

Prashanti Cancer Care Mission
Reaching out with excellence



Orchids
BREAST HEALTH

NEWSLETTER

JUNE 2019

1. ON 29TH AND 30TH JUNE, INTERNATIONAL SCHOOL OF ONCOPLASTIC SURGERY (AN INITIATIVE BY PRASHANTI CANCER CARE MISSION) ORGANISED BREAST ONCOPLASTY WORKSHOP-A PRACTICAL TRAINING PROGRAM, AT IISER

Doctors from all over India as well as from Asia participated in this 2 day long conference at IISER on 29th and 30th of June 2019. It included eminent speakers from India and UK.





2. PROUD MOMENT FOR PCCM: ORCHIDS BREAST HEALTH CLINIC FEATURED IN FORBES INDIA MAGAZINE JUNE 2019

INDIA
Forbes
JUNE 2019

Leaders In Healthcare

India's State-Of-The-Art Breast Cancer Centre

A one-of-its-kind centre that has pioneered several innovative techniques in breast diagnostics and surgery.

ORCHIDS BREAST HEALTH CLINIC is an initiative of the Prashanti Cancer Care Mission (PCCM) Pune, a one-of-its-kind Centre of Affordable Excellence in Breast Care in India. ORCHIDS has pioneered several innovative techniques in breast diagnostics and surgery - **ONCOPLASTIC BREAST SURGERY** is a unique research-driven interdisciplinary team of oncologists, radiologists, geneticists, clinical scientists, physicians, epidemiologists, statisticians and clinicians at its core. ORCHIDS has benefited state-of-the-art clinical management strategies with community outreach, training and research.

ORCHIDS Initiatives for Fight against Breast Cancer (BC) in India

According to WHO, breast cancer is now the most common cancer in India affecting all socio-economic strata of the society (1). 62,448 new BC cases diagnosed annually with highest global mortality rate. Majority of BC in India are detected in young, premenopausal women around mid-forties. Lack of awareness about disease symptoms, early diagnosis contribute to late diagnosis, delayed treatment and high mortality. Unnecessary Mastectomy (i.e. total breast removal) is common practice which causes women from receiving appropriate institutional treatment. Therefore, considering the growing BC burden in India, ORCHIDS has developed multi-pronged, high-impact, innovative initiatives in the fight against BC.

International Standards in BC Clinical Management

1) Advanced Breast Cancer Diagnostics

ORCHIDS is equipped with sophisticated imaging modalities such as Contrast Enhanced Digital Mammography with 3D Tomosynthesis that is hybrid and Automated Breast Imaging Scanner. Precision biopsy procedures with Vacuum-assisted Biopsy and Robotic arm-guided stereotactic biopsy are available at affordable cost.

2) Pioneering Breast Onco-plastic Surgery in India

BCS is a new paradigm that combines principles of BC surgery and cosmetic surgery in the same strategies of breast resection. Breast cancer can lead to psychological trauma and depression, thereby, decreasing survival rates. BCS allows for tumor removal, breast shape and size restoration and good cosmesis in a single surgery. BCS typically incorporates plastic, self-esteem and body image resulting a better quality of life.

Under the leadership of Dr. Kappeler, an international renowned surgeon and a Medical Director, ORCHIDS has pioneered BCS in India. In ORCHIDS, about 75% patients undergo breast BCS procedures. In ORCHIDS, cases that absolutely require mastectomy (breast reconstruction is performed in the same sitting in majority of cases). The rates of total mastectomy are as low as 10%, perhaps, one of the lowest in the world. In the past 5 years, ORCHIDS team has performed over 1500 BCS procedures with various innovative techniques.

Training

With an objective of reducing mastectomy rates in India by creating a well-trained BCS work force, ORCHIDS and senior surgeons from the University of San Diego (USA), UK have conducted hands-on training workshops. Dr. Kappeler has been conferred with a Faculty position in the University of San Diego, USA and the American School of Onco-plastic Surgery.

In 2017, ORCHIDS and IEA have jointly started an academic degree program (MEd) in Breast Onco-plastic Surgery which is the only course in Asia offering cutting-edge BCS training. www.breastoncosurgery.org

Over 50 surgeons from India and South East Asia (Sri Lanka, Indonesia, Maldives, Afghanistan, Bangladesh) have enrolled full time in the program while over 100 surgeons have been trained in various workshops conducted all over India.

Translational Breast Cancer Research

Indian BC cancer profile differs from other countries with reference to its epidemiology, clinical pathology as well as clinical management. Unlike the west, majority Indian BC cases are diagnosed in advanced stage and predominantly in young, premenopausal women. Total negative breast cancer (TNBC) is an aggressive and difficult to treat disease highly prevalent in Indian women. Hence, it is required to directly incorporate research findings from western population in treating Indian BC patients.

