



**Programs
&
Services
2023-2024**



MITRA
CANCARE
FOUNDATION

Changing lives together ...





Mitra CanCare Foundation is a not-for-profit organization, (registered as Sec 8 company with approved 12A and 80G) chartered with the mission to "prevent cancer through awareness" and provide "patient advocacy", "comprehensive cancer care as a professional service" and provide financial assistance for childhood cancer treatment.

The word "Mitra" - means friend:
Representing relationship, bonding, integrity and harmony for humanity.

We picked the theme and inspiration for our foundation from the hymn -
Maithreem Bhajatha composed by

Jagadguru Shri Chandrasekarendra Saraswathi,
renowned as the
Paramacharya of Kanchi.



The first line of this beautiful Sanskrit hymn as follows:

MAITHREEM BHAJATHA AKILA HRITH JETHTHREEM

मैत्रीं भजत, अखिल हृत जैत्रीं ।

which means:

**"Serve with friendship and humility-
Which will win the hearts of everyone".**



Overview

Cancer can hit anyone! The dreaded disease doesn't discriminate, and has become a big threat globally irrespective of age, gender, social status, physical fitness etc.

According to National Cancer Registry Programme and Indian Council of Medical Research reports 2024 predicts an alarming rise in cancer cases in India.

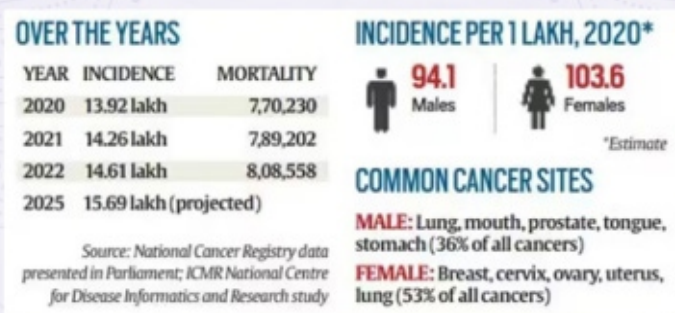
India's cancer burden is expected to rise to 29.8 million by 2025.



According to the Indian Council of Medical Research - National Cancer Registry Programme (ICMR - NCRP), the estimated incidence of cancer cases in India has increased between the years 2022-2024. As per the data, India had a total of 14,61,427 cancer cases in 2022, with the number rising up to 14,96,972 in 2023 and reaching 15,33,055 (15 Lakhs) in 2024.

In India, lung cancer is the leading cause of cancer in men, while breast cancer is the leading cause in women.

An individual's risk of developing cancer has increased substantially in recent years and largely depends on a range of factors including lifestyle, behavioural, genetic, and environmental.




CANCER IN INDIA & HEALTHCARE SUPPORT NEED

Prevention through Awareness is essential in managing and controlling the incidences of cancer in India.

Cancer is a global disease and the increasing trends have burdened healthcare systems across the world with multitude of challenges to tackle this issue. In India incidence of cancer has been increasing at a rapid pace. Increased awareness would help in managing and controlling the disease and treatment. Awareness could result in early detection and thereby enhance the probability of treatment and outcomes. More importantly awareness could help people adopt and make the necessary lifestyle changes and prevent the preventable types of disease.





An individual's risk of developing cancer has increased substantially in recent years and largely depends on a range of factors including lifestyle, behavioral, genetic, and environmental. As per World Health Organization (WHO), 30-50% of cancer could be prevented. Prevention offers the most cost-effective control of cancer burden for the country by raising awareness and reducing the exposure to cancer risks factors.

Cancer diagnosis is often terrifying, not only for the patient, but also for the close family and friends. Individuals diagnosed with cancer go through extreme anxiety-trying to know what is going to happen, go by hearsay advises and searches, and often land up clueless what to do, losing precious time. Early detection is the key along with comprehensive treatment plan to tackle this disease.



Comprehensive Cancer care as a professional service is the need of the hour.

When a person is diagnosed with cancer, they may experience shock, anger, disbelief, feel intense sadness, fear, and a sense of loss. Even the most supportive family members and friends cannot understand exactly how it feels. Depending on individual case or scenario, cancer treatment in general is a long duration cycle with significant drain on all personal resources. Cancer may also cause emotional imbalances with some individuals taking long breaks in work environment and may impact on their professional, friends and relationships as well.

When someone is diagnosed with cancer, they go through extreme anxiety trying all means to find out what is going to happen and going by hearsay advises and searches often land up clueless what to do and losing precious time. Early detection is the key along with comprehensive treatment to tackle this disease.

Studies have revealed that many people diagnosed with cancer find it helpful to be part of a cancer support group, which can provide a suite of services to support them through the treatment and thereafter on follow-up care, dealing with physical, emotional, and social effects of cancer, long term side effects of treatment, dealing with cancer recurrence, and living with chronic cancer. Apart from services the cancer patient support group is a forum where a diagnosed individual or their family or the caregiver one talk about and work through their feelings and challenges they experience with other people who have gone through such similar experiences.



After diagnosis, and throughout the entire treatment period, cancer patients feel stressed and overwhelmed. It is normal for them to feel anxious, afraid, angry, or depressed. While the support of family and friends is critical, professional support services by experienced specialists could help patients regain normalcy, maintain emotional stability, and improve their chances of ensuring a positive clinical outcome.



During the treatment family and friends are not always equipped or experienced to carry out such a diverse set of support duties, some of which require specialized skills and knowledge. As care givers they should be prepared to partner with support service providers and maintain a solid support system for the patient.

Reducing the hospitalization requirements during chemo and radiation therapy the medical industry has shifted the burden from hospital to home, and the patient and care givers left with several pressing needs to address the pertinent side effects of the therapy. This situation has resulted in demand for professional supportive care.

While Childhood Cancer is treatable and, in most cases, curable, Indian your parents are financially challenged.

Childhood cancer is always frightening to think about, but the good news is that with best modern therapy many childhood cancers are highly treatable now. The treatment is expensive and in India young parents of children undergoing cancer treatment are financially challenged and thereby unable to ensure continuity of the treatment and may often end up with a relapse situation. Providing and facilitating economic or financial support to the family impacted by childhood cancer is essential. This could help reduce the number of instances of losing children to the disease, for lack of money.



MESSAGE FROM FOUNDER DIRECTOR & CEO

The Board is pleased to announce that in the Company's second year of operation i.e. April 2023 - March 2024, there has been significant progress and strong achievements with expanded relationships with various corporates and hospitals. This has further strengthened our foundation to launch all our branded initiatives, programs and services. Our sustained execution of monthly programs has helped us in establishing good credibility in the community. The year has seen significant progress in our interactions with patients diagnosed or undergoing treatment and seeking our medical panel consultations. The Board is thankful to the medical advisory panel of eminent oncologists who have extended their support and services in providing their consultations and opinions to the referred patients.

The Board is happy to place on record the remarkable progress made with fundraiser events and our campaign with corporates and individual donors. A humble start for this program last year helped us in gaining on ground experience. This year we boldly took our next steps forward in conducting a mega fund raiser event with much higher targets and were able to raised funds to provide financial aid for needy childhood cancer patients. We designed and deployed a strategy to tie up alliance partnership with experienced social organizations with a fund sharing model for mutual benefit and using the shared funds for joint execution of cancer related projects. This helped us to reach out and successfully get sponsorship from large corporates. We could also seed into some of the large corporates and banks who can support our financial aid project for childhood cancer treatment initiative through their corporate social responsibility funds. We could further enhance our individual donor base with much larger funds and support from them.

The company is well poised for a great year ahead and looking forward to tie-ups with prominent charity hospitals and launching programs for

disbursement of the surplus funds collected to the needy childhood cancer patients undergoing treatment. The coming year we plan to focus and channel our energies on promoting our branded offerings and gaining enhanced visibility and acceptability of our programs and services in the communities we serve. We will also strengthen our back office functions and implement the steps to enable technology and scalability of our operations.

Key programs and activities:

Our structured monthly online Swasth Mitra programs on topics of wellness and healthy life styles have been well received and has generated fruitful interactions with several individuals and corporates. 10 Swasth Mitra, 1 Taruni Mitra and 1 Veer Mitra forum programs were conducted. All the programs for the year received positive feedback and participation averaging to around 25+ participants every session. Getting participants for online session has been a challenge and although good number of participants register for the program, only 50% turn up for the actual session. This trend has been fairly consistent across all types of programs and topics. Next year as we build more relationships with corporates and hospitals we plan to switch to conducting in person session at the corporates and institutions with good number of targeted audience from the organizations and some of these could be conducted on chargeable basis.

