

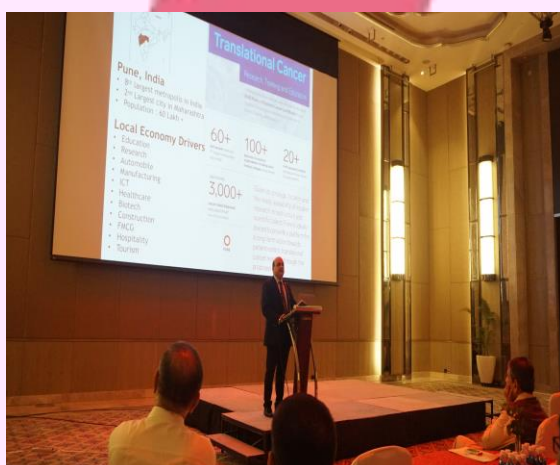
NEWSLETTER JULY – 2018

1. INAUGURATION OF CENTER FOR TRANSLATIONAL CANCER RESEARCH ON 30TH JUNE, 2018

On 30th June 2018, Prashanti Cancer Care Mission (PCCM) and Indian Institute of Science Education and Research (IISER), Pune jointly announced the inauguration of its “Center for Translational Cancer Research, Education and Training” supported by Bajaj Auto Limited, at an event organized at Hotel Conrad, Pune.

This Center has been established with an aim to undertake high-impact translational research that will identify solutions to problems that onco-clinicians face in the Indian context and thus, improve cancer treatment. Prof. R.A. Mashelkar, National Research Professor and Chairman, Scientific Advisor Board of Prashanti Cancer Care Mission graced the event with his insightful thoughts on ‘Affordable Excellence – A Game Changer for India’. Mr Rajiv Bajaj, Managing Director, Bajaj Auto and Patron of Prashanti Cancer Care Mission was a Guest of Honour at the event and delivered a thought provoking talk on ‘Innovation and Focused Excellence’. The event was attended by mentors, collaborators and well-wishers of PCCM and IISER, Pune.

The official website of this Center (www.ctcr.in) was launched by Mrs Deepa and Mr Rajiv Bajaj.





2. DR.KOPPIKERAND PRASHANTI CANCER CARE MISSION RESEARCH TEAM'S VISIT TO AURANGABAD KAMALNAYAN BAJAJ HOSPITAL & CME ON 6TH JUNE,2018

Dr Koppiker, Prof. L S Sashidhara (IISER, Pune) and our Research Team visited Kamalnayan Bajaj Hospital, Aurangabad on 6th June, 2018 to explore future Research Collaboration between the two Institutes. Dr Koppiker delivered a talk Emerging Paradigms in Breast Cancer Management at Aurangabad Oncology Group Meeting in the evening.



3. FREESHIPS FOR DIAGNOSTICS AND SURGERY

- 1. 31 PATIENTS RECEIVED FREE BIOPSY PROCEDURE AND 18 PATIENTS UNDERWENT FREE BREAST SURGERY FOR THE MONTH OF JUNE 2018 AT ORCHIDS**



2. 67 PATIENTS RECEIVED FREE MAMMOGRAPHY FOR THE MONTH OF JUNE 2018 AT ORCHIDS



3. 111 PATIENTS RECEIVED FREE SONOGRAPHY AT ORCHIDS FOR THE MONTH OF JUNE 2018



4. **44 PATIENTS RECEIVED FREE CHEMOTHERAPY AND 97 PATIENTS RECEIVED MAJOR CONCESSIONS IN OUR DAY CARE CENTRE AT ORCHIDS FOR THE MONTH OF JUNE 2018**



5. **34 PATIENTS RECEIVED FREE MEDICINES WITH FREE HOME DELIVERY FOR THE MONTH OF JUNE 2018 FROM OUR ONCO-PHARMACY AT ORCHIDS**



4. **2084 WOMEN SCREENED THROUGH CLINICAL BREAST EXAMINATION CAMPS AT INFOSYS AND GRAMIN POLICE**

Out of the above screening done 5 were found to be abnormal and are being followed up for further treatment with us at Orchids Breast Health Clinic, Pune.



CBE Camp at Infosys



CBE Camp for Gramin Police Force

**5. OUR CEO – MS LALEH BUSERI BEING FELICITATED BY
THE IPS DGP SATISH CHANDRA MATHUR ON - 9th June,2018**

Our CEO, Ms Laleh Busheri was felicitated by the IPS DGP Satish Chandra Mathur for conducting a Clinical Breast Examination for the Gramin Police Force as well as for the wives, sisters and other female relatives of the male Police force.



