

# NEWSLETTER APRIL – 2018

## **1) RISK REDUCTION GENETIC CLINIC AT PRASHANTI CANCER CARE MISSION COMPLETES ONE YEAR**

Since May 2017, Pune's Orchids Breast Health Clinic- (OBHC) an initiative of Prashanti Cancer Care Mission has established a "HBOC Risk Reduction Clinic". This preventive oncology clinic is based on the principles of multimodal risk assessment of HBOC. On advice for treating onco-clinicians, the patients are referred to well-trained genetic counsellors who evaluate the need and type of genetic testing applicable. Genetic reports from DNA collected from blood or saliva samples is then discussed with the patients and give appropriate advice for follow-up actions.

In the past year, over 50 Breast Cancer- affected families have undergone HBOC risk assessment while more than 200 individuals affected with Breast Cancer or with strong family history have undergone genetic testing at PCCM.



**2) 1103 WOMEN SCREENED IN THE MONTH OF APRIL**  
**CLINICAL BREAST EXAMINATION CAMPS**

CBE in April Month 2018	
Venue	No of CBE
Infosys	856
Pirangute	20
Wagholi	71
Mukund Nagar	58
Matoshree Ramabai Road	19
Karjat	51
Wagholi	28
<b>Total</b>	<b>1103</b>





**3) PRASHANTI CANCER CARE MISSION CHOSE PRADNYA JOG  
- SUPPORT GROUP PINK RIBBON CLUB MEMBER TO  
PARTICIPATED IN MRS. DIVA WEST INDIA – 2018 CONTEST**

Mrs. Diva West India 2018 Beauty Pageant was held in Radisson Blu, Pune on the 8<sup>th</sup> of April 2018. Anjana Mascarenhas was gracious to ask us to give a cancer conquerer to be groomed for the Mrs. Diva West India, Prashanti chose Pradnya Jog from the Pink Ribbon Club and she made it to the finalist winning Mrs. Radiant. The judging panel included CEO of PCCM Ms. Laleh Busheri.



#### 4) AWARENESS TALK AT BEACON: MS.LALEH BUSHERI

On the 23<sup>rd</sup> of April 2018 Ms Laleh Busheri delivered awareness talk at Beacon creating awareness of Breast Cancer early detection and diagnosis, preventive measures and healthy lifestyle.



5) APRIL MONTH SAW MANY NEWSPAPERS AND MAGAZINES  
FEATURING ARTICLES ON BREAST CANCER BY  
DR.KOPPIKER

### 1) Lokmat Newspaper

[illegible]



## 2) Urbane Magazine

**Men! Take care of the women in your lives**

WORDS DR CHAITANYANAND KOPPIKER

With so many misconceptions and myths surrounding this disease, we feel the need to educate not just the women, but more importantly the men in their lives. With path breaking scientific and technological advances, this disease can be prevented and treated to ensure a long and happy life

**IN INDIA, BREAST CANCER IS THE** most common cancer amongst women. Unlike in western countries, breast cancer is getting younger in India, with the mean age of diagnosis being 42 years. Breast cancer affects women at an age when they are the pivot of the family, and are busy looking after the family needs and hence need to be pushed to look after themselves. It is also a fact and our experience that the decision makers in India are usually the husbands, fathers or fathers-in-law. Therefore, it is the onus of the male members to ensure that they educate themselves about various aspects of this disease.

With the significant advances in medical science, there has been a phenomenal change in management of breast cancer, with a change in focus from major surgeries, longer chemotherapy and radiation to optimised personalised treatment. The current shift of focus reveals the importance and impact of empathy in designing a comprehensive treatment plan.

With the use of sophisticated imaging modalities like Digital Mammography with 3D Tomosynthesis and Automated Breast Volume Scanner, it is now easier for doctors to diagnose even the tiniest of tumours so that the treatment can start early. Unlike in the earlier days, open surgical biopsy has become obsolete and using core needle (thin needle) biopsies have 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 scarless, 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 diagnostic 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 and now there is a paradigm shift towards Onco-plastic Breast Surgery (OBS)".

