

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



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# *NEWSLETTER*

## *November*

### *2021*

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## 1. Breast Global Webinar titled 'Patient-centric Roundtable A Breast Cancer Awareness Month Special' on 29<sup>th</sup> October, 2021.

October is Breast Cancer Awareness month and as a special feature BreastGlobal is organizing a unique virtual roundtable focused on enhancing patient-centered care and improving patient awareness, education, and general well-being.

Through a live interactive session, the webinar will delve into a deeper understanding of breast cancer patients' and caregivers' needs, bring about awareness, and bust few myths regarding breast cancer. Key opinion members of the patient pathway – Patient Advocate, Onco-Nutritionist, Breast Cancer Care Nurse, and Genetic Counsellor will speak about the importance of awareness and vigilance and via the panel discussion address any questions the community would like to put forth. The key feature of the webinar will be patients from India and UK sharing their experiences and journey as a breast cancer survivor.



**BREAST** GLOBAL  
BREAST RESEARCH EDUCATION AND SURGICAL TRAINING

Equity | Evidence | Education

### Patient-centric Roundtable A Breast Cancer Awareness Month Special

A Webinar by BreastGlobal

**29th Oct 2021 | Friday**  
7:00 PM onwards India Time, 2:30 PM UK Time  
Please convert timings to your local timezone

A webinar aimed at improving patient awareness, education and general well-being. A unique virtual roundtable focused on enhancing patient-centered care through live interaction and understanding of patient needs, their journeys and experiences. This round table will include some of the key members involved in the patient pathway: patient advocates, nutritionist, genetic counselor and specialist, breast care nurse while our patients and breast cancer survivors take the center stage this time.

| Conveners  | Speakers  |
|--|---|
| <br><b>Dr. C.B. Koppiker</b><br>India | <b>Patient Advocate</b><br>Ms. Laleh Busheri<br>India             |
| <br><b>Mr. Ashutosh Kothari</b><br>UK | <b>Breast Cancer Survivors from India and UK</b>                  |
| <br><b>Prof. Chintamani</b><br>India  | <b>Onco-Nutritionist</b><br>Dr. Diana Artene, Romania             |
|  | <b>Genetic counselor</b><br>Ms. Ruchi Bhajeewala, India           |
|  | <b>Specialist Breast Care Nurse</b><br>Ms. Natasha EminHassan, UK |

[Click here to register](#)

## **2. Dr. Koppiker was invited by Symbiosis University Hospital and Research Centre for Demystifying Cancer related Myths.**

Dr. Koppiker was invited by Symbiosis University Hospital and Research Centre and Symbiosis Medical College for Women as a part of their Knowledge Series : Demystifying Cancer to present a talk. Dr. Koppiker discussed how breast cancer is the most common cancer among women worldwide and compared the different surgical approaches to treatment. After being diagnosed with breast cancer, the first thought that comes to a woman's mind is that "how can I get rid of it?" The immediate thought that follows is "Maybe by getting rid of my entire breast", especially after Angelina Jolie underwent mastectomy post-testing positive for BRCA.

In the earlier years, mastectomy (complete removal of the breast) was considered as a gold standard for the treatment for every type of breast cancer, but not today! As the technology progressed, screening for breast cancer also advanced and so have the surgical techniques. Breast Oncoplasty is a surgical branch in which the cancerous tumor is removed, maintaining the breast's functionality, is oncologically safe, and gives excellent cosmetic outcomes

He appealed to young surgeons in India to be open to a more holistic and a patient-centric approach in treating breast cancer. Many clinical trials have also shown positive results on the survival of patients who underwent Breast Oncoplastic Surgeries. He emphasized that this is why, every breast cancer patient in India should be given the option of conserving her breasts. Options are available for every kind of resection for all types of breast cancers.

He stressed on the importance of community sensitization in spreading awareness about breast cancer and urged that occasional screening camps, support groups and counselling should be made available for the patients and their family. He also brought to focus the importance of psychological counselling in the process of treatment and recovery and recommended that a trained psycho-oncologist should be available at all treatment facilities to offer their help to patients and their relatives during distress.





**SYMBIOSIS UNIVERSITY HOSPITAL AND RESEARCH CENTRE  
SYMBIOSIS MEDICAL COLLEGE FOR WOMEN**

**Dr. C. B KOPPIKER**

Medical Director of Orchids Breast Health Center, Pune



**Qualification:** MBBS, MS (General Surgery),

30+ years Experience as Consultant Onco Surgeon

Expert Breast Onco Surgeon

Managing trustee of Prashanti Cancer Care Mission (PCCM)- a non-profit organization in Pune.

