cost in other developed countries such as USA and western Europe makes India one of the major medical service providers in the world.

Counting on our decades of experience, expertise, association with a team of expert doctors who are well known in their respective specializations, and our state-of-the-art infrastructure facilities, we at SMILES look forward to turning ourselves into a hub of treatments for colorectal disorders namely Piles, Constipation, IBS, IBD, Fissure, Fistula, Rectal Prolapse, Pilonidal Rectal Prolapse, and Digestive Diseases.

At SMILES, our focus is to provide overseas patients with quality healthcare services while ensuring smooth and hassle-free processes. As a result, each international patient who comes to India with colorectal disorder goes back home happy and healthy.

Following are a few special features of our international services that we are proud to mention:

- **Cost Effectiveness and Honesty** - SMILES believes in transparency. We provide details of the procedures involved and the total cost of the entire treatment beforehand so that our patients are well aware of the whole process and its financial demands.
- **Visa & Travel Assistance** - Our team of experts will always be available to assist our international patients in obtaining visas and completing formalities and procedures. We will be available to help you anytime with your travel related concerns.
- **End-to-End Assistance** - SMILES offers end-to-end assistance including visa, hotel booking, food, culture, language that will make your experience with us a pleasant one. We ensure that you leave behind your illness and go back with vivid memories of our hospitality and culture.
- **Payment Options** - In this digital age, SMILES provides an array of payment options to reduce your burden of carrying and converting cash. You can use your debit card, credit card, or net-banking.
- **Dietary Assistance** - Every country has unique food habits. SMILES understands the concerns and assists you in choosing the right diet during your stay with us.
- **Remote Consultations** - SMILES provides the facility of remote consultation using the latest modes of communication if your condition doesn't require you to come to us.



TRAINING

- The number of colorectal diseases cases in India is rapidly increasing. More than 1/3rd of the Indian population is suffering from colorectal conditions with 80% of them lacking any awareness about the condition and its management. Majority of them even resort to treatments offered by quacks which eventually worsens the problem.
- SMILES firmly believes that there is a need to educate communities about the availability of healthcare solutions specific to their colorectal problems and also encourage more and more physicians to venture into the domain of colorectal science. This would not only create awareness about the disease but also tackle the problems created by quacks and frauds.
- Hence, SMILES aims to train general surgeons in all aspects of colorectal disorders and create a well-designed, comprehensive, and in-depth training module for the same in collaboration with other acclaimed academic minds in the area.
- Our chief consultant, Dr. Parameshwara C M has personally trained more than 50 surgeons and 400 nurses in the field of colo-proctology thus offering more qualified medical professionals to the society. He also believes in educating medical graduates through extensive exposure to colorectal practices to fill the existing gaps in the healthcare system. So far, he has reached out to 1500 graduates with his knowledge and experience and believes that soon the industry would see a noticeable increase in the number of talented and dextrous professionals.



NOMINATED FOR RISING STAR AWARD BY TIMES GROUP

The Times Of India, has taken up the initiative of recognising Hospitals, Healthcare services, Doctors in the Healthcare Community through organizing a platform named “Times Healthcare Achievers Award 2018”.

Healthcare Achievers, Bengaluru is an endeavor to salute individuals and institutions who have made outstanding contributions in their respective specializations, enhancing the quality of medical services and healthcare delivery. Dr. PARAMESHWAR C M's tremendous service towards his patients earned him the nomination for this prestigious award.



TIMES NOW INTERVIEW WITH DR. PARAMESHWAR C.M

In the Indian scenario, colorectal cancer stands fourth in men and third in women with respect to incidence and mortality rates.

In an exclusive interview with Salome Phelamei of Times Now Digital, Dr. Parameshwara C M, Associate Professor of Surgery and Head of the Department of surgery at Mandya Institute of Medical Sciences, Karnataka, talked about why it's important to recognize the signs and symptoms of colorectal cancer, its risk factors, and how one can prevent the disease by making certain lifestyle changes.

