1. PRIYANKA CHOPRA FOUNDATION AND DR. MADHU CHOPRA TIE UP TO SUPPORT PRASHANTI CANCER CARE MISSION FOR TREATMENT OF NEEDY BREAST CANCER PATIENTS

Dr. Madhu Chopra and Dr. Neetika Modi launched their All-in-One next Gen Clinic in Mumbai at Studio Aesthetique. A wonderful evening at its launch, it was great to see people give back to society and to mankind. If each one of us gave back to another there would be no one in need and the world would be a better place. Ms. Laleh Busheri, CEO of Prashanti Cancer Care was present at this event.
2. DR. C B KOPPIKER WAS INVITED TO PRESENT AT THE 16TH ST. GALLEN INTERNATIONAL BREAST CANCER CONFERENCE IN VIENNA

The conference was held from 20-23 March and Dr Koppiker was invited to share his expertise along with leading personalities in the field of breast cancer, and to debate and evaluate new findings and studies. He also presented a poster on ‘Surgical Management of Multifocal / Multicentric and Locally Advanced Breast Cancer with Extreme Oncoplasty.

3. VISIT OF DR. ANDREW TUTT TO PCCM

Prof. Andrew Tutt, Head of the Division of Breast Cancer Research Director, Breast Cancer Now Toby Robins Research Centre, Institute of Cancer Research and Guys's Hospital King's College, London, UK visited PCCM on April 29, 2019. He was accompanied by Dr. Ashutosh Kothari, Breast Oncoplastic Surgeon and Chief of Breast Surgery and Guys's Hospital King's College, London, UK.

Prof. Andrew Tutt is a world authority on breast cancer clinical management and research. His two-decade long research on the genetic basis of triple negative breast cancers (TNBCs) has led to the discovery of Olaparib a life-saving anticancer drug now routinely used in the management of TNBCs that have a genetic basis.

Prof. Tutt delivered a lecture titled “Emerging drivers of chromosomal instability and the response to replication stress in triple negative breast cancers”. He then interacted with PCCM clinicians and scientists who are working on research in TNBCs in Indian patients.
4. DR. KOPPIKER AND HIS ACCOMPLISHMENTS FEATURED IN FEMINA MAGAZINE

GIFTING A RAY OF HOPE!

It was a proud moment for Pune when renowned Indian breast cancer surgeon Dr. CB Koppiker, medical director, Orchid Breast Health, Pune, was invited to deliver a keynote lecture and demonstrate novel surgical techniques, using cadaveric dissections, at the School of Oncoplastic Surgery (SOS) in Los Angeles, America, in the month of February. Aayush Acharya discovers his fascinating journey.

Dr. CB Koppiker family learnt the father of Oncoplastic Breast Cancer Surgery in India has been highly acclaimed and is known nationally and internationally for his work on breast cancer. He has pioneered and popularised the art of breast-conserving and reconstructive surgeries in the country, making these procedures less invasive and cost-effective. He also has his credit to the largest number of breast-conserving and Oncoplastic surgical procedures in India.

His Journey

Dr. Koppiker has pioneered breast Oncoplastic surgery in India since 1991, and established the approach, and through India’s Breast Health. He has innovated novel techniques for breast reconstruction after Breast Oncoplastic surgery (BOS) in new paradigms in breast surgery that avoid unnecessary mastectomies, and...
Staying abreast of new cures

Breast cancer is the single largest form of cancer in India with the highest percentage of incidence comparatively a common occurrence worldwide. As many as 1,62,668 new cases of breast cancer were diagnosed in India in 2018, contributing to 6 percent of all new cancer cases identified. Even though the survival rate of women with breast cancer is increasing around the world, one out of two women in the developing world loses her life to this disease. Mostly due to late diagnosis and sub-optimal treatment. The most common option offered to an affected woman is removal of the breast or mastectomy. However, surgery research studies from North America and Europe have consistently proven that breast conservation treatment that saves the breast (i.e., breast conservation surgery) is a safer option and presents a high rate of survival.

Taking note of these changes in the west, conventional concepts of breast cancer and its treatment models need to change in the developing world. Over the last two years, India has seen a change, wherein many private and corporate hospitals offer about 70% of patients as an option of breast conserving surgery. However, mastectomy continues to be the preferred option in large parts of India, especially the Hindi belt cities.

Breast oncoplastic surgery (BOS) is the new paradigm that combines principles of breast cancer surgery and cosmetic surgery. BOS avoids unnecessary mastectomies and improves the quality of the patient’s life. An oncoplastic surgery allows for the removal of the malignant tumor, with the added benefit of restoring the breast shape and size, while ensuring good cosmetic results in a single surgery. All this is currently not possible and ineffective of the patient. BOS options are now available for every breast cancer patient in the US and UK. BOS patients are more satisfied with breast cancer patients in the UK and America, but not in India where mastectomy is still the standard treatment. This situation is attributed to the paucity of adequately trained breast oncoplastic surgeons and lack of awareness in the medical fraternity as well in the patient.