Aashvasan Mitra which made a humble beginning last year with 20 patients saw double increase in requests from various newly diagnosed patients. Over 40+ patients have benefitted with Aashvasan Mitra providing professional support services of doctor's opinion consultation and guidance to cope with the treatment. Board is happy to note, some have completed the treatment and have been now involved (Veer Mitras) in helping and guiding others through similar treatment.

Our special program to commensurate world cancer day was conducted with panel of Veer Mitras (Cancer victors) sharing their cancer journey

stories. The session was well received with active participation and left the audience inspired with positive thoughts and hopes.

Based on the positive outcome last year, we repeated our sponsored program to engage with children undergoing treatment at Kidwai Memorial Institute to commemorate International Childhood Cancer Day. Unlike last year where 120+ children participated, this year we saw a substantial increase in the number of children to 200+ undergoing treatment. All the children were given twin stainless steel airtight tiffin boxes for their daily use.

Tarangini (Performing Arts for a Cause) a fund raiser program, launched last year brought widespread visibility and attention for Mitra CanCare Foundation. However not much funds could be raised for the cause. Based on our experience, this year we launched Tarangini in a bigger scale and brought in world renowned eminent artist and took the bold step to host the program at the famous Chowdhiah Memorial Auditorium, Bengaluru which could accommodate 1000 people. Strategic alliance with couple of Rotary clubs helped in our outreach to several corporates and sponsors. The event was extremely well received by a jam packed hall audience and everyone appreciated the overall program. We thank all the eminent artists for participating in our Tarangini and thereby making their contributions to the cause. The program brought us very good sponsors and individual donors and the board is happy to place on record the first grand successful fund raiser giving the organization a confidence and boost to our capabilities. We established relationship with a impressive list of corporate donors, SBI, Karle Infra, Brigade Foundation, Aster Hospital, WIPFLI, LIC, The Bangalore Press, Human Scale, ElderIndia, Techser, BioOrganics. We thank every one of them for their contributions to the cause and supporting the initiative to provide financial aid for treatment of underprivileged childhood cancer patients.

We are well poised to launch Akshaya Mitra to disburse the funds to the needy childhood cancer patients and in the process of tie ups with charity based hospitals.

Our newsletter Mitra Sandesh promptly released every month has been appreciated with good articles. We thank Dr Swaroop for providing with a series of informative articles for Mitra Sandesh. We thank the volunteers team involved for their sustained efforts in compiling the newsletter. Our website Anvesha Mitra which was setup initially as we started operations is being planned for enhancements and will be taken up during the next year.

We have been able to establish good relationships and have signed MoU with Metropolis lab to provide lab services for Mitra members at discounted price. This will help us launch member subscription and deliver enhanced value to our members and also support Aashvasan support services. We plan to tieup with some more of such diagnosis centres especially for MRI, PET CT etc. which are very often required for patients.

We plan to continue to focus our time and attention in sustaining our current level of activities, encourage more active participation, set the bar even higher and standardize our programs and service offerings.

On behalf of the Board of Directors, let me end by saying a tremendous thankyou to all our generous sponsors and donors, we would not have done it without you! My sincere thanks and gratitude to all my fellow board of directors, medical advisory members, program organizing teams and fellow volunteers for all their involvement and significant contributions.

Looking forward to another great year.

Amar Bhaskar

Mitra CanCare Foundation



AMAR BHASKAR
Founder Director & CEO



Dr. BELLIPPA
Director

Mitra CanCare Foundation

*"Serve with friendship and humility -
which will conquer the hearts of everyone."*

Mitra CanCare Foundation is a not-for-profit organization, (registered as Sec 8 company with approved 12A and 80G) chartered with the mission to "prevent cancer through awareness" and provide "patient advocacy", "comprehensive cancer care as a professional service" and provide financial assistance for childhood cancer treatment.

We engage with organizations, corporate, educational institutions, and social organizations in rolling out structured wellness and cancer prevention through awareness programs to lower the cancer burden. Our subscribed services curated by oncology expert consultants as part of our advisory panel are

structured to provide unique value to cancer patients undergoing treatment and their caregivers.

Key Focus Areas:

- Prevent cancer through wellness and awareness programs and campaigns.
- Provide patient advocacy & comprehensive cancer care as a professional service.
- Provide financial assistance for childhood cancer treatment.

Vision

Be a beacon of hope to inspire positive change in cancer prevention and care.



Mission

To prevent cancer through awareness and provide comprehensive cancer care as a professional service.



Values

Compassionate
Care

Professional Service
Delivery

Human Touch
and Empathy

Growing to
Serve

Knowledge
for All



ANVESHA MITRA (WEBSITE)

www.mitracancare.org

Mitra CanCare website was launched on 4th July 2022 in both English and Kannada simultaneously to connect with a larger set of people and community across the state. The website was developed collating lot of relevant content from credible sources for creating awareness and information base.



SEARCH | LEARN | KNOW

- Database updated by panel of experts and advisors in the field related to cancer
- Connect and registration for various programs and repository of proceeds
- Download of monthly Mitra Sandesh newsletters
- Digital web-based application portal providing self-care and support to subscribers

Mitra CanCare Foundation provides a digital web-based application portal providing self-care services to subscribers through access and connect to a wide range of information and guidance online.

We engage with experts, luminaries, across the world knowledge repositories, and advisors in the field, for expanding the knowledge base, to provide a simple to use source of information, on the mobile, for the benefit of the larger community seeking help related to cancer.

MITRA CANCARE FOUNDATION website

MITRA CANCARE FOUNDATION

Home Services Program Targeted Abhyangana Resources About Us Contact Us DONATE

Cancer Touches
so many families, including ours.
Your help can change the future of many.



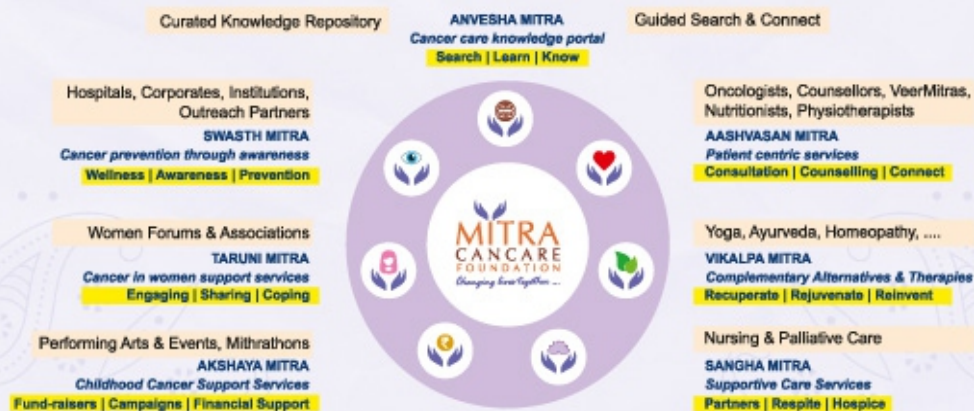
Welcome

Mitra CanCare Foundation is a not-for-profit organization, chartered with a mission to bring together a suite of non-medical services, designed to:

- Enhance Cancer Awareness in the society,
- Provide end-to-end Cancer Care Support,
- Mobilize Funds for Cancer Treatment for Children,
- Advice Ongoing Support to Patients and Care-givers, for e.g. help manage day-to-day activities, nutrition requirements, specific physiotherapy, to resume normal life after therapy.

We launched our activities progressively extending optimism, help patients' recovery to lead a full-life; as well as spread awareness in the communities we serve. Summary of our programs and services are as follows:

Comprehensive Cancer Care



Our Unique Advantage

Our programs and services are unique “first of its kind” bringing a disruptive change in thinking.

Cancer supportive care as a professional service rendered by experts during treatment.

Innovative solutions to improve patient outcome and enhanced quality of life of cancer patients.

Crafting the future of cancer care with technology enabled comprehensive solutions with services.

Centre of excellence for cancer care which provides service of all non-medical services.

Mitra CanCare Foundation shall be known for innovative, easy to use, technology driven, people-centric services which enable cancer patients' recovery to lead a full life; as well as spread awareness in the communities we serve.

Our Programs

Prevention through Awareness is essential in managing and controlling the incidences of cancer in India.



SWASTH MITRA comprises of set of wellness and cancer awareness programs that provide guidelines for early detection and increasing protective factors for prevention.

- Customised exclusive programs and workshops (both online or hybrid mode) are conducted for corporates and educational institutions with their sponsorships
- Half day awareness programs are arranged at appropriate conference facility for registered participants at affordable costs with corporate sponsorships followed by optional discounted screening tests at our alliance partner diagnostic centres
- Regular programs are conducted online every month free for all by eminent Oncologists from our medical advisory council covering various topics of interest with focus on the following areas.

