

**Prashanti Cancer Care Mission**  
Reaching out with excellence



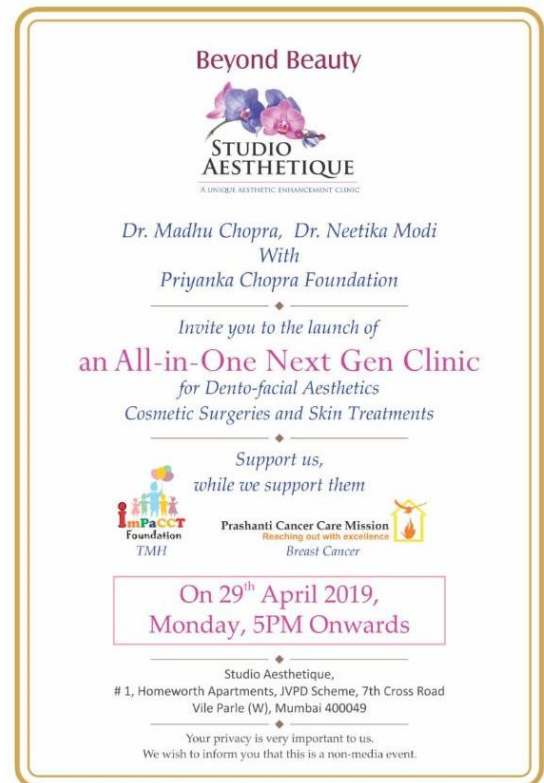
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# ***NEWSLETTER***

## ***APRIL 2019***

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# **1. PRIYANKA CHOPRA FOUNDATION AND DR. MADHU CHOPRA TIE UP TO SUPPORT PRASHANTI CANCER CARE MISSION FOR TREATMENT OF NEEDY BREAST CANCER PATIENTS**



Dr. Madhu Chopra and Dr. Neetika Modi launched their All-in-One next Gen Clinic in Mumbai at Studio Aesthetique. A wonderful evening at its launch, it was great to see people give back to society and to mankind. If each one of us gave back to another there would be no one in need and the world would be a better place. Ms. Laleh Busheri, CEO of Prashanti Cancer Care was present at this event.

## **2. DR. C B KOPPIKER WAS INVITED TO PRESENT AT THE 16<sup>TH</sup> ST. GALLEN INTERNATIONAL BREAST CANCER CONFERENCE IN VIENNA**



The conference was held from 20-23 March and Dr Koppiker was invited to share his expertise along with leading personalities in the field of breast cancer, and to debate and evaluate new findings and studies. He also presented a poster on ‘Surgical Management of Multifocal / Multicentric and Locally Advanced Breast Cancer with Extreme Oncoplasticy.

## **3. VISIT OF DR. ANDREW TUTT TO PCCM**

Prof. Andrew Tutt, Head of the Division of Breast Cancer Research Director, Breast Cancer Now Toby Robins Research Centre, Institute of Cancer Research and Guys's Hospital King's College, London, UK visited PCCM on April 29, 2019. He was accompanied by Dr. Ashutosh Kothari, Breast Oncoplastic Surgeon and Chief of Breast Surgery and Guys's Hospital King's College, London, UK.

Prof. Andrew Tutt is a world authority on breast cancer clinical management and research. His two-decade long research on the genetic basis of triple negative breast cancers (TNBCs) has led to the discovery of Olaparib a life-saving anticancer drug now routinely used in the management of TNBCs that have a genetic basis.

Prof. Tutt delivered a lecture titled “Emerging drivers of chromosomal instability and the response to replication stress in triple negative breast cancers”. He then interacted with PCCM clinicians and scientists who are working on research in TNBCs in Indian patients.





## 4. DR. KOPPIKER AND HIS ACCOMPLISHMENTS FEATURED IN FEMINA MAGAZINE



### GIFTING A RAY OF HOPE!

It was a proud moment for Pune when renowned Indian breast cancer surgeon **Dr CB Koppiker**, medical director Orchids Breast Health, Pune, was invited to deliver a keynote lecture and demonstrate novel surgical techniques using cadaveric dissections at the School of Oncoplasty Surgery (SOS) in Los Angeles, America in the month of February. **Auyon Acharya** discovers his fascinating journey.

**D**r. C B Koppiker fondly known as the father of Oncoplastic Breast Cancer Surgery in India has been richly awarded and felicitated nationally and internationally for his work on Breast cancer.