Dr .Parmeshwara C M is also on the Advisory Board Member of SMILES International Institute of Colo-Proctology, a pioneer of innovation in the field of colorectal treatment and surgery which aims to create awareness about Colo-Proctology amongst the masses, encourage people to adopt healthy eating and (physical) work outs, (change) habits for a healthier lifestyle and train surgeons/clinicians for the eradication of 'quackery' and standardise treatment methods.



1 IN 4 BANGALOREANS AT RISK OF COLO-RECTAL CANCER

Colorectal cancer is the third most common cancer after lung, breast and cervical cancers. In India, Colon cancer stands fourth among men and third among women. With cancer becoming the second leading cause of death globally, 1 in 4 young Bangaloreans is at risk of Colorectal cancer.

SMILES Founder & Chief Colorectal surgeon Dr. Parameshwara C M, the best Colorectal cancer specialist in Bangalore suggests simple lifestyle changes to prevent colon cancer. With regular screening, more than 50% of colon cancer deaths can be prevented. Consult experts at SMILES for more information about Colorectal cancer.



SMILES IS PROUD TO BE FEATURED AS THE “STARTUP OF THE YEAR 2018” BY THE CEO MAGAZINE

SMILES brings a unique state-of-the-art anal and rectal disease treatment that uses modern technology- based processes which are scientifically proven and internationally approved. We are able to provide our patients with a reliable, quick and effective cures to get rid of all sorts of anorectal problems. We are the world's first integrated Colorectal hospital and aim to be the leader in Colorectal Care Domain.

We have also initiated several training programmes for colorectal surgeons. Expanding to different parts of the country, we will soon open our units in Mangalore, Mumbai, Tirupati, Hyderabad, Nellore, Hosur, Kakinada, Visakhapatnam, Vijayawada and Mysore.



SMILES IS AWARDED AS ONE OF THE “10 MOST PROMISING MEDICAL TOURISM COMPANIES -2018”

SMILES is proud to be awarded as one of the “10 Most Promising Medical Tourism Companies – 2018” by Silicon India – Healthcare.

