

NEWSLETTER FEBRUARY – 2018

1) PINK RIBBON SUPPORT GROUP'S ANNUAL TEA PARTY

Prashanti Cancer Care Mission's support group "Pink Ribbon" for Breast Cancer conquerer and care giver is hosting its annual tea party and its open to all . Details are mentioned in the poster below-

PRASHANTI CANCER CARE MISSION'S
PINK RIBBON SUPPORT GROUP
INVITES YOU TO

A PAMPERING HIGH TEA



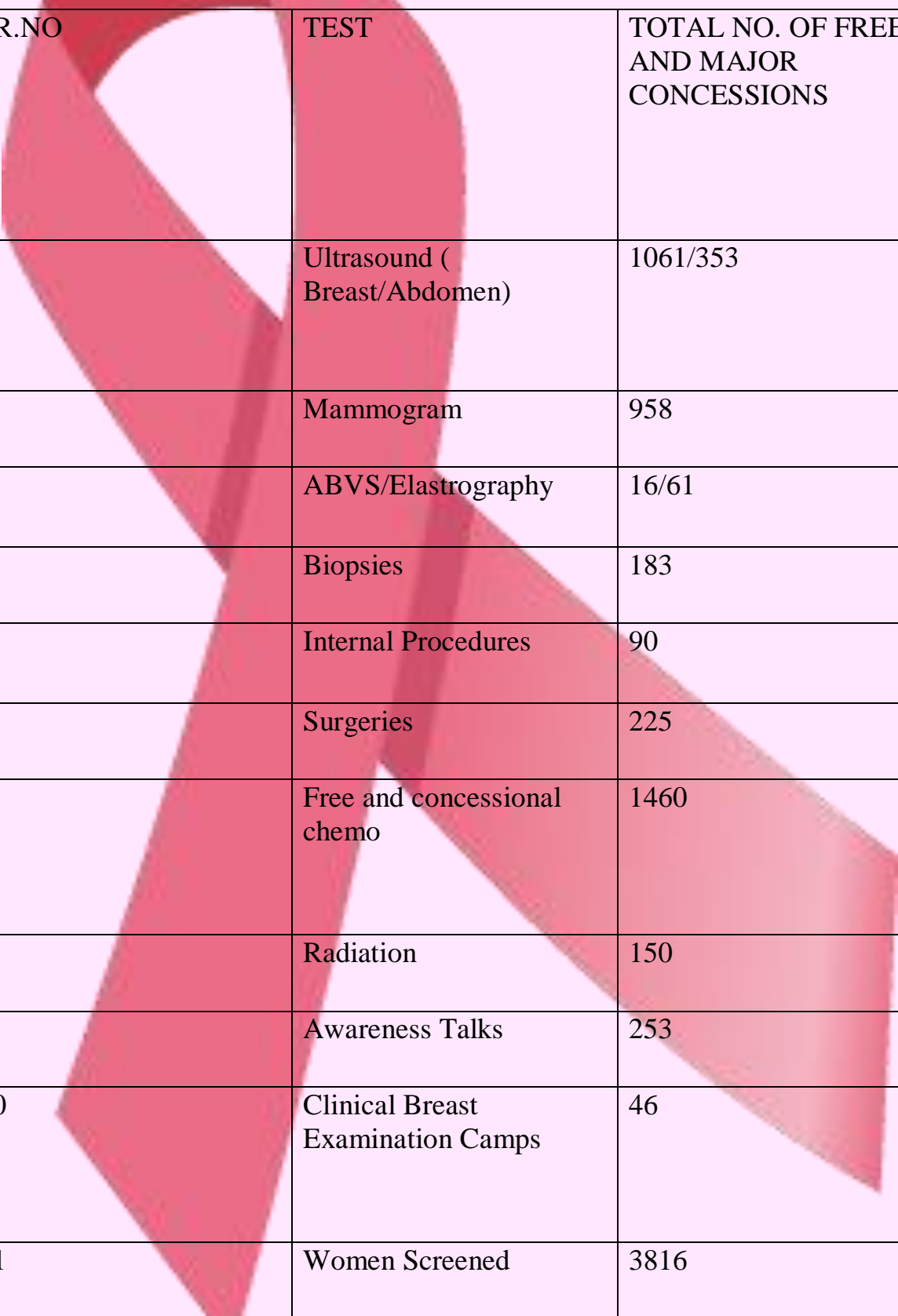
PAMPERING SESSIONS FOR LADIES (GEL NAIL POLISH & MASSAGES)