Many studies have demonstrated that poor cosmetic appearance of the breast may lead to impaired psychological well-being, and depression, which may be chronically linked to lower survival rates. Depression in cancer patients is directly linked to lower survival rates.

The need of the hour is to train breast surgeons across India in the latest modalities of cancer care and in oncoplastic surgery and to disseminate this knowledge to other parts of the country. Women need to be educated about breast cancer and available treatment options.

Due to the use of the BOS approach, more than 75% of patients diagnosed with breast cancer at the Orchids Breast Health Clinic, in Pune, go home with breast conservation. The liver of breast cancer survivors and breast reconstruction in about 90% of the cases. This rate of conversion to breast reconstruction at one of the highest in the world. The average rate of conversion in America and UK is 60% and 60% respectively whereas in the rest of India it is much less.

Recognizing the need to train more surgeons in the BOS techniques, Orchids Breast Health Clinic has joined hands with senior BOS faculty from the University of East Anglia (UK) since 2013 to conduct hands-on training workshops and international conferences for Asian breast surgeons. The Orchids Breast Health clinic has also launched an academic degree programme, M.Ch, in Breast Oncoplastic in collaboration with UEA, which is the only course in India to offer cutting-edge training in breast oncoplastic and reconstructive surgery. The programme has received an excellent response from the Asian breast surgery community and around 40 surgeons from different countries have enrolled so far.

Dr. Koppiker, a renowned breast oncoplastic surgeon and the medical director of Orchids Breast Health, has been awarded a faculty position in the University of East Anglia, UK and the American School of Oncoplastic Surgery for imparting training in said BOS subspecialty surgery.
10. OVER 446 WOMEN WERE SCREENED THROUGH CLINICAL BREAST EXAMINATION CAMPS; TO MENTION SOME:

i) Agrawal School

ii) Waghjai Mitra Mandal
iii) Anand Math, Parvati Payatha
FREESHIPS FOR DIAGNOSTICS AND SURGERY AT ORCHIDS BREAST HEALTH IN THE MONTH OF MARCH 2019

❖ 22 PATIENTS RECEIVED MAJOR CONCESSIONS ON BREAST SURGERY

❖ 43 PATIENTS RECEIVED FREE CHEMOTHERAPY AND 50 RECEIVED MAJOR CONCESSIONS AT OUR DAY CARE CENTRE FOR CHEMOTHERAPY

❖ 290 PATIENTS RECEIVED FREE MEDICINES FROM OUR ONCO-PHARMACY
❖ **99 PATIENTS RECEIVED FREE AND CONCESSIONAL MAMMOGRAPHY**

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

❖ **17 PATIENTS RECEIVED FREE AND CONCESSIONAL BIOPSY & VAB PROCEDURES**
FEW CHOSEN TESTIMONIALS OF PATIENTS WHO WERE ADOPTED FOR FRESHIP IN MARCH 2019

1) MRS PRAJAKTA GOKHALE

My name is Prajakta Gokhale and I am a cancer survivor. It was very difficult for this news to sink in as the treatment was supposed to be more troublesome than the disease but Prashanti gave me a ray of hope for my life. Dr. Koppiker and Laleh Ma’am helped me a lot mentally and financially. I am very grateful to Orchids. Special and sincere thanks to Dr. Koppiker and Laleh ma’am.

2) MRS AMANDA BRAGANZA

I was diagnosed with breast cancer and felt very depressed. But then Dr. Koppiker helped me and explained to me what cancer actually was. Then I felt extremely relaxed and ready for treatment.
Dr. Koppiker and Laleh Ma’am helped me mentally and financially by giving me free chemotherapy.
Prashanti Staff was extremely supportive and helpful with their smiling faces.
I am very grateful to Dr. Koppiker and Laleh Ma’am.
MRS AMITA CHATTERJEE

We have been visiting Dr. Koppiker since Nov 2018 for my treatment and are very satisfied with the way treatment was given to all the patients with utmost hope and kindness.

Laleh Ma’am and Koppiker Sir helped me financially and mentally by giving me free medicine for treatment.

I also had the privilege to meet highly professional and friendly staff.

I had lost all hopes when I was diagnosed with breast cancer but Prashanti Cancer Care Mission showed me a ray of hope.

Prashanti Staff and Laleh Ma’am are extremely caring and I want to thank all of them.

We would like to THANK our Donors & Supporters

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

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https://www.facebook.com/orchidsbreasthealth