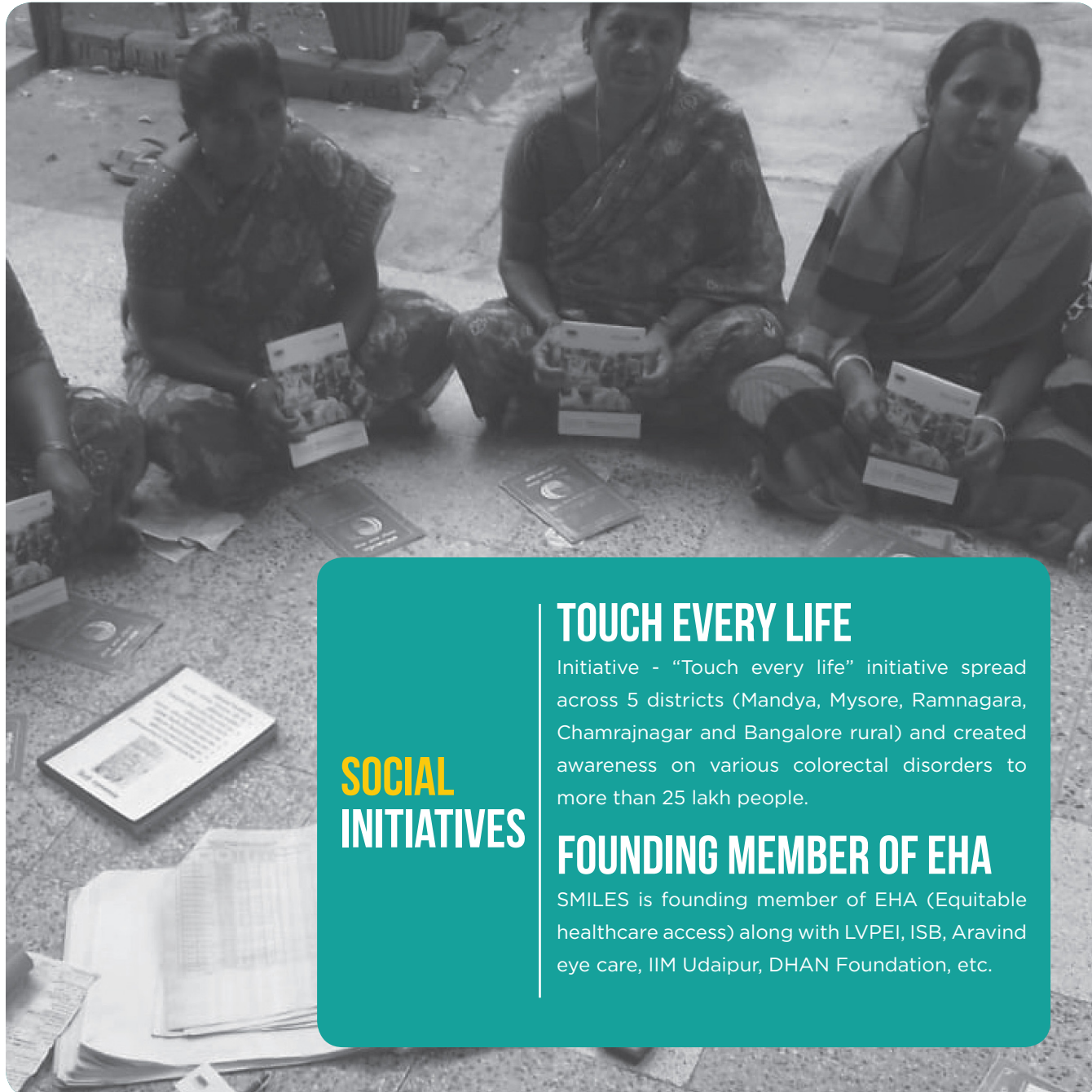
Dr. Parameshwara C M – Founder of SMILES has changed the face of colorectal disorders treatment that affects (around) 50 percent of the population at least once in their lifetime. With his dedicated efforts, SMILES can now boast about its equipment (India’s first 4th generation Laser machine) and facilities that meet global standards to treat colorectal disorders like Piles, Constipation, Fissure, Fistula, IBS, Rectal Prolapse, Pilonidal Sinus, Digestive diseases and other. SMILES has also been redefining the nature of colorectal treatments with their minimally invasive, painless, bloodless, and cost-effective procedures. Hence, at SMILES, Medical Tourism is not just about treatments. Here, we strive to provide the best medical facilities along with best amenities for every international patient.



ACHIEVERS OF KARNATAKA

Having trained hundreds of surgeons and having gathered a rich experience of conducting 20000 surgeries and 2 Lakh OPDs as well as curing more than 1,80,000 patients without surgery, Dr. Parameshwara still thinks that he has a lot more to offer in transforming Indian healthcare domain. His unstoppable and energetic nature coupled with the greatness of his deeds has fetched him and SMILES several awards and accolades that reflect his hard work and social impact. At SMILES, it is our pride to see our Chief receiving many awards and features in leading journals and news media.

Recently, Dr. Parameshwara was featured among the top 24 achievers from all districts of Karnataka in the Doctors special category for his continuous service towards improving the Indian healthcare industry. We express our gratitude to the leading regional daily Vijaya Karnataka – Times Group for having honored Dr. Parameshwara C M by including him in “Achievers of Karnataka” and we hope that the compassionate momentum in achieving his goal remains strong as always.



SOCIAL INITIATIVES

TOUCH EVERY LIFE

Initiative - “Touch every life” initiative spread across 5 districts (Mandya, Mysore, Ramnagara, Chamrajnagar and Bangalore rural) and created awareness on various colorectal disorders to more than 25 lakh people.

FOUNDING MEMBER OF EHA

SMILES is founding member of EHA (Equitable healthcare access) along with LVPEI, ISB, Aravind eye care, IIM Udaipur, DHAN Foundation, etc.

SMILES FOUNDATION

We believe Health Care system is most effective NOT just when it cures the existing diseases but when a system is developed in such a way that it prevents occurrences of such diseases. SMILES foundation focuses on implementing the thought “Prevention is better than cure”. As part of this, we aim to do various Social awareness camps that suits different walks of people.