LIVE MUSICAL BAND AND KARAOKE

MONDAY, 5TH FEBRUARY, 2018
4:30PM - 6:30PM
BUNGALOW NO.24, EVERJOY SOCIETY, BEHIND NIBM,
KONDHWA, PUNE

ENTRY FREE AND OPEN TO ALL ABOVE 18 YEARS
FOR REGISTRATIONS CONTACT PRADNYA JOG ON 9765718829

2) TOTAL NUMBER OF FREESHIPS FOR THE YEAR 2017



| SR.NO | TEST | TOTAL NO. OF FREE AND MAJOR CONCESSIONS |
|-------|-----------------------------------|---|
| 1 | Ultrasound (Breast/Abdomen) | 1061/353 |
| 2 | Mammogram | 958 |
| 3 | ABVS/Elastrography | 16/61 |
| 4 | Biopsies | 183 |
| 5 | Internal Procedures | 90 |
| 6 | Surgeries | 225 |
| 7 | Free and concessional chemo | 1460 |
| 8 | Radiation | 150 |
| 9 | Awareness Talks | 253 |
| 10 | Clinical Breast Examination Camps | 46 |
| 11 | Women Screened | 3816 |

3) ARTICLE ON NEW PARADIGM IN BREAST CANCER TREATMENT IN INDIA TODAY: DR. KOPPIKER

An article by Dr. Koppiker on New Paradigm in Breast Cancer Treatment was published on 08 Jan 2018 in India Today Magazine.

ASK Experts



Dr. Chaityanand B. Koppiker, M.D.

Medical Director, Orchids Breast Health Center, Pune
Attached with Hinduja Health care, KHAR WEST Mumbai
Founder and Managing Trustee, Prashanti Cancer Care Mission, Pune
Honorary Faculty, University of East Anglia, U.K.
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New Paradigm in Breast Cancer Treatment

Breast cancer in India is amongst the most common cancers in India and is seen more and more in the younger women below 45 yrs of age. With the path-breaking advances in medical science, there has been a paradigm shift in treatment of Breast Cancer. There has been a steady change in breast cancer management, with a change in focus from major surgeries, longer chemotherapy and radiation to optimizing personalized treatment. The current shift of focus reveals the importance and impact of empathy in designing a comprehensive treatment plan.

We use sophisticated imaging modalities like Digital Mammography with 3D Tomosynthesis and Automated Breast Volume Scanner, to diagnose the tiniest of tumors making them highly curable. Unlike in the earlier days, open surgical biopsy is becoming obsolete and using core needle biopsy - thin needle used under local anesthesia - has become the gold-standard. Further, advanced biopsy techniques like Vacuum-assisted Biopsy and Robotic arm-guided Stereotactic biopsy have immensely improved the accuracy of diagnosis while curtailing the discomfort to the patient. These procedures are scar-less, painless and can be performed within 15 minutes under local anaesthesia in an outpatient setting, obviating the need for expensive hospital stays. Such highly accurate technological advances are revolutionising the cancer diagnostics and surgical practices all over the world.

A common misconception is that when a woman is diagnosed with breast cancer, she will have to get her breasts surgically removed (i.e.,

mastectomy). This however is not true. "Global trends in breast cancer surgery have shifted from mastectomy to breast conservation with a paradigm shift towards Oncoplastic Breast Surgery (OBS)".

