

Prashanti Cancer Care Mission
Reaching out with excellence



NEWSLETTER
March
2020

1. Dr. C. B. Koppiker was invited as a Faculty at the Advanced Course on Oncoplastic Breast Surgery by ESSO , February 27-29, 2020

Dr. C.B. Koppiker was invited as a speaker at the Advanced Course on Oncoplastic Breast Surgery conducted by the European Society of Surgical Oncology (ESSO) in Jaipur on February 27-29, 2020. He was one of the expert faculties and delivered lectures on advanced Oncoplastic techniques and also conducted the video workshop on Breast Reconstruction. It was wonderful to have Dr Koppiker's students and fellows who have been training with him in Pune from India and Bangladesh attending this advanced course sponsored by the European society. It was a highly successful program and much appreciated by the International Faculty and attendees.







2. Dr. C.B. Koppiker felicitated at Jehangir Hospital, Pune on 6th February 2020

Dr. C.B. Koppiker was awarded by Jehangir Hospital for his exceptional service and commitment to the organisation on the occasion of Founder's Day.





WE APPRECIATE
» YOUR VALUABLE «
CONTRIBUTIONS



WE THANK YOU

Dr. Chaitanyanand Balkrishna Koppiker

with this token of honor and gratitude
for your exceptional service and
commitment to our organization.

3. Breast Oncoplasty Workshop at Jehangir Hospital from 6-8 March, 2020

The quarterly Workshop on Breast Oncoplasty is being conducted at Jehangir Hospital from the 6-8 March. This workshop is conducted by the International School of Oncoplastic Surgery led by Dr Koppiker, in collaboration with the University of East Anglia, UK.

WORKSHOP ON BREAST ONCOPLASTY

6th - 8th March, 2020

Venue: Jehangir Hospital | Pune, India

Eminent Speakers from University of East Anglia (UK) & India



Highlights:

- Live / Virtual Live Surgical session
- Lectures on Skin & Nipple Sparing Mastectomy / Reconstruction
- Surgical Simulations for hands-on Oncoplasty Training
- Workshop on Oncoplastic Level II
- Interactive Sessions with Speakers



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www.breastoncoplasty.org

Orchids
BREAST HEALTH

Prashanti Cancer Care Mission
Reaching out with excellence



INTERNATIONAL SCHOOL OF
ONCOPLASTIC SURGERY



UEA
University of East Anglia

**JEHANGIR
HOSPITAL**
We Add Care

4. The School of Oncoplastic Surgery (SOS) is conducting its first Australian Conference at New Zealand from May 22-23.

SOS is a non-profit founded by Dr Gail Lebovic in 2007 and is one of the leading programs globally in Oncoplastic surgery.



School of
Oncoplastic Surgery
Blending Science & Art

May 22-23, 2020
Millbrook Conference Center
Queenstown, New Zealand



REGISTRATION NOW OPEN



**The School of Oncoplastic Surgery
Presents its First Australasian Conference**
Join us for this exciting educational adventure

May 22-23, 2020

[REGISTER HERE](#)

Contact: Joy D'Albora, info@oncoplasticmd.org

The School of Oncoplastic Surgery (SOS) is pleased to host its first international event in New Zealand, a country that is at the forefront of innovation and healthcare excellence.

The two-day conference provides an opportunity for surgeons coming from around the world to learn the latest oncoplastic techniques from the pioneers in the industry. The course will include interactive lectures, case presentations, hands-on learning with expert faculty, networking opportunities and exposure to new medical technologies.



[Click here for our latest highlight video.](#)

About the School of Oncoplastic Surgery

The School of Oncoplastic Surgery (SOS), a 501 (c)(3) nonprofit, was founded in 2007 by Gail Lebovic, MD, with a grant from the Mary Kay Ash Foundation. Widely regarded as the leading program in the U.S. and globally, SOS focuses on a multidisciplinary and practical "hands-on" approach to help

surgeons develop the skills to remove cancer in conjunction with aesthetic techniques in order to reconstruct the breast at the time of cancer removal. SOS is proud to have trained more than 1,000 surgeons, who touch the lives of more than 200,000 women annually.



5. Article by Laleh Busheri published in Bloom Magazine, Issue 29

Bloom is a collection of articles published by Reach to Recovery International, from groups and organisations around the world that are involved in breast cancer support, research, and advocacy. Bloom magazine published an article on “Breast Cancer in underserved Indian population” written by Laleh Busheri, CEO, Prashanti Cancer Care Mission. The article has touched upon the challenges faced by the underserved population in the country which results into late stage diagnosis and increasing incidence-to-mortality ratio.