School intervention Programs: it is very important that right life style learnings and food habits is nurtured right at the schooling level. We devised various engaging activities like comics, essays, and games aiming at reaching out to students in a way they would love. We are confident that we can bring in positive impact not just in students but also in their parents, neighbours and the society as a whole. The bigger achievement would be creating a healthy future generation free from lifestyle diseases and hereby a stronger economy for the NATION.

Tailored Group Camps: There are various groups of people like drivers, tailors, IT People, garment factory workers, who are more prone to Colon Related problems due to prolong sitting habits. We would conduct individual tailor-made awareness camps for each of these groups and provide them necessary aid kits that help them prevent Colo Rectal problems.

Free of Cost Operations: to help BOP families. Under SMILES Foundation, we would perform one free of cost operation for every five operations performed.

Eradicate Open Air Defecation: Past Experiences and feedback collected strongly shows the correlation between people following OAD and the ones suffering from Colo Rectal Problems. Our aim is to bring in change in the mindset of the people to let them use toilets built and avoid OAD through one to one counselling explaining adverse health effects of OAD leading to Colo Rectal problems.



Patient Name: Mounika
Age: 38yrs
Gender: Female
Consultant: Dr. Pavithra

Hello friends, I am Mounika working as HR Manager at Accenture. I am married to a software engineer and my husband is absolutely loving and caring. Post one year of my marriage, I was pregnant. Our happiness and wait for the baby cannot be put in words. During my fourth month, due to my diet and low water intake, I had severe constipation and to make things worse, I had acute internal fissure and grade 3 haemorrhoids. The pain and agony was horrible. We approached our gynaecologist and she recommended to wait and bear the pain till delivery after which she suggested to get them treated by surgery. As another suggestion, our doctor posted to get the baby aborted and go for the surgery for fissures and haemorrhoids if the pain is unbearable. I went into depression as I couldn't bear the pain. The suggestion of getting aborted is even more painful and horrifying. We saw Dr. Parameshwar of SMILES interview in DECCAN HERALD and with a ray of hope, we made a call to their customer care centre requesting for the appointment. And adding to the pain, we were told that the appointments of Dr. Parameshwar were full for the next 4 days and they suggested to consult Dr. Pavithra who is assistant to Dr. Parameshwar. They also assured Dr. Pavithra will take a consultation from Dr. Parameshwar if needed. We met Dr. Pavithra and she did the preliminary examination. She assessed the situation and immediately informed Dr. Parameshwar who visited us the same day. His words built immense confidence in me and he assured me that, I will enjoy my motherhood. I was treated for fissures and hemorrhoids using laser procedure and it hardly took 30 minutes for the entire procedure. And I was told that there are special protocols and precautions taken by Dr. Parameshwar and his team to ensure that there are no side effects / harm to the baby within me. The very same day, I was discharged and trust me, the very next day I was very much normal as if nothing happened to me. I really thank Dr. Parameshwar and entire SMILES team from bottom of my heart. I have enjoyed my motherhood just because of SMILES. Thanks SMILES for making my motherhood journey memorable.



Patient Name: Ajay Kumar Pandey
Age: 40yrs
Gender: Male
Consultant: Dr. Parameshwar

Hi, I am Ajay Kumar Pandey, IAS, and working with Government of Madhya Pradesh for the last 20 years.

I was having difficulty in passing stools for the last 10 years, but never consulted a surgeon and tried home remedies only.

The major reason for me to avoid visiting a doctor was that a few years back a very close friend of mine was diagnosed for Hemorrhoids and he visited a quack. While operating, there were some complications and my friend could not make it out alive.

This fear kept me from delaying a visit to a consultant for major part of 10 years.

Last year when the pain became unbearable, I decided to travel to Bangalore and see Dr Parameshwar and consult him. I was introduced to Dr Parameshwar with another Officer who hails from Karnataka and appointed for Madhya Pradesh cadre.

Dr Parameshwar explained to me the precautions and gave instructions to be followed at home before the procedure. He also explained in detail about the precautions taken at SMILES during and after procedures for safe procedures.

Most of the procedures at SMILES are daycare, reducing risk of infections and are done by 4th generation LASER techniques which is one of the safest techniques to operate with. After hearing all this, and guided by his positive demeanor, I was convinced for the procedure.

