



NEWSLETTER

February 2017

Greetings from Prashanti Cancer Care Mission!

The year brought in some wonderful news of all of our 7 abstracts being accepted at conferences – one being at the most prestigious St. Gallen.

I am also happy to share the news that Prashanti Cancer Care Mission has brought out the first ever breast cancer app in India which is now officially on iPhone too.

As part of the academics activities Prashanti Cancer Care Mission will be hosting two conferences on breast cancer research in February, the details of which are in the newsletter.

I am sharing below some of the highlights of the month of January 2017.

Looking forward to all your support in the years to come.

Warm regards,

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ACADEMIC EXCELLENCE

We are proud to announce the acceptance of Dr. C. B. Koppiker and team's abstract on "Immediate Breast Reconstruction Surgery Using Implants And Autologous Lower Dermal Sling Procedure May Mitigate Radiation Therapy Complications" for poster presentation at the prestigious **15th St. Gallen International Breast Cancer Conference 2017** to be held in March at Austria. This conference witnesses the participation of experts of virtually all major cooperative groups and centers worldwide, where they will engage in active discussions and present data on basic and clinical research, as well as in clinical management of breast cancer.

We are also proud that all of our six abstracts submitted to **SYMHEALTH 2017**- an International Conference on Healthcare in a Globalizing World have been accepted for full paper submissions. Organised by Symbiosis International University (SIU), the conference will be held in May in Pune.

The abstracts accepted cover a wide range of topics:

- Breast Cancer screening
- Cervical Cancer Screening
- Triple Negative Breast Cancer biobank
- Full Field Digital Mammography outcomes
- Comparison of CBE vs Mammography in community screening of Breast Cancer
- SMS reminder for Breast Self Examination

We would like to thank the Bajaj group for their support towards the Full Field Digital Mammogram which is contributing directly to such academic success.

APP LAUNCH - India's first BREAST CANCER APP is now on iOS!



On the occasion of World Cancer Day, the app will be ready for you all to download from 4th February 2017 onwards from the iTunes store for iOS based phones. It is already available right now from the Play Store on android based phones. To download the app, key in '**Orchids Breast Health**'. The app enables a woman to empower herself with all information on breast health: Non-cancerous lesions vs cancerous lesions, signs and symptoms, gold standard diagnostic procedures, treatment which does not necessarily mean breast removal, myths, and FAQs. Apart from the information of the what, why, how, why not and what can be done of breast cancer, the app also allows for ordering chemotherapy drugs online from the onco-pharmacy at Orchids, and also scheduling day care chemotherapy appointments. Share the app with all the women who matter to you.

UPCOMING EVENTS

11th February 2017, Level I Breast Oncoplasty Workshop

We are happy to announce Breast Oncoplasty Workshop (Level I) organized by International School of Oncoplasty, Pune on 11th February, 2017 to be held at IISER, Pune. This is the first of the series of workshops dedicated to provide specialized training in oncoplastic breast surgery (OBS) by Dr. Koppiker and team. The one-day workshop will highlight the important aspects of OBS along with hands-on training, surgical training with models and discussions on various

surgical techniques through videos, live models and lectures. The attendees will get an opportunity to have a one-on-one discussion on technical details of each surgery as well as personal interactions with the renowned national and international faculty. For further details call 9850251000.

27th February 2017, International Breast Cancer Symposium

Prashanti Cancer Care Mission (PCCM) and National Center for Cell Sciences (NCCS) will be co-organising a one day International Breast Cancer Symposium on 27th February, 2017 at NCCS Auditorium, Pune. This event has been organized by the two partners to coincide with the visit of a team of Breast Cancer scientists and clinicians from NCI-Markey Cancer Research Center, University of Kentucky College of Medicine, USA.

RARE SURGICAL CASE – one among the ten in the world

Dr. Koppiker operated on a 33 year old lady in her 6th month pregnancy, who had breast hyperplasia, or overgrowth of breast. Surgery was performed on the 9 kilo heavy breasts to relieve the woman of associated backache and infections at the folds. A procedure called as *simple mastectomy with free full thickness nipple-areolar graft* was performed by Dr. Koppiker and team, while simultaneously achieving cosmesis.

PATIENT TESTIMONIAL

One of our patients and conqueror, Mrs. Sucheta Limaye, was treated for metastatic breast cancer at Orchids. Sharing her experience she said, “I was diagnosed with 4th stage metastatic breast cancer in May 2015. During the initial shock and panic, I got myself admitted to another hospital in Pune where the doctors insisted I should go in for a port and aggressive chemotherapy without waiting for the full biopsy results. I checked myself out and came to Dr. Koppiker for a second opinion. What an emotional relief I got by his calming words. He said, ‘There is urgency, but no emergency! Let all test results come. Take your time, get other opinions if you wish and start when you are ready’.