WELLNESS | AWARENESS | PREVENTION

- Wellness & Cancer Awareness programs
- Knowing the signs and symptoms
- Screening for early detection
- Special campaigns for cancer prevention
- Adapting to healthy lifestyle



TARUNI MITRA Understanding the specific needs for women in our society, we have designed a forum especially for women. Taruni Mitra comprises of set of programs specially designed with focus on Women's health and provide insight in understanding the importance and timely intervention for their well-being.

- Customised exclusive programs and workshops only for women (both online or hybrid mode) are conducted for corporates and educational institutions with their sponsorships.
- Half day awareness programs are arranged at appropriate conference facility for registered only women participants at affordable costs with corporate sponsorships followed by optional discounted screening tests at our alliance partner diagnostic centres

ENGAGING | SHARING | COPING

- Special programs for women on relevant topics
- Engage through periodic connect programs
- Cancer Support Group for women
- Share challenges and experiences
- Adapting to coping strategies

Our Services

Comprehensive Cancer care as a professional service is the need of the hour.

AASHVASAN MITRA is a patient centric cancer supportive care as a subscribed services rendered by specially assigned professionals to provide a conducive environment and guidance for patients freshly diagnosed and support them during and after treatment.

We engage with both freshly diagnosed patients as well as those undergoing or completed treatment in any hospital, to provide supportive care. The professional support services are provided for those enrolled with Mitra CanCare as members at an affordable cost. The services will include the following focus areas:

CONSULTATION | COUNSELLING | CONNECT

- Oncologists' 2nd opinion consultation services for freshly diagnosed patients
- Counselling services for patients and caregivers
- Dietician consultation services during and after treatment
- Guidance in adapting and coping with the changes
- Connect with Veer Mitras (Cancer Victors)

MEDICAL ADVISORY COUNCIL

To provide complete end-to-end patient advocacy as a professional service, Mitra CanCare has brought together several eminent oncologists and specialists as part of the medical advisory council to provide right guidance to individuals freshly diagnosed with cancer, and to the patient's undergoing treatment.

AKSHAYAMITRA

With increasing incidents of childhood cancer in India, the financial burden is far too heavy, and many parents, especially the under privileged who may not be able to ensure the complete treatment for the child may leave the child vulnerable for recurrence of the disease in future. We engage with corporates and various other funding agencies conducting fund raising events and campaigns and provide limited financial help in the treatment for the needy children.

ADOPT | AGGREGATE | DISTRIBUTE

- Engagement with corporates and various other funding agencies.
- Performing Arts Fund raising events and campaigns.
- Provide financial help in treatment for needy children.



Our Services



VIKALPA MITRA is a support service with a holistic approach to healing rendered through our partners to provide access to several other supportive therapies to help patients rejuvenate, reduce stress, and maintain a healthy living post treatment.

We engage with patients post treatment to provide complementary and alternative systems of medicine and therapies such as Ayurveda, Homeopathy and Yoga which have been successfully adapted by cancer patients post conventional treatment to reduce side effects and revitalize their body. These services are rendered through partners in service for enrolled Mitra CanCare members at an affordable cost. The services include the following areas:

RECUPERATE | REJUVENATE | REINVENT

- Partners in service for Yoga, Exercise workouts, Art, Music, Dance, Meditation
- Engage in Visual and performing Arts like Photography, Painting, Music, Dance
- Access to Ayurveda, Homeopathy alternatives to revitalize body post treatment



SANGHA MITRA is a supportive care for both patients and care-givers who go through prolonged treatment cycles, which is exhausting physically and mentally. Also, some of the cancer patients, especially the senior citizens, may need home nursing care, pain management and critical care, by experienced care givers, and home physiotherapy services. We engage in recommending a set of home cancer care support to our subscribers, leveraging a digitally connected eco system through tie up with our partners in service.

PARTNERS | RESPITE | HOSPICE

- Nursing care, Critical care and pain management by experienced care givers
- Physiotherapy services provide respite
- Provided by Partner-Connect Services

SANGHA MITRA Services to be launched soon.



**APRIL 2023
to
MARCH 2024**

***Our
Programs & Services***



I Have Thyroid - Head and Neck Cancer Awareness

15 APRIL 2023



Conducted by Dr. R. P Deo

Consultant Onco Surgeon,
Head & Neck Oncologist

Synopsis:

I HAVE THYROID, seeming like a fashion statement and status symbol!

A large majority do not know the exact problem. It is the most common endocrine disorder, especially in ladies. Lifestyle changes such as sedentary habits, dietary indiscretions, prolonged periods of inactivity, lack of formal exercise, and stress all can affect Thyroid gland function.



Mitra CanCare Presents

I HAVE THYROID!

Dr. R. P. Deo MS, DCCF (Paris), FICS
Consultant Onco Surgeon, Head & Neck Oncologist at
Dr. Rudrasa Hospital, Marjani Hospital, Alier Hospital, (Bengaluru) and
Hahavi Cancer Sansthan, (Pune)

- Established the first exclusive Head & Neck Oncology Dept. at Kidwai Memorial Institute of Oncology Bengaluru in 1985
- Established the Dept. of Surgical Oncology in Marjani Hospital Bengaluru
- Established a comprehensive "Thyroid" clinic at Dr. Ralappoo Hospital
- Recipient of Rajiv Gandhi Excellence Award in 1996 and Kempe Gowda Award in 2006
- Focused and actively involved in enhancing public awareness and teaching subspecialty of head & neck cancers.

15 April, 2023
SATURDAY

11:00am - 12:15pm IST
Login opens at 10:45

Mitra Moderator
Bharathi S Vasna

Register & Join Zoom Meeting
Meeting ID: 878 7278 3095
Password: 153639

www.mitracancare.org



Mitra CanCare Presents

COMPLEMENTARY & ALTERNATIVE MEDICINES (CAM) VS INTEGRATIVE MEDICINE IN CANCER MANAGEMENT

- Ayurveda, Yoga Unani Siddha & Homeopathy (AYUSH) also referred to as complementary and alternative medicine (CAM) provide a broad range of healing philosophies, approaches, and therapies.
- CAM focuses on holistic treatment: to reduce pain, depression, fatigue and anxiety.
- Address cancer patients' interest to improve the quality of life after treatment.

Dr. Raghavendra Rao

- Director, CCRYN, Ministry of AYUSH, Govt. of India
- Ph. D in Yoga and Life Sciences
- Accomplished extensive research in use of CAM therapies in cancer treatment

20 May, 2023
SATURDAY

11:00am - 12:15pm IST
Login opens at 10:45am

Mitra Moderator
Bharathi S Vasna

Register & Join Zoom Meeting
Meeting ID: 864 2020 2263
Password: 121201

www.mitracancare.org

COMPLEMENTARY & ALTERNATIVE MEDICINES (CAM) VS INTEGRATIVE MEDICINE IN CANCER MANAGEMENT



20 MAY 2023

Conducted by Dr. Raghavendra Rao

Director, Central Council for Research in Yoga and Naturopathy


Synopsis:

Journey with cancer is a long, stressful and strenuous one. The treatment procedure itself may be detrimental to the emotional well-being of the patient. This is where Ayurveds, Yoga Unani Siddha & Homeopathy (AYUSH) also referred to as Complementary and Alternative Medicine (CAM) provide a broad range of healing philosophies, approaches and therapies. These therapies are used to prevent illness, reduce stress, prevent or reduce side effects and symptoms and control or manage the disease.



Mitra CanCare Foundation
jointly in association with
Rotary Club of Bangalore West presents ...

The Healing Power of Yoga



Healing effects of Yoga

- Stress Reduction
- Improved Flexibility
- Better Breathing
- Enhanced Strength and Balance
- Improved Sleep Quality
- Reduced Chronic Pain
- Lowered Blood Pressure

Dr. Mayur V Kaku
Yogic Neurosurgeon
MBBS, MCh - in Neurosurgery
Brain & Spine Surgeon
Senior Consultant Neurosurgery & Head Yoga & Neurorehabilitation
YES Medical College Kuvempu
Dr. Mayur has been practicing yoga for the last 20 years and is an accredited and practicing Yoga Teacher from SVYASA University.

PROGRAM:
08.00 Assembly
08.30 Invocation
08.50 Welcome and Introduction
09.05 The Healing Power of Yoga
09.15 **WILDLIFE RESERVE REQUIRMENT**
Group Yoga led by Dr. Mayur V Kaku
accompanied by Neel Arava (Cancer Victim)
Vasu Benu & Shree Dada
10.15 Closing
10.30 Refreshments

Please wear comfortable dress for Group Yoga Session.
Yoga mats will be provided for registered participants attending the program.