**6. ORCHIDS AND APPLE SALON ORGANISES A SPA SESSION
AT ORCHIDS DAY CARE CENTER EVERY MONTH**

Every month Orchids along with Apple Salon organises Spa session, whereby, our cancer patients enjoy relaxation moment. The patients are pampered to free treatment of foot massage, head massage, back massage and pedicure. This treatment helps to decrease feelings of anxiety, improves blood circulation and relieves stress.



7. OUR ARTICLE ON ‘NEVER GIVE UP’ FEATURED IN “URBANE” MAGAZINE IN THE MONTH OF JUNE, 2018

Gist of the write-up, with the advancement in modern medicines, it's time we took the fear out of cancer diagnosis. There are many cases where the fear of disfigurement is so huge that women refuse to undergo surgery despite considerable risk.

OPINION CANCER CARE

Never Give Up



Dr Chaitanyanand Koppiker
Founder of the Pashanti Cancer Care Mission and the medical director of Orchids Breast Clinic, Pune's only standalone Breast Health Centre to help fight the dreaded BC

With the advancements in modern medicine, it's time we took the fear out of a cancer diagnosis

DR CHAITANYANAND Koppiker, Medical Director, Orchids Breast Health Centre, says, "Late diagnosis is a major cause behind the rising number of cancer deaths in India, largely because of the myths related to the disease. Doctors can now treat breast cancer without mastectomy and help reconstruct the breast after surgery, so women no longer have to fear disfigurement. There are many cases where the fear of disfigurement is so huge that women refuse to undergo surgery despite considerable risk. In early stage cancers, we do breast sparing surgeries where only the affected part of the breast is removed. Rest of the breast is remodelled and a silicone implant is used to give it a better look. However, in later stages, we cannot do the same and have to do a mastectomy. Hence, we offer breast reconstruction surgery to patients. The reconstruction is done at the same time, and since it is in the same procedure, there is no need of another anesthesia. The woman wakes up looking complete and with better cosmetics."

Lindfield Roberts, a breast cancer conqueror, agrees, "I suffered from breast cancer and opted for a double mastectomy. It was made much easier as Dr Koppiker immediately replaced my breasts authentically during the same operation hence I never really lost my breasts. The time he spends with us and his positive collaboration in solving our problems, places him ahead of any medical professional that I have encountered on the four continents that

I have stayed on. My husband and I count ourselves lucky to have faced this challenge with his support and care."

Saadhvini Sahalkar, a breast cancer survivor treated at Orchids, says, "Being an architect, I am very aware of my shape and outline. I had immediate reconstruction after mastectomy, which gave me a lovely shape, restoring me of my femininity and rebuilding my self-esteem and confidence. The alarming ignorance and misguidance about breast cancer treatment leaves women with flat chests. They are neither aware nor made aware about the fact that they can demand a beautiful shape by breast reconstruction or reconstruction in one sitting and not have a fractured mental psyche because of physical amputation."

Zia Chanay, another breast cancer conqueror, echoes the above views, "I was diagnosed with breast cancer in 2010 when I was a 39-year-old. My entire life turned upside down. I did not know what to do. That is when I was told by my doctor that the cancer tumour could be removed without losing my breast. This gave me the confidence to go ahead with the surgery. Reconstruction is as important as the actual surgery. It had made me feel complete, confident, and normal again. I run, swim and lead a regular life like I did pre-cancer."

In a concluding note, Dr Koppiker says, "One in three patients on an average require breast reconstruction; keeping abreast with advances in such surgeries is important for Indian doctors as incidents of breast

IMMEDIATE RECONSTRUCTION NOT ONLY IMPROVES THE OVERALL AESTHETIC RESULTS, BUT ALSO PRESERVES BODY IMAGE AND FEMININITY

cancer are rising sharply. What's worse is that in comparison to the West, where such cancers affect women in their 60s, in India, women in 40s are affected, and hence, the psychological burden is high. In fact, a survey conducted by our team (BREAST-Q questionnaire) reported that while the reconstruction surgery had an overall positive impact on quality of life, it was observed that in patients who did not undergo breast reconstruction, psychological issues related to sexuality were observed. The results of the study showed significant improvement in all four areas that were evaluated after surgery.

Dr Koppiker has pioneered breast reconstruction in India. Orchids Breast Health Centre is the only centre in India with the largest number of reconstructions, adding by its name. "Going in for an option, does not leaving any woman without a breast, since that is the international gold standard of treatment for breast cancer."