He has pioneered and mastered the art of Breast Oncoplastic and reconstructive surgery in the country making sure no woman is left without a breast irrespective of her affordability. He also has to his credit the largest number of these path breaking

Oncoplastic surgical procedures in India and Asia.

#### HIS JOURNEY

Dr Koppiker has pioneered Breast Oncoplastic surgery in India since 2011, and established an oncoplastic unit through Orchid's Breast Health. He has innovated various techniques to drastically reduce costs. Breast Oncoplastic surgery (BOS) is a new paradigm in breast surgery that avoid unnecessary mastectomies, and

restores the breast shape and size, while ensuring good cosmesis in a single surgery leading to enhanced self-esteem and improved quality of life. He has done more than 1300 oncoplastic surgeries till date. Due to oncoplastic approach, more than 75 % of the patients save their breasts and the remaining 25% who need breast removal can have it reconstructed 90 % of the time. This rate of conversion to reconstruction is one of the highest in the world. The average in America and UK is 40 percent and 60 percent respectively whereas in Rest of India it is 5 %. While the insurance schemes reimburse the costs of reconstruction in the UK and America, that's not the case in India. Having set up in Pune India's only stand-alone centre of affordable excellence "Orchids Breast Health" as it's Medical Director, Dr Koppiker is also a managing trustee of Prashanti Cancer Care Mission where no Breast Cancer patient is denied treatment due to lack of funds. The foundation touched lives of over 30,000 women annually.

Numerous national and international publications are to his credit, many of them being a first in the country.

Dr Koppiker has also been awarded as the faculty position in the University of East Anglia UK and the American School of Oncoplastic surgery. Recognizing the need to train more surgeons in BOS techniques Dr Koppiker joined hands with senior BOS Faculty from the University of East Anglia (UEA). In 2012 he conducts hands-on training workshops and international conferences for Asian surgeons. Orchid Breast Health has also launched an academic degree program M.Ch in Breast Oncoplasty (offered by UEA), which is the only course in Asia that offers cutting-edge training in the niche field of oncoplastic surgeons, which will help create a workforce of well-trained oncoplastic surgeons, which in turn will benefit breast cancer-affected women all over Asia. This is the only program in the world outside the UK, which brings surgeons from all over the world to train under him.



MANSPEAK CANCER CARE

### Staying abreast of new cures

*Mastectomy isn't the ideal way to treat breast cancer. Reconstruction and conservation are the keys*



**Dr Chaitanyanand Koppiker**

Founder of the Prashanti Cancer Care Mission and the medical director of Orchids Breast Clinic, Pune's only standalone Breast Health Centre to help fight the dreaded C

**ONE OUT OF TWO WOMEN IN THE DEVELOPING WORLD LOSES HER LIFE TO THIS DISEASE**

**B**REAST CANCER IS THE SINGLE largest form of cancer in India with the highest percentage of incidence to mortality conversion worldwide. As many as 1,62,468 new cases of breast cancer were diagnosed in India in 2018 contributing to 14 per cent of all new cancers identified. Even though the survival rate of women with breast cancer is increasing around the world, one out of two women in the developing world loses her life to this disease. Mostly due to late diagnosis and sub-optimal treatment. The most common option offered to an afflicted woman is removal of the breast or mastectomy. However, 3 large research studies from North America and Europe have conclusively proven that a breast cancer treatment that saves the breast (i.e., breast conservation surgery) is a life saver and promotes a high rate of survival.

Taking note of these changes in the west, conventional concepts of breast cancer and its treatment modalities needs to change in the developing world. Over the last two years, India has seen a change, wherein many private and corporate hospitals offer about 70% of its patients an option of breast reconstructive surgery. However, mastectomy continues to be the preferred option in large parts of India, especially Tier II and III cities.

Breast oncoplastic surgery (BOS) is the new paradigm that combines principles of breast cancer surgery and cosmetic surgery. BOS avoids unnecessary mastectomies and improves the quality of the patient's life. An oncoplastic surgery allows for the removal of the malignant tumour, with the added benefit of restoring the breast shape and size, while ensuring good cosmesis in a single surgery; all this contributing to enhanced self-esteem of the patient. BOS options are now available for every breast cancer patient in the UK and USA. Insurance schemes reimburse reconstruction costs in the UK and America, but not in India where mastectomy is still the standard treatment. This situation is attributed to the paucity of adequately trained breast oncoplastic surgeons and lack of awareness in the medical fraternity, as well as in the patients.

Many studies have demonstrated that poor cosmetic appearance of the breast may lead to hampered psychosexual well-being and depression, which may subsequently decrease survival rate. Depression in cancer patients is directly linked to lower survival rates.