Sunday 25th June 2023
08:00 am to 11:00 am
Venue:
Rotary Bangalore West Archery,
Govt. Girls High School Compound,
12th Cross, 4th Main,
Rohitwara,
Bangalore - 560032

For free registration, please kindly visit our website www.mitracancare.org or contact Bharathi S Vatsa +91 98805 46229

Thank You to our Donors

The Healing Power of Yoga

25 JUNE 2023

Conducted by Dr. Mayur V Kaku

Yogic Neuro Surgeon

Synopsis:

Healing effects of Yoga:

- Stress Reduction
- Improved Flexibility
- Better Breathing
- Improved Sleep Quality
- Enhanced Strength and Balance
- Reduced Chronic Pain
- Lower Blood Pressure

Stay Healthier Longer

29 JULY 2023

Conducted by Dr. Sameer Deo

MD, Physical Medicine and Rehabilitation

Synopsis:

Did you know that only 20% of your health is determined by your genes? The remaining 80% is within your control! You can ensure sustained good health by understanding your personal risk for diseases and modifying your behaviours accordingly. Health behaviours which maximise wellness also minimise illness! We will learn about the specific tools and resources available to create a personalised health plan which will steer you towards positive health and increase your chances of winning your war against cancer.




Mitra CanCare Presents

STAY HEALTHIER LONGER

A Longevity and Rehabilitation Medicine Approach to Life

GOALS

- ✓ Build everlasting health
- ✓ Heal diseases more effectively
- ✓ Minimize risk for disease recurrence

GUIDING PRINCIPLES

Know Your Health

Personalize medicine to assess your health status and predict your risk for disease

Your Health, Your Hands

Participate to prevent cancer and other life-threatening diseases through guided implementation

Early Bird Catches the Worm

Act today for better health tomorrow



Dr. Sameer Deo

- MD Physical Medicine and Rehabilitation
- Longevity and Rehabilitation Physician
- Sleep, Nutrition and Exercise Expert

29 July, 2023
SATURDAY
11:00am - 12:15pm IST
Login opens at 10:45am

Mitra Moderator
Bharathi S Vatsa

Register & Join Zoom Meeting
Meeting ID: 817 8008 5572
Password: 532286

www.mitracancare.org

**Early Detection is the
Best Protection . . .**

26 AUGUST 2023

Conducted by Dr. Joshna B M

Consultant ENT, Head & Neck Surgeon

Synopsis:

Our country sees about one lakh new cases of Oral Cancer every year. More than 90% of cases is attributed to the usage of tobacco, alcohol and betel nut. However 5% of Oral cancer is due to factors like broken teeth, decayed teeth, filled teeth and ill-fitted dentures. Most common sites of oral cancers are the tongue, jaw or inner cheek.



MITRA CANCARE FOUNDATION
Changing lives together...



Oral Cancer Awareness

Mitra CanCare Presents

**EARLY DETECTION
IS THE BEST PROTECTION . . .**

- Oral Cancer is the 3rd most frequently occurring cancer in India amongst both men and women.
- The prognosis of the oral cancer worsens with the stage of the disease and hence early detection is crucial
- Awareness and health promotion are the key to bring down the incidence of this menacing disease



Dr. Joshna B M
MBBS, MD ENT
FNB (ORL), FNB (ICSLR)
Consultant ENT, Head & Neck Onco Surgeon

26 August, 2023
SATURDAY

11:00am - 12:00pm IST
Login opens at 10:45am

Mitra Moderator
Amar Bhaskar

Register & Join Zoom Meeting
Meeting ID: 878 0091 0859
Password: 274965

www.mitraoncicare.org



MITRA CANCARE FOUNDATION
Changing lives together...



Mitra CanCare Presents



**Cancer Prevention & Reversal
Through Holistic Aahara,
Vihara & Vichara**



Dr. Gauri Rokkam
M.Sc. (Food & Nutrition), Ph.D. (Yoga & Life Sciences)
Holistic Nutritionist
Restoring Wellness through Nutrition,
Natural Hygiene & Yoga

16 Sept, 2023
SATURDAY

11:00am - 12:00 Noon IST
Login opens at 10:45am

Mitra Moderator
Sujata Sahu

Register & Join Zoom Meeting
Meeting ID: 844 7393 7866
Password: 502557

www.mitraoncicare.org

**Cancer Prevention & Reversal
Through Holistic Aahara, Vihara &
Vichara**

16 SEPT 2023

Conducted by Dr. Gauri Rokkam

**M.Sc. (Food & Nutrition), Ph.D. (Yoga
& Life Sciences)**

Synopsis:

Emerging evidence shows, more than 90% of cancers are caused by a combination of wrong diet, lifestyle and environment whereas genetics plays a far smaller role. Research in the field of epigenetics has proven that unless the required environment is crated inside the body, genes do not express themselves.




Mitra CanCare Presents

AWARENESS & PREVENTION OF COMMON CANCER IN WOMEN




Dr. Suneetha N
MD Radiation Oncology
Radiation Oncologist
Aster Group of Institutions Bengaluru

Mitra Moderator
Sharethi S Vatsa

Register & Join Zoom Meeting
Meeting ID: 823 5510 2326
Password: 219251

14 Oct, 2023
SATURDAY
11:00am - 12:00 Noon IST
Login opens at 10:45am

www.mitracancare.org

Awareness & Prevention of Common Cancer in Women

14 OCT 2023

Conducted by Dr. Suneetha N

Radiation Oncologist

Synopsis:

In India, women's health is not an openly discussed topic. Always putting others first, Indian Women tend to always put their families first. In some cases, it might even be considered taboo to talk about health irregularities connected to women. This often comes at the cost of their own health. Signs and symptoms of conditions chronic disease are ignored and passed off as just tiredness. As a result, chronic diseases including cancer, in most cases are detected late

and thereby posing several challenges in treatability. This needs to change immediately!

Women represent the cornerstone of a family's overall health. Enhancing and ensuring health awareness in women can lead to improved health for children and families. There are no second thoughts, "Women's Wellness should not be neglected at any cost".

Is Liver Disease Preventable?



25 NOV. 2023

Conducted by Dr. Naresh Bhat

MD DM, Gastroenterology


Synopsis:

The liver is just as vital an organ as the heart, but people often fail to appreciate the importance of keeping it healthy. The choices you make on household product purchases, food consumption and daily activity can have positive or negative effects on your liver. When the liver gets sick, many problems can follow. Life style changes are key to prevention of liver disease.





Mitra CanCare Presents

IS LIVER DISEASE PREVENTABLE?



TAKE GOOD CARE OF YOUR LIVER, AND IT WILL TAKE GOOD CARE OF YOU.



Dr. Naresh Bhat
MD, DM Gastroenterology

- Chief of Gastroenterology & Hepatology at Aster CMI Hospital, Bengaluru
- Chairman of the Indian HBV group and a core member of the Asia HBV group (IAHBG)
- Former President Indian Society of Gastroenterology

Mitra Moderator
Amar Bhaskar

Register & Join Zoom Meeting
Meeting ID: 820 3956 2332
Password: 697825

25 November 2023
SATURDAY
04:00pm - 05:00pm IST
Login opens at 03:43pm

www.mitracancare.org

Towards a Holistic Thinking - Health & Wellness from a whole new perspective

16DEC 2023

Conducted by Dr. Jyothsna Rao

Research Director, iCrest Academy & Lab Head International Stem Cell Services

Synopsis:

"Health is Wealth"

Modern day living is rife with stress and the constant triggers cause imprints in our lives. It is worth our time to adhere to the adage "prevention is better than cure", very easily said than done!!!

There is an urgent need to change the paradigm in our everyday lives to bring a change in our lives. In this session, we will take a closer look at what a holistic or integrative approach to health really looks like and the different ways it can help you achieve "optimal health" from the inside out.



Mitra CanCare Presents

Towards a Holistic Thinking - Health & Wellness from a whole new perspective



Dr. Jyothsna Rao, PhD Biotechnology
Research Director, iCrest Academy,
Lab Head of International Stem Cell Services

Involved in:

- Stem cell based clinical research
- Holistic approach to cancer therapy
- Complimentary Alternative Medicine
- Cancer Vaccines & Immunological profiling

16 Dec, 2023
SATURDAY

Mitra Moderator
Sujata Sahu

11:00am - 12:00 Noon IST
Login opens at 10:45am

Register & Join Zoom Meeting
Meeting ID: 876 2585 5331
Password: 805710

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Mitra CanCare Presents

Can Lifestyle Changes Prevent Cancer?



Dr. Vaishnavi Joshi
MBBS, MD, DNB, MRCP (SC) UK
Consultant - Medical Oncology & Haemato-Oncology

- Oncologist involved in treating various types of malignancies.
- MD in Internal medicine with "API Gold Medal" to her credit.
- Involved in autologous stem cell transplantation programs for multiple Myeloma and Lymphoma.
- Special areas of interest are "Cancer in Women".
- Consultant Medical Oncologist at Aster CMI Hospital, Bangalore

27 Jan, 2024
SATURDAY

Mitra Moderator
Sujata Sahu

11:00am - 12:00 Noon IST
Login opens at 10:45am

Register & Join Zoom Meeting
Meeting ID: 822 2581 8193
Password: 757816

www.mitracancare.org

Can Lifestyle Changes Prevent Cancer?