At JUST URBANE, we salute the spirit of these survivors. 



new to health education centre

WHAT IS ORCHIDS?
Orchids Breast Health Centre has been from that 201 reconstruction surgeries over the past three years we trust that a couple of thousand breast surgeries over the next two years. It is the only unit in the country that does mastectomy combined surgery at such young women. The centre has been established with the University of East Anglia Research UK (UK) to bring a new all-around MCH in breast complexity centre for surgeons from Asia. The underlying issue for the past decade is to train surgeons to enhance their competency in breast complexity skills.

This course will allow the talented team of learning in which surgeons will undergo online didactic training and hands-on practical training in India. The online training will be based on comprehensive curriculum developed by UK that will provide a 360-degree view of the latest advances in surgical management of breast disease. The practical training will be focused in the form of intensive surgical workshops with case-based interaction between trainers and trainees from across the globe. This course will also provide a platform to interact with key opinion leaders and like-minded peers from across the world.

SITUATIONS SUGGESTED FOR GENETIC TESTING:

- Patients younger than 45 years with early onset breast cancer of any type
- Patients younger than 65 years with a specific type of breast cancer, like triple negative breast cancer
- Two breast cancer primaries in a single individual
- History of more than one precancerous lesions of the breast, namely papillomas, postnatal atypical hyperplasia
- Normal unaffected individuals with strong family history of first or second degree relatives with the above malignancies

Note: These recommendations are not an exhaustive list and have been summarized by possible readers with an overview

8. OUR ARTICLE ON ‘ORCHIDS BREAST HEALTH CENTER : A MODEL FOR COMPREHENSIVE BREAST CANCER CARE’ FEATURED IN THE EDITION “BLOOM ” IN THE MONTH OF JUNE, 2018

Bloom is a collection of articles from groups and organizations around the world who are involved in breast cancer support, research, and

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Orchids Breast Health Center: a model for comprehensive breast cancer care

By Laleh Busheri, CEO, Prashanti Cancer Care Mission
Pune, India



Wood/cortico

Ranking the second most populous country in the world with a population of approximately 1.32 billion, India has over 3 million people living with cancer. It has the third highest number of cancer cases among women, following China and the US. With more than a million new cases of cancer being diagnosed here each year, it is alarming that India has only 250 comprehensive care centers, with a majority of them located in urban areas.

Such comprehensive oncology centers are dedicated to and focused on all aspects of cancer ranging from cancer diagnosis, treatment, research, prevention and control, and outreach programs, thus ensuring that the activities are patient-centric.

Breast cancer is the most common cancer in Indian women, accounting for 27% of all cancers in women according to data compiled in 2012 by the National Cancer Registry Program of India. About 160,000 new cases are diagnosed every year, and half of those patients succumb to the disease within five years. India has the dubious distinction of having the highest incident-to-mortality conversion in the world, attributed to lack of awareness about symptoms, late stage at diagnosis, and poor treatment outcomes. The average age at diagnosis is about 46, compared to an average age of 60 in western countries. Approximately 1 in 22 Indian women will develop breast cancer at some point. Interestingly, breast cancer is twice as prevalent in urban women than their rural counterparts. This is generally attributed to an urban lifestyle characterized by delayed marriages, use of oral contraception and hormone replacement therapies, delayed pregnancies, bottle feeding rather than breast feeding, sedentary and stress-laden work habits, adoption of a western diet, and obesity. Given the growing breast cancer burden in urban India, there is a pressing need to establish comprehensive breast cancer care centers.

Until recent years, the city of Pune had no comprehensive breast center of excellence. It was not uncommon for patients to undergo unnecessary surgery, even mastectomy, and surgical biopsies were frequently used when less invasive

procedures could have been utilized. That changed in 2009 with the establishment of Orchid Breast Health Center (OBHC). OBHC is an initiative of Prashanti Cancer Care Mission, a non-profit, non-governmental organization working in Pune which provides free or affordable diagnostic procedures, medical treatment (including surgery, chemotherapy, and radiation therapy), patient support, and rehabilitation to cancer patients and their families from various social and financial strata.

Over the years, OBHC has established an advanced diagnostic department with a variety of sophisticated technological methodologies for diagnosing breast cancer. These include full-field digital mammography 3D tomosynthesis, which is quick and painless and, because the breast can be viewed three-dimensionally, improves the quality of the image to the extent that breast cancers can often be detected at stage 0. OBHC is also equipped with an automated breast volume scanner which is useful in detecting cancers in women with dense breasts, a common characteristic among Indian women. Breast ultrasonography is used to identify very small breast lesions, especially those that cannot be detected by physical examination. Furthermore, OBHC utilizes cutting-edge non-invasive biopsy techniques such as vacuum assisted biopsy, minimally invasive biopsy, and stereotactic biopsy.