All leading international cancer hospitals (i.e., MD Anderson Cancer Centre, Houston, USA; Institute of Cancer Research, London) have established highly successful cancer research programs. On similar themes, PCCM has joined hands with Indian Institute of Science Education and Research (IISER), a premier national research institute in Pune in 2017 to establish a Centre of Translational Cancer Research (CTCR), supported by seed fund from Rajiv Awasi Ltd. CTCR has undertaken major BC-themed research relevant to Indian context in the form of public health, epidemiology, genetics, OES, cancer-related and psycho-oncology.

CTCR research agenda includes understanding the molecular basis of high prevalence of TNBC in a multi-population (India) collaborations with world-renowned breast cancer clinicians and researchers from USA and UK have been established (TNBC genetic patterns and molecular biomarkers have been identified that will be helpful to the Indian onco-clinicians in better prevention, diagnosis and treatment. CTCR has also undertaken major initiatives in capacity building of cancer researchers by conducting novel training programs in research methodology, molecular oncology, bioinformatics, preclinical and clinical research. In September 2019, CTCR will be hosting the first ever conference in India based on "The Cancer Genome Atlas (TCGA) which is world's largest open-source database for cancer research funded by National Cancer Institute, USA.

Community Outreach

1. Sensitization

Based on WHO guidelines, ORCHIDS conducts BC awareness campaigns in form of short duration, thousands of women in Pune annually have been sensitized. Thousands of women in Pune annually have been sensitized. Thousands of women in Pune annually have been sensitized.

ORCHIDS ACHIEVEMENTS

- Global recognition as pioneers in Breast Onco-plastic Surgery (BCS) in India
- Largest number of BCS cases (over 1000, unoperated and reconstructive procedures)
- Pioneering BCS training program
- State-of-the-art advanced breast cancer radiotherapy and precision oncology
- Pioneering cancer research in collaboration with international national and international partners
- Innovative social impact community program in breast cancer awareness and prevention

2. Screening

ORCHIDS has created a Breast Examination (BE) based screening program in which women are examined by breast palpation performed by well-trained para-medical and medical staff workers. A mobile mammography project was created to screen women (below 40 years) for breast abnormalities in which trained radiologists examined the mammograms (2018-17 over 10,000 women were screened via awareness talks and 6,000 women were screened using BE and mammography). The diagnosed cases identified via this screening program were treated free of cost at ORCHIDS.

3. Chemotherapy Support

With the help of generous donors, ORCHIDS has also created a chemotherapy support group to provide free and concessional life-saving anti-cancer drugs, including intravenous undiluted patients (11,000 conventional and 5,000 herceptin) amounting to over 2 Crores INR 2018-19.

4. Patient Support

Sensitization is the most important aim of breast cancer requiring significant support from family and friends. ORCHIDS has created a PCCM-ORCHIDS support group which provides support to patients and caregivers via organizing transport, babysitting, nutritional programming, hospital counseling, genetic and gene sequencing. These initiatives are coordinated by Ms. Laleh Busheri (CEO, PCCM) and members of the support group. The aforementioned high-impact initiatives of PCCM and CTCR will receive a significant boost with generous support from socially conscious organizations and individuals. Therefore, it is our earnest appeal to corporate houses, high-net-worth individuals, philanthropists and NGOs to join hands with PCCM in the fight against breast cancer in India by supporting the ongoing and future activities with the motto "Doing is Not an Option - Be it Hope, Breast or Life".

19 - FORBES INDIA MARQUEE - LEADERS IN HEALTHCARE

FORBES INDIA MARQUEE - LEADERS IN HEALTHCARE - 17

Orchids Breast Health Clinic has been deemed as “A one-of-its-kind centre that has pioneered several innovative techniques in breast diagnostics and surgery” by Forbes India magazine in their June 2019 edition.

3. MS. LALEH BUSERI, CEO OF PRASHANTI, ATTENDED “REACH TO RECOVERY 2019 – INTERNATIONAL CONFERENCE IN PRAGUE” FROM 12 - 15 JUNE, WHERE SHE PRESENTED 2 PAPERS AS WELL AS CHAIRED A SESSION

She presented 2 unique first of its kind papers -

The first of its kind and only paper published from India:

“Psycho-social assessment of post-surgery outcomes after breast reconstruction surgery” -