27 JAN 2024

Conducted by Dr. Vaishnavi Joshi

Consultant Medical Oncology & Haemato-Oncology, Aster CMI Hospital

Synopsis:

Experts believe that one-third to one-half of all cancers can be prevented. That's because certain daily habits can make us more likely to get cancer.

Many factors that increase your cancer risk are beyond your control, such as your family history and your genes. Others, such as whether you smoke or get regular cancer screenings, are within your control. Changing certain habits can give you a powerful tool to help prevent cancer.

"The lifestyle choices you make now regarding your health will influence your wellness for the REST of your LIFE".

VEER MITRA FORUM

Veer Mitra are those special individuals who have dared against the impacts of cancer and have risen victorious. Their stories inspire, their presence spreads positive vibes, their conversation induces confidence. These are people who help in the overall healing for other patients undergoing treatment. There are perhaps millions of them all over the world who have courageously battled cancer, however we admire all those who have taken that one extra step forward!

Helping others through their journey as a true friend! Hence, we have titled them "Veer Mitra".



MITRA CANCARE FOUNDATION
Changing lives together...

WORLD CANCER DAY
Closing the Care Gap...
Listen to the **INSPIRATIONAL** stories from the people who baffled cancer and how they did it!

Dr. Jyothsna Rao
Ph.D. Biotechnology
Research Director, iCrest Academy,
Lab Head of International Stem Cell Services

IN CONVERSATION WITH VEER MITRAS

- Pranav Kulkarni** (Colon Cancer Victor)
- Dipali** (Breast Fibroadenoma Victor)
- Savita Shekawat** (Breast Cancer Victor)
- Semashkar Salimath** (Thyroid Cancer Victor)

Mitra Moderator
Sujata Sahu

Register & Join Zoom Meeting
Meeting ID: 827 5984 0369
Password: 228671

04 February 2024
SUNDAY
11:00am - 12:15pm IST
Login opens at 10:45am

www.mitracancare.org

World Cancer Day

04 FEB 2024

Conducted by **Dr. Jyothsna Rao**

Research Director, iCrest Academy & Lab Head International Stem Cell Services

World Cancer Day is observed every year on 4th February and unites the world together in the fight against Cancer. World Cancer Day aims to prevent thousands of deaths each year by raising awareness about cancer and pursuing governments across the world to act against the disease. People who seek cancer care are hit by barriers, like income, education & awareness, geographic location rural vs urban, age, disability, lifestyle. It is more pronounced in low and middle-income groups. Childhood cancer survival rates are as high as 80% however affordability of the treatment in Indian middle-class families is a huge challenge.

Today many cancers are preventable and are treatable and more and more people are surviving the disease. However, for some people the chances are not better, it depends on their ability to pay. In India adequate public health system are often lacking and thus many cancers are detected late which reduces the chance of timely treatment and thereby resulting in poorer outcomes.

International Yoga Day - June 2023



International Childhood Cancer Day 2024

15 FEB 2024

Mitra CanCare Foundation Presents

INTERNATIONAL CHILDHOOD CANCER DAY



MITRA
CANCARE
FOUNDATION
Changing lives Together ...



Magic show for children at Kapur Children Block

Department of Paediatric Oncology
Kidwai Memorial Institute of Oncology
Bengaluru



Magician
Prof. S. Sathyamurthy
Fastest Magician of India



Thursday, 15th Feb 2024

Program:

- 10.45 Assemble
- 11.00 Invocation
- 11.05 Welcome by Mitra CanCare Foundation
- 11.10 Address by Dr. Arun Kumar,
HoD Paediatrics Oncology, Kidwai Hospital
- 11.15 Magic Show
- 12.15 Closing



Scan to Donate:



Join us to
express your support
for children with
cancer and their families

Thank You
to our Donors

www.mitracancare.org

International Childhood Cancer Day - 15th Feb. 2024



International Childhood Cancer Day - 15th Feb. 2024



Tarangini

PERFORMING ARTS FOR A CAUSE

“Tarangini” Performing Arts for a cause, is an initiative launched by Mitra CanCare Foundation featuring both upcoming and established artists from Indian Heritage Music, Dance, Drama and shows.

Aligned to our theme Changing lives together... the program encourages Veer Mitras (cancer survivors) to participate alongside with professionals, re-invent themselves to unleash their hidden talents, inspiring and fostering a positive influence on all others undergoing treatment. We believe with Tarangini, we promote pathways to holistic healing and a unique step to Changing lives together...

Funds raised will be used for community service projects focussing on Cancer awareness, Comprehensive cancer patient supportive care, and Aid for treatment to needy childhood-cancer patients.

Rotary Bangalore West Alliance Partner Rotary Bangalore East Mitra CanCare Foundation Presents MITRA CANCARE FOUNDATION Changing lives together...

Tarangini

PERFORMING ARTS FOR A CAUSE

AN ENCHANTING EVENING OF INDIAN CLASSICAL MUSIC

Soulful Melody

BY "GOD OF INDIAN VIOLIN"
PADMA BHUSHAN DR. L. SUBRAMANIAM

DR. AMBI SUBRAMANIAM VIOLIN

VID. Y Y RAMANAMURTHY MRIDANGAM

VID. N RADHAKRISHNAN GHATAM

VID. G SATYA SAI HARMONIUM

VIDUSHI B R LATHA KARNATA

LIVE CONCERT TO RAISE FUNDS FOR CHILDHOOD CANCER PATIENTS

FRIDAY 29TH MARCH 2024 CHOWDIAH MEMORIAL HALL 6.00 TO 9.00 P.M.

Bookings on: [bookmyshow](https://bookmyshow.com)



Tarangini 2024



Tarangini 2024



Tarangini 2024





Cancer patient advocacy services was launched to provide 2nd opinion consultations for freshly diagnosed patients and arranged consultations for those seeking opinions during the treatment.

During the year, 20+ patients with various different types of cancer were provided supportive care services which include guidance through treatment, diet considerations, dos and don'ts during treatment and arranging interactions with other veer mitras (cancer victors). Providing weekly interactions with patients who just started treatment and one in every 2 weeks interactions with patients advanced through treatment to clarify their doubts and any pertinent challenges in coping with the treatment.

Medical Advisory Council

Mitra CanCare has brought together several eminent oncologists and specialists as part of the medical advisory council to provide right guidance to individuals freshly diagnosed with cancer, and to the patient's undergoing treatment.

To provide complete end-to-end patient advocacy as a professional service, Mitra CanCare has brought together several eminent oncologists and specialists as part of the medical advisory council to provide right guidance to individuals freshly diagnosed with cancer, and to the patient's undergoing treatment. The advisory panel consists of oncologists specialised in various types of cancer and oncologists from various treatment related specializations.

Oncologists and consultants working in various hospitals across have rendered their support to Mitra CanCare Foundation to provide patients consultations most often free or at a discounted nominal fee to support the social cause.

Through the help of the medical advisory council Mitra CanCare Foundation is putting together a

structured approach to help and guide patients who are freshly diagnosed and undergoing treatment.

Launched Patient service oriented partnering arrangements with Lotus Diagnostic Centre in providing cancer screening programs at affordable costs.

Initiated Partnering with Holla Breast Centre in conducting awareness programs, information on signs and symptoms of breast cancer and carrying our Breast Cancer treatment at affordable prices for patients. Under the program we are starting activities to provide supportive care for patients undergoing treatment and post treatment to cope with the treatment and various other side effects of treatment.

Initiated partnering with Dr.Rudrappa hospital for diagnosis of head and neck cancer and treatment consultations at affordable prices for patients.

Our subscribed services curated by oncology expert consultants as part of our advisory panel are structured to provide unique value to cancer patients undergoing treatment and their caregivers.

We are launching subscribed membership services from 2023 and the development work related to this for online registrations is underway. Mitra CanCare registered members can avail Aashvasan Mitra Advocacy and Support services by enrolling specific options / packages.

Our programs & services are designed to extend optimism, help patients' recovery to lead a full-life; and spreads awareness in the communities we serve.



TESTIMONIALS

BALAKUMAR CHINNAIYAN

(Parent, Caregiver for his young daughter)

The interaction with Mr. Amar Bhaskar and the Mitra CanCare team was nothing but outstanding in moments that matter to my family. The constant motivation and support throughout the treatment journey helped in break many myths and be realistic in understanding the nuances that one will go through both from patient and the caregiver standpoint helped overcome the initial anxieties and helped in getting ready for the long journey ahead. I felt Mitra Cancare team is truly ones Mitra and I wish the team many more success in achieving their mission for our society.