OBHC is renowned for its oncoplastic breast reconstruction surgical techniques. Dr. Chaitanyaraj B. Koppiker, an internationally-renowned breast oncoplastic surgeon and the Medical Director of OBHC, has pioneered several oncoplastic surgery techniques with a focus on better cosmetic results after removal of the tumor. In association with the University of East Anglia, UK, Dr. Koppiker is

spearheading a three-year training program for Asian breast surgeons.

OBHC is also equipped with a fully functional chemotherapy day care center, where patients can arrive in the morning and go home after 6 hours or so, thus not needing hospitalization. Because the ambience is warm and home-like, patients feel more comfortable and relaxed than they might in a hospital setting. The on-site pharmacy provides drugs either free of cost or at a reduced price to patients who could not otherwise afford them. This has benefited thousands of patients by allowing them to obtain life-saving treatment and medication.

OBHC understands the need for proper counseling and nutrition in order for patients to recover quickly and fully. Diet and nutrition experts are available to counsel patients who undergo various treatments at the clinic. OBHC has also established Pink Ribbon Clubs, a breast cancer support group, in Pune. In addition to group meetings, Pink Ribbon Clubs organize breast cancer marathons, educational symposiums that raise awareness, and free clinical breast examinations. OBHC's genetic clinic offers a multi-disciplinary program designed to identify, counsel, and manage women at high risk for hereditary breast and ovarian cancer. OBHC's research team is currently focusing on triple negative breast cancer, an aggressive form of the disease that is significantly more prevalent in Indian women than western women.

OBHC has made tremendous progress in bringing much-needed clinical expertise and state-of-the-art facilities to breast cancer patients in Pune. It is hoped that the center will serve as a model for the creation of similar comprehensive breast cancer care centers throughout India.

- **FEW CHOSEN TESTIMONIALS OF PATIENTS WHO WERE ADOPTED FOR FREESHIP FOR THIS MONTH**



1. Name: MRS. SNEHALATA BABAR

Diagnosis: Breast Cancer

I, Mrs. Snehalata Babar, was diagnosed of breast cancer. I was exhausted visiting Tata Memorial every week for check-ups. Then I found Orchid Clinic, through my sister Prerana Yeole, who had been visiting this clinic regularly for check-up. I have been visiting Dr Koppiker since January 2018 and I am satisfied the way the treatment was given to me with hope and kindness. Dr Koppiker and Laleh Ma'am aided us through Prashanti Cancer Care Trust for my treatment. The staff is very professional and friendly. I was perturbed with the cost of treatment, but it was sorted out. If someone is looking for an affordable high-quality medical care, I would recommend Orchids. I would like to take this opportunity to thank the entire staff, who welcoming, cheerful, helpful, efficient, and skilled and helped me to overcome the difficult situation of my life. This is something I will never forget.



2. Name: MRS VARSHA DHARWADKAR

Diagnosis: Breast Cancer

I, Varsha Dharwadkar a cancer survivor, belong to a middle class family. I was very depressed after learning that I have breast cancer. When I visited Prashanti Cancer Care Mission, I met Dr Koppiker Sir and Laleh Ma'am. I told them about my family background and my financial condition. They were

Angels to me. The cost of my treatment was Rs.1,26,000/-. They gave me free treatment and medicines, which help me to cope-up with my financial burden. Sir, Ma'am and the Prashanti staff treated me like a family member. I am thankful to everyone at Prashanti for giving me the best treatment for cancer.



3. Name : Mrs Leena Palande

Diagnosis : Breast Cancer

Experience at Orchid Day Care Center is very good. I am thanking God for giving Doctor Koppiker an idea for opening a Day Care Center. The staff is very nice. The Doctor is very understanding. He reduced my bill which is very exclusive. This type of service we do not get anywhere. I am very grateful and thankful to God for the service rendered by Doctor Koppiker. I am very happy with Orchid. All services are available at one place.



4. Name : Meera Suhas Kolangade

Diagnosis : Breast Cancer

I am very happy with Orchid Day Care Center. The staff very nice and efficient. We have trusted ourselves in the staff's hands. There are very few patients. Atmosphere at the Day Care Center is very good. Feeling very comfortable here.

We would like to ~~THANK~~ our
Donors & Supporters

Prashanti Cancer Care Mission
Reaching out with excellence



Warm Regards,
Ms. Laleh Busheri
CEO

Prashanti Cancer Care mission

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<https://www.facebook.com/orchidsbreasthealth>