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**Hospitals & Clinics**

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**C Com Digital engaged in digital transformation of Onco-Life Cancer Centre, Maharashtra's largest cancer network**

*Our Bureau, Bengaluru*

*Thursday, August 28, 2025, 15:30 Hrs [IST]*

C Com Digital has been awarded the integrated digital mandate for Onco-Life Cancer Centre (Onco-Life Hospitals), Maharashtra's largest chain of dedicated oncology hospitals. The partnership will see C Com Digital lead the hospital group's digital strategy across communication architecture, website experience, and social media engagement.

Uday Deshmukh, founder, Onco-Life Cancer Centre in 2014 has its centers in Satara, Chiplun, Talegaon, and Wagholi, Pune. The centre has set standards in accessible cancer care by treating more than 120,000 patients, getting three NABH accreditations, and using cutting-edge technologies, including TomoTherapy with Synchrony radiation.

The partnership with C Com Digital represents a major change in how India's top cancer hospitals interact with patients, families, and communities in the digital age. Com Digital's mandate is to create Onco-Life's brand and communication, design a multilingual website in English and Marathi to carry out social media strategies that include reels, campaigns, and digital outreach. The program's goal is to raise awareness, create trust, and make cancer education and services more accessible in areas of Maharashtra that don't have enough of them.

Chandan Bagwe, founder and director, C Com Digital, said, "We see this mandate as a way to change digital healthcare. Onco-Life is an oncology leader, allowing us to combine storytelling, technology, and design. We need to create a digital ecosystem that embodies Onco-Life's values of care, cure, and comfort, and that also allows for conversations that raise awareness and encourage early action."

Sachin Deshmukh, managing director, Onco-Life Hospitals, said, "Oncology is not just about cutting-edge technology; it's also about trust and getting the right information on time. Patients today check out internet platforms before they even go to the hospital. Working with C Com Digital lets us reach them where they are, with honest, easy-to-understand, and caring communication. We see this as a chance to make cancer care less mysterious, raise awareness about early detection, and build a support network for patients and their families. Digital technology is essential to healthcare delivery in a time when information can help people make decisions about their treatment."



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