REKHA SHARATH

(Leukemia Cancer Victor)

Mitra cancere foundation has been a moral support during our critical times. Right from the day we needed a second opinion to take a decision on my course of treatment till my recovery now, Mr. Amar Bhaskar, the founder himself had a check on my status periodically. He accompanied us to the oncologist and helped us in taking decision on my stem cell transplant. I cannot express my gratitude in words. Thank you Mitra cancere for caring for us.

M N CHANDRASHEKHAR

(Brother, Caregiver for his sister)

I am writing this on behalf of my sister who diagnosed with breast cancer on 24th of April 2024 and doctors from HCG advised immediate surgery of the left breast. I immediately contacted Mr. Amar Bhaskar of Mitra Cancare Foundation seeking support. He referred my Sister to Dr. Soumya Holla of Holla Breast Center for further procedures. Dr. Soumya after a thorough analysis of all the test reports, took care of my sister & confirmed that it's an early detection and counselled her that she would be absolutely fine after the Surgery and follow up treatments. Surgery was successfully performed on 23rd May 2024 and she had recovered very well. My Sister is now keeping conscious vigil on her health, ensures to take required regular medication with all follow-up visits as advised by the Doctor .

My sincere thanks to all the support from Mitra Cancare Foundation which helped my sister to recover very fast & also regaining her confidence.

MEDICAL ADVISORY COUNCIL PANEL



Dr. R.P. Deo

MS, DCCF, FICS

Consultant Head & Neck Oncology Surgery, Head & Neck Cancer Clinic, Dr Rudrappa ENT Hospital, Bengaluru

Dr. Belliappa M.S.

MBBS, MD, DNB, DMRT, FAIMS (Radiation Oncology)
Senior Consultant Oncologist
Aster CMI Hospital, Bengaluru



Dr. Radheshyam Naik

MD (General Medicine), DM (Medical Oncology)
Senior Medical Oncologist & Advisory Expert HCG
Hospital Bengaluru; Medical Director Samprada -
Rajalakshmi Multi Speciality Hospital

Dr. Niti Krishna Raizada

MD, DNB, DM, ECMO, MRCP (UK) Medical Oncology, EMPH (US)
Director of Medical Oncology, Hemato Oncology and
Transplant Physician, Cancer Institute, Fortis Hospital,
Bengaluru



Dr. Mayur V Kaku

MBBS, MCh in Neurosurgery
Brain & Spine surgeon
Senior Consultant Neurosurgery & HoD Yoga &
Neuroscience,
PES Medical College Kuppam

Dr. Tapaswini Pradhan

MBBS, MS(ENT) & DNB, Head & Neck Oncosurgery
Senior Consultant, Head & Neck Cancer Surgeon,
Apollo Hospital, New Delhi



MEDICAL ADVISORY COUNCIL PANEL



Dr. Raghavendra Rao

PhD in yoga & life sciences
Director, Central Council for Research in Yoga and
Naturopathy, Ministry of AYUSH Govt. of India,
New Delhi

Dr. Soumya Holla

MBBS, MS (Gen Surg), MRCS (Glasgow),
Senior Breast Cancer Surgeon &
Director, Holla Breast Centre, Bangalore



Dr. Rani Bhat

MBBS, MS (Obs & Gyn), FRCOG (UK),
Head & Senior Consultant - Division of Gynecological
Oncology Apollo Hospitals, Bangalore
Director, Gynaec Oncology Center, Bengaluru

Dr. Pramod S Chinder

MBBS, MS, Fellowship - Hand and Reconstructive
Microsurgery, Fellowship - Musculoskeletal Oncology
Director & Head, Dept of Orthopaedic Oncology, HCG
Founder Director Yellow Ribbon



Dr. Swaroop Revanna

MD Radiation Oncology, DM Medical
Oncology, MRCP SCE Medical Oncology
Oncology Consultant, Sagar Hospital,
Chinmaya Mission Hospital

Dr. Suneetha N

MD Radiation Oncology
Radiation Oncologist, Aster group of institutions
Bengaluru.



MITRA SANDESH

The monthly newsletter is compiled with the highlight of the activities during the month and summarises the monthly awareness program as presented by the oncologist speaker. The newsletter has several articles related to enhancing awareness and understanding the various signs and symptoms that should not be ignored. There are several useful tips for prevention and implementing a healthy lifestyle. Topics on general wellness and health are covered by experts in the field. The newsletter for the month is released on the 1st day of the month and highlights all the work carried out in the previous month. The new letter is maintained as a soft copy available free for all our audience who visit our website. The newsletter publication Mitra Sandesh was started in June 2022.

Mitra Sandesh

ISSUE # 11

Mitra Sandesh

April 1, 2023



I CAN & I WILL

Cancer doesn't just affect the person who has it, everyone in family is touched by this. The immediate family is the first line of emotional support for the patients. They play a considerable role from diagnosis all the through the treatment. Patients seeking help from experienced support organizations could benefit more in navigating through the treatment.

“Joining a cancer patient support group always helps and makes you feel, “You are not Alone”.

Amar Bhaskar



Make a Difference with Colon Cancer Awareness

Dr. Narasimhalah Srinivasiah
Associate Professor of Surgery, Apollo Hospitals, Head of Colorectal Services, Karnataka Region

In INDIA Colorectal Cancer is the 4th leading cancer in men and 6th leading cancer in women. Both men and women get Colorectal cancer. This cancer often starts with no symptoms. “YOU CAN STOP this cancer before it STARTS”, Oncologists suspect that the increase in Colorectal Cancer cases specially with young adults could be mainly due to Lifestyle changes, Obesity, Dietary habits, especially lack of fiber in diet and smoking. Early detection and treatment are crucial for improving the prognosis of colorectal cancer.

He recommended to work on the risk factors. He mentioned that the journey of cancer is: Prevention -> Screening -> Diagnosis -> Treatment -> Recovery / end of life. Hence Prevention is very vital with good eating habits and exercise. Look for the symptoms, for the routine changes- going more often urination, blood in urination can be symptoms of Colo-rectal cancer, Quickly get diagnosed.

Women's Day - Women Wellness and Awareness Program

8th March 2023

8th March 2023 was observed internationally as Women's Day. Mitra CanCare organized Taruni Mitra - women wellness and cancer awareness program for LabCorps on 9th March 2023 at their premises.

The program consisted of Women Wellness Session by **Dr Rekha Ahuja** followed by Cancer in Women Awareness by **Dr Suneetha**, from Mitra Medical Advisory Council. **Ms. Savita Shekhawat** shared Veer Mitra inspirational talk with the LabCorps women employees.

The program was attended by around 370 LabCorps employees, majority women. The awareness and knowledge received by the participants from the informative session was well appreciated and an engaged Question and Answer session followed by the talk, helped them to clear many doubts.

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Dr Swaroop's Corner

MD Radiation oncology, DM medical oncology, MCh FRCR, medical oncology

LEARN & KNOW

Head & Neck Cancer: Manageable but often lost in plain sight.

Head and neck cancers (HNC) are commonly linked to risk factors like tobacco, alcohol, HPV virus, and chronic irritation due to sharp teeth. While not all cases can be prevented, most are avoidable.

HNC are unique in that early detection is possible due to the rather accessible location of these cancers, leading to higher chances of successful treatment. While surgery alone is adequate in very early stages, most patients present in locally advanced stages and thus require a multi-modal approach involving surgery, radiation therapy, and chemotherapy.

For patients with metastatic and recurrent HNC chemotherapy and anti-EGFR targeted therapies have been the mainstay. However, of late, immunotherapy with PD-1 blocking checkpoint inhibitors has emerged as a promising treatment option with encouraging success rates.



Mitra Sandesh

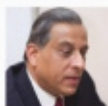
May 1, 2023

I CAN & I WILL

Cancer is fast becoming a common disease in India. Even though cancer may be life-threatening, many people have successful treatment and live with cancer for a very long time. Cancer and its treatment may cause some changes in how you look, feel, and think about yourself. For most people with cancer, "Learning to Live" is one of the biggest challenges they ever faced.

“Staying involved in life and helping others makes you feel good about yourself and thus helps you cope with the disease.”

Amar Bhaskar



I have Thyroid

Dr. R.P. Deo

Consultant Onco Surgeon, Head & Neck Oncologist at Dr. Rudrappa Hospital, Manipal Hospital, Aster Hospital, (Bengaluru) and Mahavir Cancer Sansthan, (Patna).

I HAVE THYROID, seeming like a fashion statement and status symbol!

A large majority do not know the exact problem! It is the most common endocrine disorder, especially in ladies. Lifestyle changes such as sedentary habits, dietary indiscretions, prolonged periods of inactivity, lack of formal exercise, and stress all can affect Thyroid gland function.