Bloom ISSUE 29 - DECEMBER 2019

Breast cancer in underserved populations in India

Laleh Busheri, CEO, Prashanti Cancer Care Mission
Pune, India



Cancer is the second leading cause of death following coronary diseases. Cancer is a group of diseases characterized by uncontrolled growth of cells. In India, breast cancer accounts for a total of 14% of all cancers. About 175,000 cases are diagnosed in India annually, with a mortality rate of 50%. The study of these cases shows the unique profile of the disease in India as compared to the Western world. The leading causes of the disparity have been prominent in India in recent years. While emerging screening techniques like digital breast tomosynthesis and breast MRI have led to a decline in the mortality rate, the disproportion of breast cancer morbidity and mortality has continued to affect the underserved class.

In the underserved class, breast cancer is detected very late, primarily due to lack of awareness, and many succumb to the disease due to lack of funds to either start their treatment or complete it. Women from low socio-economic classes and ethnic and racial minorities are deprived of facilities for screening and are victims of delayed diagnosis. Women from rural areas lack access to health care systems, dedicated doctors, and screening technologies and therefore present later with advanced staged cancer. Low income, illiteracy, lack of awareness, unavailability of funds and government initiatives and schemes, lifestyle changes, and psycho-social hardships all contribute to the increased mortality-to-incidence ratio. Women in vulnerable populations have difficulties continuing treatment and maintaining a follow-up as a result of inadequate health care systems and social stigma in addition to the above-mentioned factors. Depression, anxiety, body image and sexual well-being create reluctance among women, which acts as a barrier in diagnosing early stage cancers. The financial burden to pay for the healthcare costs further pushes the impoverished patients into destitution. Lack of medical expertise contributes to missed cases and aggravation of the disease. Performing total mastectomies due to a dearth of surgeons trained in reconstruction and oncoplastic surgeries depresses and demotivates patients from approaching clinicians.

All of these factors reinforce the need to develop new cultural approaches for early screening and detection. Awareness drives play a vital role in addressing these issues and should be designed in a way to reach out to the unattended and vulnerable crowd. Educating men to remove the social taboo attributed to the disease will foster openness and mindful thinking within families.

Willingness to discuss this issue is a step towards a successful outcome. Similarly, the development of infrastructure and educating and training clinicians will help overcome the shortcomings in the medical field.

Using community service platforms with trained clinical staff, large scale screening campaigns and educational drives have been successful in India in the last few years. Further specialization in patient-level and system-level determinants will lead to effective utilization of the upcoming technologies to implement personalized and multimodality approaches into clinical practice.

At Prashanti Cancer Care Mission, Pune (PCCM) we have developed a model of patient care that takes cognisance of our special social needs and treats both the patient and the disease. PCCM is a CSR-funded (Corporate Social Responsibility-funded) and philanthropy corpus-funded organisation that runs the Orchids Breast Clinic, which provides patients treatment with world class breast techniques such as Oncoplastic and Reconstruction Breast Surgery. It also operates the Pink Ribbon Support Group that runs patient counselling and support efforts. Together they form a complete circle of activities where both the patient and her disease are treated.

We start with awareness talks and symposiums for the general public where we spread awareness of breast cancer, dispel breast cancer myths and educate women about the treatment options available to them. We run breast cancer screening camps to screen for breast and cervical cancers. Patients are diagnosed at Orchids with high-end radiological diagnostic machines. Upon diagnoses, patients are counselled by our expert medical team headed by Dr. C. B. Koppiker for a course of treatment that will give them the best possible outcome, keeping their needs and wishes at the forefront. Dr. Koppiker is an expert

breast surgeon who has pioneered breast conservation with advanced onco-plastic techniques in India (Koppiker et al., 2019). Onco-plasty combines the safety and care of cancer surgery with the aesthetically pleasing outcomes of plastic surgery. In Dr. Koppiker's practice, breast conservation accounts for 70% of all breast cancer surgeries. Of the mastectomies performed, 81% of patients had breast reconstructions with either silicone implants or patient tissue (Flaps) (Koppiker et al., unpublished observations).

We offer in-house day care facilities for pre-surgery and post-surgery chemotherapy. Chemotherapy is provided at a reduced cost depending on patient requirements. With the help of a specialised and generous patient-funded corpus, we are able to provide Herceptin to patients with HER2+ disease, at a reduced cost. A food bank helps needy patients meet their specialised dietary requirements during treatment. In addition, the Pink Ribbon Support group organises patient meet-ups, picnics, support groups and Yoga therapy classes.

We offer genetic counselling to patients diagnosed at a young age and those with a strong family history of cancer. For patients diagnosed with disease-causing mutations, the cancer treatment is tailored to prevent future cancers also. Young patients who need to make reproductive decisions are counselled, keeping in mind their and their children's futures.

We have built a program that provides holistic support to the patient in her journey with breast cancer – from pre-diagnostic awareness to post-treatment support. For women who may lack emotional and/or financial support, we try to fill that gap. We are also training a future generation of specialised breast cancer surgeons with an MCH program in Breast Oncoplasty in association with the University of East Anglia.

6. Dr. C.B. Koppiker invited as a speaker at Phillips Health Care

Dr. C.B. Koppiker was invited as a speaker at Phillips Health Care to deliver an awareness talk on Breast Cancer. The talk covered various aspects of the disease including early detection, treatment and surgery options and the advancements in the field.