Mastectomy or conservative surgery with little regard to aesthetics leaves a woman feeling mutilated which severely impacts her quality of life by affecting her body image, self-esteem and sexuality. Onco-plastic surgery which combines principles of plastic surgery with those of cancer surgery has been found to positively impact cancer-affected 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.

Breast Oncoplasty can also be a boon to women who require a mastectomy. Patients who need a mastectomy are given immediate reconstruction with such disease that ensures that the breasts look better after reconstruction.

All these surgeries are done at the same sitting so that women do not have to go under the knife or get administered anaesthesia for a second time.

In addition, these techniques also help and prevent depression and sense of loss in women. They have also been shown to address negative issues related to the partner's psyche and reduce 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.

To address these issues, Orchid Breast Health was established as a stand-alone state-of-the-art centre for breast health in Pune.

At Orchid Breast Health Clinic, every woman is given equal importance immaterial of her societal and financial status.

The clinic offers cosmetic surgery options to women seeking solutions for aging breasts/young breasts that need to be augmented.

The clinic has a homely Day Care centre where patients from all over Maharashtra receive chemotherapy under supervision of oncologists.

A full-fledged onco-pharmacy is housed which offers free medicines or medicines at concessional rates for the un-affording.

Holistic Care, Nutritional and Psychological Counselling are provided by trained specialists for healing of the mind, body and soul.

Over the last decade, my team at Orchid Breast Health Clinic (OBHC) have performed over 5000 breast surgeries, 2000 onco-plastic surgeries with over 300 breast reconstructions and 150 therapeutic mammoplasties.

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In June 2015, a research study was conducted at OBHC on 150 operated patients from the clinic and 97% patients reported to having a high level of satisfaction and 95% agreed to refer other women to opt for Onco-plastic Breast Surgery. Given the increasing popularity of Onco-plastic Breast 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.

2018 www.urbane.com

www.urbane.com January 2018 47

**PERSONALISING MEDICINE**

There's no one-size-fits-all approach when it comes to medicine, and certainly not when it comes to the Big C

**Dr. Chaitanyanand Koppiker**

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

**THE AIM OF THE SURGERIES IS NOT ONLY REMOVAL OF THE TUMOUR BUT MAINTENANCE OR EVEN IMPROVEMENT OF BREAST AESTHETICS**

**W**ITH BREAKTHROUGH advances in the management of diseases in the 21st century, we are now experiencing a paradigm shift in the treatment of breast cancer as well. There has been a steady swing in the perspective of breast cancer management, with a change in focus from major surgeries, longer chemotherapy, and radiation to optimizing personalised treatment.

Evidence from years of research has now highlighted the benefits of precision medicine in the form of advanced diagnostics, conservative surgeries, and optimum chemo-radiation treatment. The current shift of focus highlights the inclusion of empathy in creating a comprehensive treatment plan.

With the use of sophisticated imaging modalities like Digital Mammography with 3D Tomosynthesis and Automated Breast Volume Scanner, it is now easier for doctors to diagnose even the tiniest breast tumours so that the treatment can start early. Unlike in the earlier days, open surgical biopsy is becoming obsolete and using core needle biopsy (thin needle) used under local anaesthesia has become the rule of thumb. Further, contemporary biopsy techniques like Vacuum-assisted Biopsy and Robotic arm-guided Stereotactic Biopsy have improved the accuracy of diagnosis while curtailing the discomfort to the patient. Scarless, painless, and time-efficient procedures are now possible as a result of highly accurate technologies. These procedures can be performed within 15 minutes under local anaesthesia in an outpatient setting, obviating the need for expensive hospital stays.