During the course of the session Dr Deo highlighted key facts about Thyroid gland and its function in our body. The throiig gland traps Iodine from our diet and produces the hormone Thyroxin which is essential for metabolism and neuromuscular co-ordination. Requirement of Thyroxin varies as per the life cycle from childhood to old age. In ladies Thyroid undergoes cyclic changes throughout their reproductive age causing a waxing and waning effect on the gland

Continued...

every month. The gland like all other organs can have either genetic, metabolic inflammatory or neoplastic disorders having specific signs and symptoms. Elaborate history and clinical examination is good enough to diagnose most Thyroid disorders.

Dr. Deo also highlighted about the Goltrogenic cooked vegetables like Broccoli, Cauliflower, Brussels Sprouts, Raddish which hampers the synthesis of Thyroid hormones, while consumption of iodized salt and certain iodine rich dairy products, eggs, fish prawn etc. would enhance the thyroid function.

Thyroid cancer is the commonest endocrine and pediatric type of cancer. Thyroid cancers are generally friendly and very slow growing types and almost 100% curable. Surgery is the most effective ways of treatment.

Dr Deo also gave precautions for all who are on supplementary hormones to have the regular checkups at 4 monthly intervals and discouraged any self medication increasing or decreasing the dosage as any unsupervised medication regarding thyroid could be dangerous for ones health.

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Dr Swaroop's Corner

MD radiation oncology, DM medical oncology, MRCGP SCD, medical oncology

LEARN & KNOW

Urinary bladder cancer: do not miss the subtle symptoms!

The urinary bladder is the reservoir which collects urine produced by the kidneys prior to voiding. Cancer of the urinary bladder (CaUB) is one of the more common malignancies in India, more so among men. Common risk factors predisposing one to CaUB are smoking, exposure to chemicals such as hydrocarbons, and certain parasitic infections.

Early symptoms of CaUB include pain during urination, increased frequency in urination, or noticing blood in the urine. A significant proportion of CaUB are diagnosed in early, pre-invasive stages where excision and intravesical chemotherapy or BCG immunotherapy is curative. However in the advanced stages, a multimodal approach involving chemotherapy, surgery and/or radiation therapy becomes important. At times, it may be necessary to remove the urinary bladder and to create an artificial pathway for passing urine.

Thus, early detection not only increases the chance of survival, but also improves the likelihood of avoiding the removal of one's urinary bladder.



I CAN & I WILL

Published studies have shown that cancer patients who had high levels of spiritual well-being reported better quality of life, a lower level of depression, less death anxiety, and a lower level of distress. Spirituality is a source of strength that helps in coping with the cancer treatment, making sense of their cancer experiences during illness and find meaning in their lives.

“The first thing I do every morning is to thank God, for he has given me more than what I deserve”

Amar Bhaskar



Complementary & Alternative Medicines (CAM) vs Integrative Medicine in Cancer Management

Dr. Raghavendra Rao

Ph.D in Yoga and Life Sciences, Director- Central Council for Research in Yoga and Naturopathy, Ministry of AYUSH Govt. of India, New Delhi

During the session, Dr Raghavendra highlighted the stressful and strenuous journey through cancer treatment and addressed how the treatment procedure itself may be detrimental to the emotional well-being of the patient. He explained how Ayurveda, Yoga, Unani Siddha & Homeopathy (AYUSH), also referred to as complementary and alternative medicine (CAM) provide a broad range of healing philosophies, approaches, and therapies. These therapies are used to prevent illness, reduce stress, prevent, or reduce side effects and symptoms, and control or manage the disease. Various surveys show that interest in Complementary and alternative medicine is high among cancer patients.

Dr. Raghavendra highlighted the point that 25% of the patients take recourse to these therapies during the first line of treatment and over 90% take recourse to these therapies mostly with advanced disease.

Continued...

Highlighting the difference in approach between CAM and Integrative Medicines, he explained that CAM is the term for medical products and practices that are not part of standard medical care. During cancer treatment this is used mainly to help cope with the side effects of the treatment such as nausea and fatigue, ease the worries of cancer treatment and related stress etc. Integrative medicine is an approach to medical care that combines conventional medicine with CAM practices that have scientifically shown to be safe and effective and often addresses the physical, mental and spiritual aspects of health.

Dr Raghavendra also explained about the medicinal herbs used in CAM therapies. Studies of potential anticancer drug-herb interactions have revealed the fact that some of these may interfere with the standard treatment in both the positive or negative effect. Only those that are proven to be effective through randomized controlled clinical trials are advocated as part of integrative medicine approach.

Further, Dr Raghavendra recommended Yoga as a good healer during and post treatment for reducing anxiety, improving quality of life, mood and depressive symptoms, fatigue and sleep.

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Dr Swaroop's Corner

MD radiation oncology, DM medical oncology, MRCGP, RCSE, medical oncology

LEARN & KNOW

Brain cancer :

Brain tumors are abnormal growths that originate from within the brain or its surrounding tissues, affecting people of all ages. Symptoms may include persistent headaches, seizures, vision or hearing changes, speech difficulties, and personality changes. The exact causes are unknown, but definite risk factors such as radiation exposure, genetic conditions, and family history can increase the likelihood of developing brain tumors.

Early detection and prompt treatment are crucial. Diagnosis involves imaging tests (such as MRI and CT scans) and biopsies (often by a neurosurgeon). Treatment options include surgery, radiation therapy, and chemotherapy; mostly used in combination based on the tumor's type, size, and location.

Raising awareness about brain tumors is essential for timely recognition of symptoms. Understanding the importance of early intervention can lead to better outcomes and improved quality of life for those affected by brain tumors.



July 1, 2023

I CAN & I WILL

It is normal to feel frightened, anxious, and panicky at times when you're diagnosed with cancer. There is no right or wrong way to feel about having cancer. We all deal with things in our own way and a lot depends on various circumstances in our own lives. Most people find that fears lessen as they move forward and begin cancer treatment.

“ Acceptance is the first step in overcoming fear ”

Amar Bhaskar



The Healing Power of Yoga

Dr. Mayur V Kaku
Yogic Neurosurgeon, MBBs, MCh (Neurosurgery), Brain and Spine Surgeon, Senior Consultant Neurosurgery, HoD Yoga and Neuroscience, PES Medical College, Kuppam

Mitra CanCare Foundation jointly in association with Rotary Club of Bangalore West presented “The Healing Power of Yoga” by Dr. Mayur V Kaku, Senior Consultant Neurosurgery, HoD Yoga and Neuroscience, PES Medical College, Kuppam, on Sunday 25th Jun 2023.

Dr Mayur started the session with a talk about how Yoga can help to fight cancer and its numerous health benefits, some are

Stress Reduction: Yoga can help reduce cortisol levels which are known for causing stress in the body and increases the production of feel-good hormones such as endorphins and serotonin.

Improved Flexibility: Yoga involves stretching and holding poses which can help improve flexibility, range of motion, and mobility.

Better Breathing: Pranayama or breathing exercises in yoga can help improve respiratory health, increase lung capacity, improve oxygenation of the body, and help reduce stress and anxiety.

Continued...

Enhanced Strength and Balance: Yoga involves holding poses and balancing which can help improve muscle strength and balance.

Improved Sleep Quality: Yoga helps in relaxation and sleep.

Reduced Chronic Pain: such as back pain, arthritis, and headaches.

Lowered Blood Pressure: can help reduce blood pressure levels and promote a healthy heart.

The human body is autonomic; It possesses an enormous, astonishing, and persistent capacity to heal itself. When you approach yoga practice from a perspective of internal body awareness, feel deep inside and feel the presence of your body, your mind starts to calm down and become more coherent, more present. Greatest healing occurs when you have a relaxed and coherent mind.

After the talk, all participants performed Yoga in group Yoga session under Dr Mayur and Ms. Shilpa Dani's guidance. Also, Ms Shilpa shared her experience about how yoga helped her to fight cancer.

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Dr Swaroop's Corner

MD radiation oncology, DM medical oncology,
MRCP(SCE) medical oncology

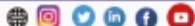
LEARN & KNOW

Sarcoma and Bone Cancer :

While common cancers like breast and lung cancer receive significant awareness, rare cancers such as sarcoma and bone cancer silently impact lives, leaving patients feeling isolated. It's time to acknowledge and shed light on these diseases, empowering patients and caregivers while educating the public.

We must also understand that sarcomas and bone cancers often affect young people (children, adolescents, and young adults), disrupting their careers and social lives, causing untold financial and psychological strain.

Recognize the signs: persistent pain, swelling, or tenderness in bones or soft tissues. Early detection saves lives, so seek immediate medical attention if you experience these symptoms. Help break the silence by spreading this crucial information among your friends, family, and social networks. Together, we can make a difference, improving outcomes and supporting those affected.