On Board of directors of Society of Oncoplastic Surgery (SOS), U.S.A

Pioneered: Several Surgical procedures including Oncoplastic surgeries in the treatment of breast cancer care in the state and India.

Vast Experience: More than 700 oncoplastic surgeries, 200+ breast reconstructions & 750+ sentinel node excisions.



**3. Dr. Koppiker's Article titled 'An advanced, minimally invasive technology for breast cancer diagnosis and removal of benign breast lumps' was featured in PuneKarnews.**

An article titled 'An advanced, minimally invasive technology for breast cancer diagnosis and removal of benign breast lumps' was featured in PuneKarnews. In the featured article Dr. Koppiker speaks about the increasing incidence of breast cancer in the country and the importance of enhanced awareness of the disease. He urged women to pay attention to their breast health, keep a watch on symptoms that may indicate the need for medical diagnosis and not fear treatment as advanced solutions such as VABB can prove to be beneficial in breast cancer diagnosis and treatment. He elaborated that VABB enables removing these benign lumps without leaving scars or disfigurement of the breast, and can be very reassuring for women.

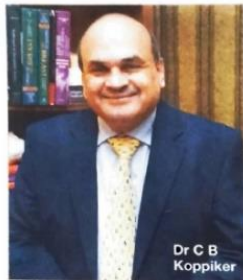
Dr Koppiker added further that timely diagnosis can help prevent the deterioration of the condition and reduce the risk of fatal outcomes.

# An advanced, minimally invasive technology for breast cancer diagnosis and removal of benign breast lumps

**W**ith the growing incidence of breast cancer in the country, it is vital to take forward enhanced awareness of the disease and commemorate the Breast Cancer Awareness Month of October," opines Dr. Chaitanyanand B Koppiker, breast oncologist, Prashanti Cancer Care Mission, Pune. The leading physician emphasised on the importance of early detection of breast cancer and the benefits of the advanced Vacuum-Assisted Breast Biopsy (VABB) technology which offers highly accurate diagnosis.

Dr Koppiker adds, "The major advantages of VABB technology are that it is fast, minimally invasive, scar-free and is a day care procedure. It helps to accurately sample the smallest of the lesions in the breast that often get missed or are not sampled by core needle biopsy which is otherwise the gold standard to biopsy lesions that are more than 5 mm in size. With any tumour less than that, the trucut biopsy may miss the lesion. It is also a safe and effective method to remove benign lumps such as fibroids and papillomas which commonly occur among young women, as an OPD scarless procedure. As October marks Breast Cancer Awareness Month, we urge women to pay attention to their breast health, keep a watch on symptoms that may indicate the need for medical diagnosis and not fear treatment as advanced solutions such as VABB can prove to be beneficial in breast cancer diagnosis and treatment."

Often, women may detect some lumps in the breast which may be non-cancerous and benign lesions but can create anxiety. According to a pathologic study of benign breast diseases in Tokyo and New York, non-cancerous lumps fibroadenomas comprise about 50 per cent of all breast biopsies in



Dr C B Koppiker

younger women (15-35 years), and this rate rises to 75 per cent for biopsies in women under the age of 20 years. Fibrocystic breast disease is another extremely common condition that gives breasts a lumpy or rope-like texture. Diagnosed in millions of women worldwide, it is managed by conservative means and needs no surgical intervention at all.

Traditionally, benign lumps such as fibroadenomas that are growing rapidly or have reached large sizes, or papillomas that are termed pre-cancerous in some situations would be removed surgically, causing much distress, leaving scars, or anxiety among patients. Advanced technology like Vacuum-Assisted Breast Biopsy (VABB) comes in handy in such situations. VABB enables removing these benign lumps without leaving scars or disfigurement of the breast, and can be very reassuring for women.

Dr Koppiker adds, "Timely diagnosis can help prevent the deterioration of the condition and reduce the risk of fatal outcomes. Advanced techniques like



VABB technology has been instrumental in the field of breast health

VABB are patient-friendly and have enhanced the procedure for both diagnosis of breast cancer as well as the removal of benign lesions which were erstwhile a cause of worry for patients."

VABB increases the efficiency, accuracy, and ease of targeting such small breast lesions and therefore is practiced as a gold standard across the globe. In addition, it ensures that tissue samples are taken from all parts of the lesion and then sent to the laboratory for detailed analysis and to identify if the lump is malignant or benign.

*The views/ suggestions/ opinions/ data in the article are the sole responsibility of the expert/ organisation*

## 4. The article 'IDC is most common form of breast cancer, representing 80 percent of all diagnoses' featured in the Indian Express discussing the biobank setup in PCCM.