The procedure went off very well and now I am pain free for the last 15 months.

Finally I have overcome the fear of surgery.



Patient Name: Sangeetha
Age: 65yrs
Gender: Female
Consultant: Dr. Pavithra

Hello everyone, I am Sangeetha, grandmother to a 3 year old. I have been suffering from acute constipation for the last 20 years, and hidden it from my family citing that it was a normal scenario and It happens with irregular eating habits and partly blaming it on old age. This habit of mine prevented me from travelling anywhere in the fear of difficulty in passing stools.

One day my daughter in law, Uma saw me taking a lot of time in the washroom and asked me what is the problem. I denied saying everything was normal. Uma was not convinced, and brought me to SMILES to see me Dr Parmeshwar.

The moment I started talking to Dr. Parmeshwar I felt a unique sense of comfort in talking to him as if I knew from a long time. I explained to him my problem in detail, and he treated me with the sympathy that is often missing in doctors today.

I was diagnosed with Obstructive Defecation Syndrome. Dr. Parmeshwar explained to me that it is probably caused due to a prolapsed rectum that would have occurred during my pregnancy. The surgery was planned after 4 days of medications. Dr. Parmeshwar explained that after the surgery, I would feel no pain and would lead a very normal life.

I am thankful to Uma, and to Dr. Parmeshwar to bring me out of this misery and pain that I was undergoing for the last 20 years.

Finally, got rid of the pain after 25 years.



Patient Name: Rohith Jain
Age: 32yrs
Gender: Male
Consultant: Dr. Parameshwar

Greetings! I am Rohith Jain, a commercial pilot with Jet Airways. I was suffering with fistula for almost 4 years. The pain was unbearable. I have consulted few ayurvedic doctors and got medicines but none of them worked. I have undergone hell for years.

I have a colleague suffering with complex fistula and he got operated by a general surgeon and unfortunately, the surgeon damaged sphincter muscles and he landed up with severe incontinence. I was scared and had several myths about surgery and hence explored all the possibilities including ayurveda, homeopathy, conservative management, etc. But none of them gave me relief and I had severe abscess and infection a couple of times.

During my visit to one of my regular doctor, he advised to consult Dr. Parameshwar once. Probably seeing the pain and agony I was undergoing, he felt SMILES would be the right place for getting treated.

I had taken an appointment with Dr. Parameshwar and the 30 minutes he spent with me during the consultation, I can never forget in my life. Half of my pain vanished with his soothing words and the immense confidence he created in me. I was given details about the treatment by Dr. Parameshwar and he told he prefers "Laser fistulotomy" which is considered as the gold standard for treating complex fistulas. I was very convinced and underwent surgery the very next day. Trust me, that was a miraculous recovery for me. 90% of the pain went off the very next day he operated. Within a week, I had completely recovered and I am enjoying my new life with SMILES.

Thank you so much Dr. Parameshwar and SMILES team. You guys made a big difference to my living. Suffering with Fistula? Don't prolong with fear of myths.



Patient Name: Fakhruddin Ahmed
Age: 36yrs
Gender: Male
Consultant: Dr. Parameshwar

My name is Fakhruddin Ahmed. I am from Puthia, BANGLADESH. I had very bad Pilonidal sinus and was suffering with pain and discomfort for more than 8 years. I got operated 4 times before visiting SMILES. Every time I got operated, I was getting recurrence of pain within 1 month.

One of my friends went all the way to Bangalore from Bangladesh and got operated for complex fistula from Dr. Parameshwar. He insisted me to travel to Bangalore and consult doctors at SMILES once. After losing all hopes, I travelled to Bangalore to get consultation at SMILES. I just thought of giving a try but after meeting Dr. Parameshwar, he has built immense confidence that I will be cured permanently. The same day I consulted the Doctor, I was operated on and the entire process was so smooth like a 5 star hotel. Doctors, Nurses and cleaning staff are so disciplined and caring, the experience at SMILES will not be like a hospital but will be like a star hotel.

Thank you so much SMILES for so much care and affection. I wish you guys have a long journey ahead and treat millions of patients like me.

Get the best treatment for Pilonidal sinus at SMILES.