7. Dr. Santosh Dixit was invited as a speaker at the All India Council for Technical Education (AICTE) organized by Poona College of Pharmacy

Dr. Dixit delivered a talk on “Translational Biomedical Research: A Primer on Basic Concepts and Research Methodologies” at the National Workshop for Pharmacy Teachers on Feb 10, 2020.



- 8. Dr. Santosh Dixit represented Prashanti Cancer Care Mission at a national training workshop for members of the Genome India Consortium organized at the Centre for Cell and Molecular Biology (CCMB) Hyderabad on February 18-20, 2020**



- 9. Dr. Santosh Dixit, Senior Scientist, PCCM invited as a speaker at the ‘Saturday Club’ organized by Centre for Complimentary and Integrative Health (CCIH), at Savitribai Phule Pune University**

Dr. Santosh Dixit, was invited as a speaker at the Saturday Club organised by CCIH, Interdisciplinary School of Health Sciences, on February 1, 2020. Dr. Dixit spoke on the topic, “Is there a link between gut microorganisms, estrogen metabolism and risk of Breast Cancer”.

10. Dr. Madhura Kulkarni, Senior Scientist at PCCM invited as a speaker at the 'Women in Data Science' conference held at College of Engineering, Pune on February 29, 2020

Dr Madhura delivered a lecture on the topic, 'Gene Signatures in Breast Cancer Profiling'. Her talk on use of data science and AI for diagnosis and treatment alignment of breast cancer was very well received. The conference was attended by 300-400 people.



11. PCCM developing AI/ML Models in collaboration with NCL and Persistent Systems

Prashanti Cancer Care Mission is working with NCL and Persistent Systems Labs for developing Artificial Intelligence tools and Machine Learning (AI/ML) Models to aid faster diagnosis and personalised prognosis of breast cancer and its subtypes. The three groups, together will be analysing retrospective data of 600 patients to develop AI/ML models.

12. Dr. Madhura Kulkarni, has successfully received the third-year grant instalment by the Department of Biotechnology (DBT)

Dr. Madhura Kulkarni, Ramalingaswami Fellow has successfully submitted two years progress report to the DBT and her third-year grant instalment has been released to Prashanti Cancer Care Mission. Dr. Kulkarni focuses on developing molecular signatures to identify recurrent Triple Negative Breast Cancers early on for better treatment and disease management. Two research interns (one from BHU and one from Amity University, Noida) are working with Dr. Kulkarni at IISER Pune, under the umbrella of CTCR.

13. Wheelchair donation to PCCM by Manav Milan Organisation

The members of Manav Milan Organisation donated a wheelchair to PCCM on Feb 07, 2020.



14. Some of the Awareness Talks and Clinical Breast Examination Camps held in January 2020

172 women were screened through the following camps

i. Flame University on February 13, 2020



ii. Shirval PHC, February 15, 2020



Freeships for Diagnostics, Surgery, Chemotherapy, Onco-Pharmacy, Clinical Procedures and **Consultations at Orchids Breast Health in the Month of January 2020**

❖ 29 PATIENTS RECEIVED MAJOR CONCESSIONS AND FREESHIP ON BREAST SURGERY



❖ 41 PATIENTS RECEIVED FREE CHEMOTHERAPY AND 71 RECEIVED MAJOR CONCESSIONS AT OUR DAY CARE CENTRE FOR CHEMOTHERAPY



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



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



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



❖ **28 PATIENTS RECEIVED FREE AND CONCESSIONAL BIOPSY & VAB PROCEDURES (FOR REMOVAL OF FIBROIDS ETC.)**

Testimonials of patients who were adopted for Freeship in March 2020

1. Mrs. Mina Lagade



I am Mina Lagade, a cancer survivor. I come from a lower middle-class family and I also suffer from a hearing disability. My husband too is handicapped and it is my elder daughter who looks after our family now. Dr. Koppiker and Laleh Ma'am helped me in my fight against cancer. I look at them as my God. They gave me a lot of support and financial aid. It was a relief when he operated on me for no cost.

2. Gracy Kunjumon




I am Gracy Kunjumon. I am a cancer survivor. I was diagnosed with a breast cancer which led me into depression and more fear. Laleh Ma'am and Koppiker Sir helped me financially. They helped me get free medication throughout my hormone therapy which was for about five years. I am grateful for their help and support.

3. Mrs. Salima Shaikh



My name is Salima Shaikh. I am suffering from cancer, a life-threatening disease. I belong to a middle-class family. I have undergone the entire treatment once before it recurred recently. I had lost all hopes when I realised that I had depleted all my savings during my first cycle of treatment. Dr. Koppiker, helped me get free medication for my entire treatment and relieved me of the financial burden. Laleh Ma'am was a strong support throughout which helped me in my fight against cancer.



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

Visit us at : www.prashanticancercare.org / www.orchidsbreasthealth.com
<https://www.facebook.com/orchidsbreasthealth>