There has been a visible evolution in surgical treatment of breast cancers from conducting mutilating mastectomies to conservative surgeries. Radical mastectomy incurred significant disfigurement – it was a surgery that negatively impacted the self-esteem, body image and sexuality of women leading to poor quality of life, high morbidity, and substandard surgical outcomes.

Women are now selected for specialised surgeries like Breast Oncoplasty – a technique where the breast is conserved and aesthetically enhanced in the same operation and if required, reconstructed. Women with larger, drooping breasts are advised to go for Reduction Mammoplasty, i.e. reducing the size of the breasts. Women with smaller breasts can opt for Breast Augmentation using implants. Thus, the aim of the surgeries is not only removal of the tumour but maintenance or even improvement of breast aesthetics during the same operation. Such personalised treatment has added a new dimension to their quality of life that helps women to regain confidence in opting for breast cancer treatment. These also address the issues related to the partner's psyche and reduces marital problems. An added benefit of this surgery is that it is done at the same sitting so that women do not have to go under the knife or be administered anaesthesia for a second time. The silicone prosthesis available today is compact, cohesive, and safe.

Orchid Breast Health Centre has done more than 350 reconstructive surgeries over the past 3 years and more than two thousand breast surgeries over the last few years. It is the only unit in the country that does routine Onco-plastic Breast Surgery at such great volumes.

All in all, the management of breast cancer has evolved to personalised management of every patient with various techniques, chemotherapy regimens, and radiotherapy tailored to an individual's need. State-of-the-art technology, accurate diagnostics, and better clinical practices are now revolutionising the field of personalised care.

## 3) Femina Magazine: PCCM hosted a High Tea-party for the cancer survivors, caregivers and patients was covered by Femina Magazine

## Of strength and spirit Celebrating the joy of living

Pink Ribbon Support Group hosted a pampering high tea for the cancer patients. The attendees were treated with salon services and there were live performances by members of Rotary Club of Poona and karaoke singing. Patients openly spoke about their journey and various experiences of surviving through breast cancer, thus reinforcing the great mission of Pink Ribbon Support Group of providing strength to each other. The Pink Ribbon Support Group by Prashanti Cancer Care Mission was founded provides support to cancer patients and caregivers throughout their sensitive journeys. To encourage and empower the patients before, during and after their treatment, the Pink Ribbon Group organizes various fun and informative activities like annual picnic, breast cancer symposiums, drum circle events and tea parties with intent to celebrate life in its purest form.



### 6) TESTIMONIALS OF THE MONTH:

A) Mrs. Yasmin Shaikh



I was diagnosed with stage 2 Breast Cancer; it was difficult for me and my family to take the news as I belong to a lower middle class family. The treatment cost was more troublesome than the disease for me. I thank God for his grace on me, he sent Dr.Koppiker and Ms.Laleh Busheri for my help. Through Prashanti Cancer Care Mission I received financial help, the burden of my whole treatment costing to Rs.12,04,500/- which included chemotherapy and radiation was taken care of by PCCM, surgery was performed by D.Koppiker completely free of charge but the most important thing was emotional and mental support which I received from the team of PCCM who

treated me as family. Words cannot describe how grateful I am for the gift of second life. I also owe my sincere thanks to the staff for their support and care.

**B) Mrs. Savita Waghmare**



I Mrs. Savita Waghmare was diagnosed with breast cancer stage 2. Being a single mother it was worrying me a lot as my children will be abandoned, this lead to stress anxiety and depression. I didn't have any source of help as I am a widow. Prashanti Cancer Care Mission gave me a ray of hope, it was like a silver line in my dark clouds. They didn't save just save one life but 3 lives. My both breast were saved and they looked natural by surgery performed by Dr. Koppiker free of cost. I felt complete. I want to thank PCCM from the bottom of my heart for helping me financially through every stage of the treatment I was receiving. I am grateful to Dr. Koppiker and Ms. Laleh Maam for their help and support.

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



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