When the treatment protocol was finalized, I visited a few other hospitals before deciding to have the chemotherapy at Orchid’s. Dr. Koppiker’s and Dr. Deshmukh’s presence was a big factor of course, but the ‘non-hospital’ ambiance, the cheerful and friendly staff and the super efficient, deft handed Brother George tipped the balance irrevocably in Orchid’s favour. I am glad about the decision! The daycare administration of the chemotherapy on a comfortable recliner goes like a breeze. Today is the 38th IV administration of my chemotherapy and that too without having to use a port!”



COMMUNITY OUTREACH ACTIVITIES

We have continued our efforts in reaching out to the community to create awareness about women cancers by organizing talks in organizations, and societies.



Awareness talks given by our Medical Social Workers at various venues all over Pune



Awareness talk by our patient advocate Ms. Rakshinda Ansari

THE PCCM SCOREBOARD

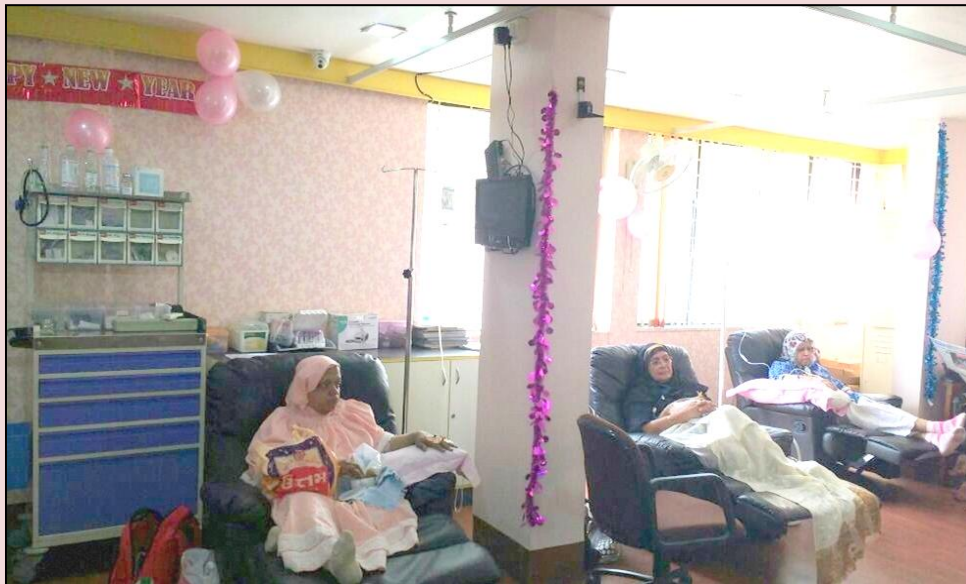
(free ships/major concessions for the month of February)

Awareness talks	13
Number of women attending awareness talks	558
Cancer screening camps held	17
Total women screened	565
Total mammograms performed	278
Total colposcopies performed	309
Sonographies	99
Biopsies	16

SCIENTIFIC TALKS

Dr. Koppiker gave several scientific talks in Maharashtra and Gujarat. In a talk in **JW Marriott**, organized by Poona Surgical Society, Dr. Koppiker spoke about Oncoplastic Breast Surgery. Dr. Koppiker was a Chairman for **Tata Memorial Hospital's** 'Year in Review' which focused on 'Loco-regional therapies in Breast Cancer'. At an International Conference organised by Krishna Medical College at **Karad**, Dr. Koppiker spoke on 'New Paradigms in Breast Surgery' with emphasis on molecular biology. He also gave a lecture on Breast Oncolpoasty at Ahmedabad, organized by Joint International Council.

NEW YEAR CELEBRATIONS



New Year celebrated with our patients at the day care

BIRTHDAY CELEBRATIONS

As a token of appreciation and thanksgiving, one of our patients was keen on celebrating her mother's birthday with the staff of Orchids as she wanted to celebrate the day with her 'new' family. She was kind enough to treat the staff at Orchids with her birthday lunch, which was an impressive spread. We made the day special for her by getting a cake for the 77 year old birthday girl and wishing her and her family happiness forever!



Wishing her joy and happiness always!

SUPPORT GROUP ACTIVITIES

As part of Prashanti Cancer Care Mission's support group activities, a tea part was organised for cancer conquerors and their family on 18th January 2017. The event was a lovely get-together which saw more than 50 conquerors gathered to share their stories and celebrate the journey called life. There was dance, music, and fun, thanks to all present.



It was indeed a lovely evening!