Mastectomy leaves a woman feeling mutilated which severely impacts her quality of life by affecting her body image, self-esteem and sexuality. Over the last three decades, breast conservation has become standard practice globally. Recent introduction of Oncoplastic surgery which combines principles of plastic surgery with those of cancer surgery has been found to positively impact women by making them look younger, and in better shape after treatment for breast cancer, thus adding a new dimension to their quality of life. Some women who do require mastectomy are given immediate reconstruction with such finesse that ensures that the breasts look better after reconstruction. This surgery is done at the same sitting so that women do not have to go under the knife for a second time.

In addition to maintaining their sexuality and the sense of being complete, these techniques also help to prevent depression and sense of loss and incompleteness in women. They have also been shown to address negative issues related to the partner's psyche and reduces marital problems. Importantly, this type of surgery can also be used as a risk-reducing strategy for preventing cancer risk in asymptomatic women with a strong family history. We have a genetic and preventive program and have done several bilateral mastectomies and employ several other strategies for prevention of breast cancer.

Over the last decade, my team at Orchids Breast Health Clinic (OBHC) have performed over 5000 breast surgeries, 2000 oncoplastic surgeries with over 300 breast reconstructions and 150 therapeutic mammoplasties. Therapeutic mammoplasty is done for women with breast cancer and with large droopy breasts where-in we reduce and lift the breast in the same surgery while dealing with breast cancer. This helps in dealing with the cancer more efficaciously as well as reducing the symptoms associated with large breasts (e.g. asymmetrical body posture, spine and back problems etc.). It also helps in reducing the side-effects of radiation to the breast which is a must after breast conservation surgery.

In June 2015, a research study was conducted at OBHC on 150 operated patients from the clinic and 93% patients reported to having a high level of satisfaction and 95% agreed to refer other women to opt for Oncoplastic Breast Surgery. Given the increasing popularity of Breast Oncoplastic surgery in India and the need for training aspiring breast surgeons, we have started a unique Breast Oncoplasty training program in Asia with the help of a University of East Anglia, UK who are global pioneers in this field.



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Hinduja Health care, KHAR WEST Mumbai

• Orchids Breast Health Pune

4) MS. LALEH BUSERI WAS INVITED AS A CHIEF GUEST :
REPUBLIC DAY CELEBRATION.

Ms. Laleh Buseri was invited as a Chief Guest on the occasion of Republic Day celebration at Lady Hawabai School.



5) CLINICAL BREAST EXAMINATION CAMP : PUNE

In the month of January the ongoing Clinical Breast Examination camps were organised at T.J College, Khadki (9th and 13th Jan 2018), Sayajimaharaj English Medium School (16.01.18), Z.P High School, Chakoli (17.01.18), Bapusaheb Pawar Girls School, Bhavani Peth (22.01.18). 380 women were screened last month and we look forward to help create awareness and screen women for Breast Cancer in the coming months.





6) TESTIMONIALS OF THE MONTH:

A) Mehrunnisa Jabbar

I Mrs. Mehrunnisa Jabbar, was diagnosed with Breast Cancer at an early stage but the word cancer itself takes you back be it early stage or last stage. I was very upset and depressed on how will my family manage all the expenses as we belong to a middle class family. At the time when we were discussing about my treatment process with doctor we shared our financial status and were hesitant about going ahead with the treatment but to our surprise and God's grace Dr. Koppiker and Laleh maam offered us concession for my overall treatment. I thank them from the bottom of my heart as it made life easy for me and my family, we were free from the financial burden. I once again thank Dr. Koppiker, Laleh Maam and their whole team for their support, care and concern. God Bless them and their work.

B) Lavanya Katkam

I am Mrs. Lavanya Katkam, diagnosed with Breast Cancer, I don't have words to express my gratitude towards the team at Prashanti Cancer Care Mission. Their love and care was the most valuable thing which helped me fight the deadly disease, they are like family to me. I would like to thank Dr. Koppiker and Ms. Laleh Busheri for helping me financially to get through the treatment with less burden. Thank you once again for your love care and help.

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



Warm Regards,
Ms. Laleh Busheri
CEO
Prashanti Cancer Care mission