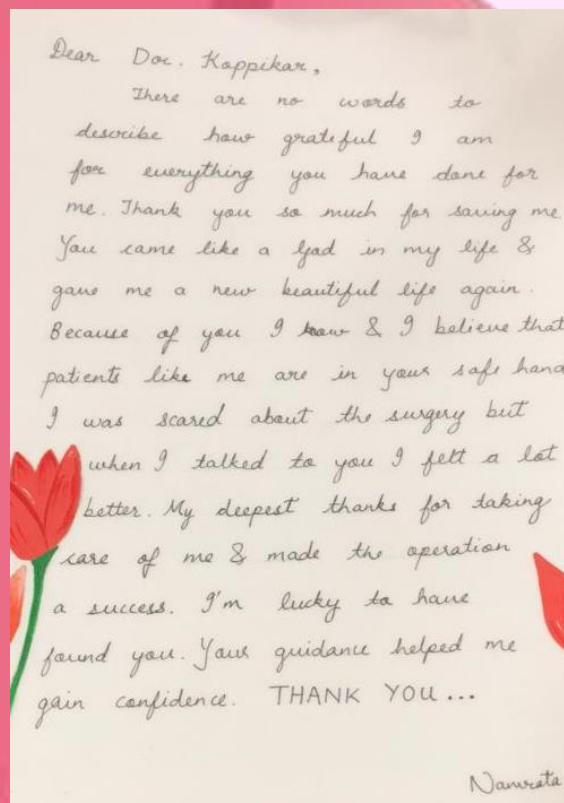
The first and only paper presented out of Pune:

“Breast cancer community screening in Pune, India” and on 13th June 2019.

She also chaired a Concurrent Session on “Strategies for living well during and after breast cancer” on 14th June 2019.



4. PATIENT MS. NAMRATA, UNDER THE TREATMENT OF DR. KOPPIKER HAS GRACIOUSLY SHOWERED DOCTOR WITH KIND WORDS THROUGH BEUTIFULLY WRITTEN PERSONALISED THANK YOU AND APPRECIATION LETTER



Dr. Koppiker and PCCM team was touched by the kind gesture of patient Ms. Namrata who wrote a personalised thank you letter for the Doctor, thanking him for all the care support and strength she received from him during her course of treatment.

5. SOME OF THE AWARENESS TALKS HELD IN JUNE 2019

1- CORNING OPTICAL COMMUNICATIONS, MID

2-MERCK, VIMAN NAGAR



OVER 104 WOMEN WERE SCREENED THROUGH CLINICAL BREAST EXAMINATION CAMPS; TO MENTION SOME:

i) Vishrantwadi



ii) Immanuel Mar Thoma School





iii) Anand Park



iv) Corporation Camp



FREESHIPS FOR DIAGNOSTICS AND SURGERY AT ORCHIDS BREAST HEALTH IN THE MONTH OF JUNE 2019

**❖ 13 PATIENTS RECEIVED MAJOR CONCESSIONS ON BREAST SURGERY
with 1 FREESHIP**



**❖ 43 PATIENTS RECEIVED FREE CHEMOTHERAPY AND 41 RECEIVED
MAJOR CONCESSIONS AT OUR DAY CARE CENTRE FOR
CHEMOTHERAPY**



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



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



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



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

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

1) MRS MANGALA RAJGURU



I, Mangala Rajguru, am a cancer survivor from Pune. When I was diagnosed with breast cancer, initially, I found it very difficult to deal with the news; more so because I belong to a middle class family.

For me the cost of treatment was more troublesome than the disease itself. However, Prashanti Cancer Care Mission gave me ray of hope for my treatment and survival. Dr. Koppiker and Laleh Ma'am helped me to cope up both mentally as well as financially. They helped me financially by providing me free medicine.

I am grateful to everyone at Prashanti Cancer Care Mission for supporting me like family.

2) MRS SAFIYA SHAIKH



Myself, Safiya Shaikh, have been suffering from breast cancer and visiting Dr. Koppiker for the same since early 2019. I am highly satisfied and impress with the way all the patients are provided treatment, with hope and kindness.

Laleh Ma'am and Koppiker Sir helped my family and me with the mental and financial support that we needed. I was provided with free medicines for the treatment.

I had lost all my hopes when I was diagnosed with cancer but Prashanti Cancer Care Mission re-instilled my faith. All the doctors and staff are really caring, for which I am very thankful to them.

3)MRS MALTIBAI AMKAR



I, Malti Bai Amkar, am a cancer survivor from a middle class family. After getting diagnosed with cancer I became very depressed knowing what hit me. However, when I came to Prashanti Cancer Care Mission, along with financial help I got a much needed mental boost from Laleh Ma'am and Koppiker Sir.

I shared with them about my financial background and condition, in turn they became my guardian angel.

Free medicine helped me cope up financially whereas Prashanti Staff along with Sir and Ma'am started treating me like a family.

I am thankful to everyone of this organisation for giving me the best treatment for cancer.

3)MRS PRABHA WAGH



My name is Prabha Wagh and I am a breast cancer survivor. The revelation of this news was like a nightmare for me and my family. Dr. Koppiker, Laleh Ma'am and their entire team has been with me and my family throughout the journey. Laleh Ma'am even helped me financially as well as mentally. In fact, my chemotherapy treatment was done entirely free of cost. I'd like to extend a very special thanks to Dr. Koppiker and Laleh Ma'am for all the financial and moral support they provided.

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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<https://www.facebook.com/orchidsbreasthealth>