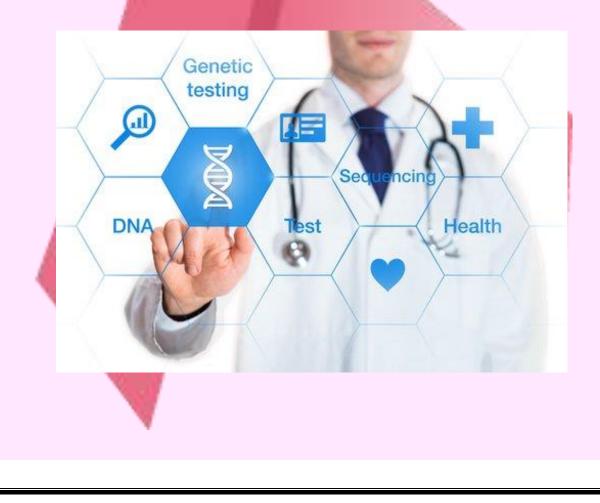
# NEWSLETTER APRIL – 2018

## 1) <u>RISK REDUCTION GENETIC CLINIC AT PRASHANTI</u> <u>CANCER CARE MISSION COMPLETES ONE YEAR</u>

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) <u>1103 WOMEN SCREENED IN THE MONTH OF APRIL</u> <u>CLINICAL BREAST EXAMINATION CAMPS</u>

CBE in April Month 2018		
Venue		No of CBE
Infosys		856
Pirangute		20
Wagholi		71
Mukund Nag	gar	58
Matoshree R	amabai Road	19
Karjat		51
Wagholi		28
Total		1103



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

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) <u>APRIL MONTH SAW MANY NEWSPAPERS AND MAGAZINES</u> <u>FEATURING ARTICLES ON BREAST CANCER BY</u> <u>DR.KOPPIKER</u>

#### 1) Lokmat Newspaper



#### 2) Urbane Magazine



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

PERSONALISING MEDICINE



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

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

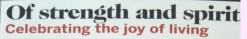
advances in the management of disease in the 21st century, we are now experiencing hift in the treatment of ears of re years of research has d the benefit of precision form of advanced nservative surgeries, and o-radiation treatment. nt shift of focus highlights ion of empathy in creating a insive treatment plan. e use of sophisticated imaging gical biop d using core n needle used u

disfigurement - it was a surgery that negatively impacted the self-esteem, body image and sexuality of women leading to poor quality of lie. high morbidity, and substandard surgical outcomes. Women are now selected for specialised surgeries like freast Oncopiasty - a technique where the enhanced in the same operation and it required, reconstructed. Women with larger, drooping breasts are advised to go for Reduction Mammoplasty, i.e., adgmentation using implants. Thus, the aim of the surgeries is not only removal and the surgeries is not only removal vement of breast aesthe me operation. Such per ent has added a new di



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





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 torm.



### 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 completly 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