The article titled 'IDC is most common form of breast cancer, representing 80 percent of all diagnoses' published in the Indian Express spoke about the significance of Prashanti Cancer Care Mission (PCCM-CTCR) and Orchids Pune Breast Cancer BioBank. The report talks about the Breast Cancer Biobank at PCCM, the first of its kind in Pune city. The article discusses how this will be a valuable resource to aid in the understanding of the disease and help in advancing precision medicine.

The incidence of breast cancer in the Indian population is projected to grow to 1.7 million in 1.25 billion population by 2035 and studying the molecular and genetic aspects of the disease-specific to the Indian population is crucial. In the article, Dr. Koppiker also bust some about the myths related to Breast cancer and again stressed on the importance of early detection of Breast Cancer. Do take time out and read it, it's important. Be aware, Stay Vigilant!

The article can be accessed via: <https://indianexpress.com/article/cities/pune/idc-is-most-common-form-of-breast-cancer-representing-80-per-cent-of-all-diagnoses->

## **IDC is most common form of breast cancer, representing 80 per cent of all diagnoses**

To commemorate the Breast Cancer Awareness Month of October, Dr Koppiker has also emphasized the importance of early detection of breast cancer as the only key to reducing mortality from this rapid disease.

### **5. Dr. Koppiker was invited at Zee 24 Taas as a part of their 'Hitguj' initiative.**

On the occasion of Breast cancer awareness month, Dr. Koppiker was invited to speak about 'Breast Cancer and Breast Oncoplastic Surgery' at Zee 24 Taas under their 'Hitguj' initiative. He busted a few myths about the disease and spoke about the various treatment options that are available today for a breast cancer patient and threw some light on how quality of life can be maintained and enhanced post treatment. The program and interview was conducted in Marathi, the local language so that it is accessible to every strata of the society and raise awareness about breast cancer.



**Dr. CB Kopikar**  
talk on Breast  
Oncoplastic Surgery

**Hitguj**

Program on

**ZEE१४ तास**

on Wednesday,  
27<sup>th</sup> October 2021  
at 2:30 - 3pm



For Emergency, Dial:  
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For appointments, call: 020 66819966 / 67 / 68 | [jehangirhospital.com](http://jehangirhospital.com)

## 6. Ms Laleh Busheri presented a talk ‘ Breast Cancer – Facts and Myths – Lets be Aware’ at Cognizant as part of a series to commemorate breast cancer awareness month

Ms. Laleh Busheri was invited by Pune D & I council and Cognizant to present a talk on Breast Cancer – Facts and Myths – Lets be Aware . The talk focused on importance of breast cancer awareness, and discussed pertinent facts about breast cancer as well as debunking some of the common myths associated with it. She also spoke about the steps of self breast examination and emphasized the importance of conducting periodic self breast examination for a women’s health. The talk was very well received and included an interactive Q&A session.

**Completely Cognizant**  
Celebrating Inclusion & Advancing Diversity

**WE**  
WOMEN EMPOWERED

**Protect Yourself against Breast Cancer**

Session with Laleh Busheri  
CEO of Prashanti Cancer Mission (PCCM), a non-profit NGO

**Breast Cancer – Facts and Myths – LET’S BE AWARE**

Laleh initiated Prashanti Cancer Mission due to the unfulfilled needs of departed Cancer patients, care givers, survivors, volunteers, and doctors touched by cancer! Laleh is joining us to clear our myths and talk about in detail the facts of breast cancer and the ways to prevent it.

**Pune D&I Council** is happy to invite you for a session on Breast cancer Awareness on **October 25 from 4.00pm IST to 5.00pm IST with Laleh Busheri**, in the quest to continue to raise awareness and eradicate this disease.




**7. Freeships for Diagnostics, Surgery, Chemotherapy, Onco-Pharmacy, Clinical Procedures and Consultations at Orchids Breast Health in October 2021**

**❖ 15 PATIENTS RECEIVED FREESHIP AND MAJOR CONCESSIONS ON BREAST SURGERY**



**❖ 30 PATIENTS RECEIVED FREE CHEMOTHERAPY AND 65 PATIENTS RECEIVED MAJOR CONCESSIONS AT OUR DAY CARE CENTRE FOR CHEMOTHERAPY**





❖ **210 PATIENTS RECEIVED FREE & CONCESSIONAL MEDICINES FROM OUR ONCO-PHARMACY**



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



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



❖ **10 PATIENTS RECEIVED FREE AND CONCESSIONAL BIOPSY & VAB PROCEDURES (FOR REMOVAL OF FIBROIDS ETC).**

**8. PCCM appeals for support and donations to help save breast cancer patients**

We are ever grateful for your generosity and donations over the years that have helped save the lives of over 1000 young girls & women annually.