The need of the hour is to train breast surgeons across India in the latest modalities of cancer care and in oncoplastic surgery; and to disseminate this knowledge to other parts where there is a need. Women too need to be educated about breast cancer and available treatment options.

Due to the use of the BOS approach, more than 75% of patients diagnosed with breast cancer at the Orchids Breast Health Clinic, in Pune go home with breast conservation. The other 25 per cent who need removal of the breast due to large, multi-centric tumours, receive the advantage of breast reconstruction in about 90% of the cases. This rate of conversion to breast reconstruction at is one of the highest in the world. The average rate of conversion in America and the UK is 40% and 60% respectively; whereas in the rest of India it is a meagre 5%.

Recognising the need to train more surgeons in the BOS techniques, Orchids Breast Health Clinic has joined hands with Senior BOS faculty from the University of East Anglia (UEA) in UK since 2012 to conduct hands-on training workshops and international conferences for Asian breast surgeons. The Orchids Breast Health Center has also launched an academic degree programme, M.Ch. in Breast Oncoplasty in collaboration with UEA, which is the only course in Asia to offer cutting edge training in breast oncoplastic and reconstructive surgery. The programme has received an excellent response from the Asian breast surgery community and around 40 surgeons from different countries have enrolled already. 

*Dr. Koppiker, renowned breast oncoplastic surgeon and the medical director of Orchids Breast Health has been awarded a faculty position in the University of East Anglia, UK and the American School of Oncoplastic Surgery for imparting training in novel BOS techniques to aspiring surgeons.*

**10.OVER 446 WOMEN WERE SCREENED THROUGH CLINICAL BREAST EXAMINATION CAMPS; TO MENTION SOME:**

**i) Agrawal School**



**ii) Waghjai Mitra Mandal**





**iii) Anand Math, Parvati Payatha**





# **FREESHIPS FOR DIAGNOSTICS AND SURGERY AT ORCHIDS BREAST HEALTH IN THE MONTH OF MARCH 2019**

❖ **22 PATIENTS RECEIVED MAJOR CONCESSIONS ON BREAST SURGERY**



❖ **43 PATIENTS RECEIVED FREE CHEMOTHERAPY AND 50 RECEIVED MAJOR CONCESSIONS AT OUR DAY CARE CENTRE FOR CHEMOTHERAPY**



❖ **290 PATIENTS RECEIVED FREE MEDICINES FROM OUR ONCO-PHARMACY**



❖ **99 PATIENTS RECEIVED FREE AND CONCESSIONAL MAMMOGRAPHY**



❖ **244 PATIENTS RECEIVED FREE AND CONCESSIONAL SONOGRAPHY**



❖ **17 PATIENTS RECEIVED FREE AND CONCESSIONAL BIOPSY & VAB PROCEDURES**

**FEW CHOSEN TESTIMONIALS OF PATIENTS WHO WERE ADOPTED FOR FREESHIP IN MARCH 2019**

**1) MRS PRAJAKTA GOKHALE**



My name is Prajakta Gokhale and I am a cancer survivor.  
It was very difficult for this news to sink in as the treatment was supposed to be more troublesome than the disease but Prashanti gave me a ray of hope for my life.  
Dr. Koppiker and Laleh Ma'am helped me a lot mentally and financially.  
I am very grateful to Orchids.  
Special and sincere thanks to Dr. Koppiker and Laleh ma'am.

**2) MRS AMANDA BRAGANZA**



I was diagnosed with breast cancer and felt very depressed. But then Dr. Koppiker helped me and explained to me what cancer actually was. Then I felt extremely relaxed and ready for treatment.  
Dr. Koppiker and Laleh Ma'am helped me mentally and financially by giving me free chemotherapy.  
Prashanti Staff was extremely supportive and helpful with their smiling faces.  
I am very grateful to Dr. Koppiker and Laleh Ma'am.



### 3) MRS AMITA CHATTERJEE



We have been visiting Dr. Koppiker since Nov 2018 for my treatment and are very satisfied with the way treatment was given to all the patients with utmost hope and kindness.

Laleh Ma'am and Koppiker Sir helped me financially and mentally by giving me free medicine for treatment.

I also had the privilege to meet highly professional and friendly staff.

I had lost all hopes when I was diagnosed with breast cancer but Prashanti Cancer Care Mission showed me a ray of hope.

Prashanti Staff and Laleh Ma'am are extremely caring and I want to thank all of them.

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



Warm Regards,  
Ms. Laleh Busheri  
CEO

Prashanti Cancer Care mission

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