Many of them are alive with their families & loved one because of your generosity and big heart. Last year, because of your contributions we have been able to successfully treat over 3000 unaffording women with breast cancer through full freeships and major concessions in surgery, chemotherapy, radiation, free biopsies, diagnostics and much more, enabling them through the bewildering maze of challenges the disease brings through its wake & hand holding them to lead a normal life after cancer.

This year the unprecedented COVID-19 pandemic has presented challenges to the cancer patients and their families. Prashanti Cancer Care Mission has made every effort that no unaffording patient seeking our help is turned away.

This pandemic period has posed a huge challenge to needy patients, their care givers and Prashanti. We are striving to be able to take care of each and every woman coming for freeships and treatments.

We are now appealing to you for your support and generous donations, to help these young women battling with breast cancer to be able to get free treatment from us, so that no patient is turned away without help.

Every small amount from you would help save the lives of these women and allow them to live a healthy life with their loved ones.

Following are the details through which you can donate to Prashanti

You may donate via either of the two options:

**1. Through the donation page on the website:**

**<https://www.prashanticancercare.org/donations.php>**

**or**

**2. Send us a cheque in favour of “Prashanti Cancer Care Mission”**

**Address: 1,2 Kapilvastu, Senapati Bapat Road, Pune, Maharashtra 411016**

Please mail your Full Name, PAN Card copy, Mobile Number and Address proof to [accounts@prashanticancercare.org](mailto:accounts@prashanticancercare.org) so as to enable us to courier or email to you the 80G tax exemption certificate and donation receipt.

Every donation will receive a Receipt, benefit of Tax Deduction under 80G of IT Act 1961 and a Thank you Letter within a week or two.

For any queries, please feel free to contact me personally on 9850251000.

A big thank you once again for all the support over the years. Without your help, it would be impossible to do what we do. God Bless and wishing you and your family a blessed life.



## 9. Testimonial by Surgeons in the M.Ch Program

Training young minds has always been a very fulfilling experience for Dr. Koppiker. Having trained over 500 surgeons during his practice, he wanted to establish a structured program that allowed him to offer his expertise to aspiring young surgeons. Hence, in 2017 he started the MCh program in Breast Oncoplasty in association with University of East Anglia (UEA), UK.

Dr. Vaishali Zamre is 2017 MCh batch trainee and is a practicing breast cancer surgeon in Delhi. She recently has joined Rajiv Gandhi Cancer Institute, Delhi as a Unit Head for Breast Cancer Surgery Department. In this video testimonial she tells about how Mch program has helped her career as a breast cancer surgeon, how in-depth knowledge in a niche field like oncoplastic surgery has strengthened her career. She thanks Dr. Koppiker from bottom of her heart for enhancing the skills of many budding breast cancer surgeons like her, through his Oncoplastic teachings.



For the full video, please access the link below:

<https://drive.google.com/drive/u/0/folders/1mBQm6JBQGia10NZPIRZfyGM4q72MD3QH>

## **10. Testimonials of a few patients who were adopted for Freeship in October 2021**

### **1. Jharna Shivani**

Right from the first visit until the last chemotherapy, everything has been outstanding. The staff at day care has been lovely and very cooperative. Big thank you to Dr. Koppiker, Dr. Deshmukh & Dr. Dhar for their advice and promptness at every stage of the treatment. The team at Radiology has also been very quick and responsive.

One thing that I do think could be better is the reception. Time management and communication from them was lacking precision. Many times they were busy discussing workload while patients were at day care. Overall, however, everything has been great. George and Smita have been phenomenal. Can't thank them enough.

### **2. Mr. Vijay Yedage**

The service that I have received from Orchids Hospital is very excellent. Dr. Koppiker, Dr. Chetan and all the other staff is very friendly. They have explained the procedure in detail. Dr. Koppiker is a very talented doctor. My mother was scared when she came to know that she was detected with breast cancer. Dr. Koppiker & Dr. Deshmukh answered all our queries. I appreciate the entire staff, especially George and Smeeta sister.

### **3. Gauri Damle.**

I got detected with breast cancer in September, 2020. I was very scared and shattered with the diagnosis. I met Dr. Koppiker for consultation via a few contacts. The way he counselled patients, the way he supported patients all helped me take my diagnosis in a positive way. He explained the results of each test to me very properly. I was operated in October, 2020. I got treatment for chemotherapy from Dr. Deshmukh.

All the staff was very cooperative and very caring, especially Smeeta sister and George.

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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