Mitro
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August 1, 2023

I CAN & I WILL

Ask any person who has been diagnosed with cancer, and many may tell you that the loss of control that comes along with being told this terrifying news is one of the worst parts of it all. Although some degree of loss of control is inevitable, there is a lot that we can control, thereby helping to reduce some of the frustration and feelings of hopelessness that can accompany a diagnosis.

“Early acceptance allows you to regain control of your life.”

Amar Bhaskar

**STAY HEALTHIER LONGER – “A Longevity and Rehabilitation Medicine Approach to Life”**

Dr. Sameer Deo

MD Physical Medicine and Rehabilitation; Rehabilitation and Longevity Medicine Physician; Sleep, Nutrition, and Exercise Expert



MitraCanCare Program **STAY HEALTHIER LONGER “A Longevity and Rehabilitation Medicine Approach to Life...”** was conducted on 29th July 2023 by Dr Sameer Deo.

Health behaviors which maximize wellness also minimize illness! You can ensure sustained good health by understanding your personal risk for diseases and modifying your behaviors accordingly.

During the presentation, Dr. Sameer shared evidence-based methods for preventing, detecting, and treating cancer. He emphasized the importance of longevity, lifestyle, and rehabilitation medicine in achieving optimal health. According to Dr. Sameer, the future of medicine will be focused on maximizing wellness and minimizing illness.

Continued...

Dr. Sameer introduced us to the concepts of chronological and biological age, and how lifestyle modifications can promote optimal health. He explained that only 20% of our health is determined by genetics, and the rest is under our control.

Traditional medicine is reactive, and we often seek treatment only after the disease has progressed significantly. However, a proactive approach that involves personalized testing, scientific health optimization protocols, and early detection techniques can significantly improve our chances of preventing life-threatening conditions.

Lastly, Dr. Sameer discussed screening protocols for identifying the early onset of cancer, as well as ways in which sleep, nutrition, exercise, supplementation, and non-cancer-related drugs can be utilized to slow cancer progress and support recovery. He concluded with a simple 5-step longevity plan that includes testing and analyzing our health, defining our health goals, understanding the actions required to achieve our health goals, and implementing those actions to ensure we stay healthy longer.

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**Dr Swaroop's Corner**

MD radiation oncology, DM medical oncology, MRCP(SCE) medical oncology

LEARN & KNOW**Lung Cancer :**

Lung cancer arises when abnormal cells grow uncontrollably in the lung tissues. Smoking remains the leading cause, responsible for 85% of cases. However, non-smokers can also be affected due to factors like secondhand smoke, air pollution, and genetic predisposition.

Early detection is crucial. Persistent cough, chest pain, wheezing, and unexplained weight loss could be warning signs. Diagnostic tools like CT scans aid in timely detection, enhancing treatment success. Treatment options encompass surgery, chemotherapy, radiation therapy, targeted therapy, and immunotherapy. A multidisciplinary approach ensures personalized care and improved outcomes.

Prevention is paramount. Avoid tobacco in all forms, limit exposure to pollutants, and embrace a healthy lifestyle. Supporting research and education can facilitate progress in combating this disease. By spreading awareness, we can collectively combat lung cancer. Stay informed, make healthy choices, and encourage others to do the same. Together, we can strive towards a world free from the clutches of lung cancer.



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Mitra Sandesh

September 1, 2023

I CAN & I WILL

Can we have a normal life after cancer treatment? It can be hard to imagine, especially when the treatment can be as harsh as the disease. What can you do to adjust to the road ahead after cancer? Remember you are not alone, there are lots of people out there going through similar experiences. Seeking help and guidance from cancer patient support groups can really help you cope with the treatment.

“Adapt to the changes and you will find your new normal.”

Amar Bhaskar



EARLY DETECTION IS THE BEST PROTECTION

Dr. Joshna Naidu B M

MBBS, MS ENT, FHND(RGUHS) FHND(RCS,UK)
Consultant ENT, Head & Neck Oncosurgeon

MitraCanCare Program **EARLY DETECTION IS THE BEST PROTECTION** was conducted to enhance oral cancer awareness was conducted on 26th August 2023 by Dr. Joshna B M, MBBS, MS ENT, FHND(RGUHS) FHND(RCS,UK), Consultant ENT, Head & Neck Oncosurgeon

Our country sees about one lakh new cases of oral cancer every year. According to an ICMR study, more than 90% of these oral cancer cases are attributed to the usage of tobacco, alcohol and betel nut (supari/pan masala). However, another cause; contributing to less than 5% of oral cancer cases has been due to factors like broken teeth, decayed teeth, filled teeth and ill-fitted dentures, sharp teeth all could predispose a person to chronic mucosal trauma. Most common sites of oral cancers are the tongue, jaw or inner cheek.

Continued...

Oral cancer is the most common cancer in India amongst men (16.28% of all cancers), fifth most frequently occurring cancer amongst women (4.3% of all cancers) and the third most frequently occurring cancer in India amongst both men and women. Oral cancer is of significant public health importance to India. Squamous cell carcinoma represents more than 90% of all head and neck cancers. Usually involves the age group of 60-80years, however, can affect people in their 30-40s depending on the risk factors.

During the session Dr Joshna pointed out that the prognosis of the oral cancer worsens with the stage of the disease and hence early detection is crucial. Many a times, it's the lack of awareness among general population, facility or expertise to diagnose and treat the oral cancers that contributes to the increased oral cancer rate in India. Hence, we believe that the awareness and health promotion are the key to bring down the incidence of this menacing disease.



Dr Swaroop's Corner

MD radiation oncology, DM medical oncology,
MRCP(SCE) medical oncology

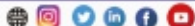
LEARN & KNOW

Unmasking Blood Cancers: Knowledge is Empowerment

Blood cancers, including leukemia, lymphoma, and myeloma, affect countless lives worldwide. Raising awareness is pivotal to fostering understanding and support for those facing these diseases. These cancers originate in the bone marrow or lymphatic system, disrupting the production of healthy blood cells. While their exact causes are not always clear, genetic predisposition, exposure to certain chemicals, and immune system disorders may contribute. Signs and symptoms can be subtle, often mimicking common illnesses. Fatigue, unexplained weight loss, frequent infections, and easy bruising are potential indicators. Early diagnosis through blood tests and biopsies is essential for prompt intervention.

Treatment options range from chemotherapy and radiation to stem cell transplants and targeted therapies. Advances in research continue to improve outcomes and quality of life for patients. Prevention involves minimizing exposure to known risk factors, embracing a healthy lifestyle, and supporting organizations dedicated to blood cancer research. By spreading awareness, we break the stigma and inspire hope. Together, we can support those affected by blood cancers and work towards a future free from their grasp.

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Mitra Sandesh

October 1, 2023



I CAN & I WILL

The "will to live" is a force within all of us to fight for survival when our lives are threatened by a disease such as cancer. Sharing your life with others and receiving aid or support from friends and family will improve your ability to cope and help you fight cancer. In all things, you have to take a risk if you want to win. Just the willingness to take a risk generates hope and a positive atmosphere that enhances the will to live.

“Approaching cancer in an aggressive fighting posture increases the ability to cope with the disease and nurtures the WILL to LIVE.”

— Amar Bhaskar



Cancer Prevention & Reversal Through Holistic Aahara, Vihara & Vichara

Dr. Gauri Rokkam

M.Sc. (Food & Nutrition), Ph.D. (Yoga & Life Sciences), Holistic Nutritionist

Cancer Prevention & Reversal Through Holistic Aahara, Vihara & Vichara, Restoring Wellness through Nutrition, Natural Hygiene & Yoga program was conducted by Dr. Gauri Rokkam.

A highly accomplished Holistic Nutritionist Dr Gauri started the session with a statement; **"Remove the cause and thereby remove the disease"**. She highlighted, Cancer prevention and reversal are possible and you can slash your risk of cancer - simply by eating and living right.

Dr Gauri explained and illustrated the points of how processed food are highly glycemic and insulin promoting, they are high in toxins and chemicals and low in micro minerals, antioxidants and phytochemicals. The protective fiber and micronutrient rich Whole plant based food (WPBF) is the key. shared a plate formula that has the essentials for our body in the appropriate proportion.

Continued...

Imagine the **food plate divided into 4 parts** with these ingredients first portion of whole grains, second portion of legumes and plant proteins, the third portion filled with cooked vegetables, and fourth portion of raw vegetables. The daily diet should include consumption of all fruits and plenty of water. **Periodic water fasting** is good healthy discipline. That would help clean the overall system periodically and remove all accumulated toxins. Further during the session Dr Gauri explained that emerging evidence shows, more than **90% of cancers are caused by a combination of wrong diet, lifestyle and environment** whereas genetics plays a far smaller role than it is given credit for. Also Lack of physical activity can cause several complications to our overall system. She explained the equally important factor of good rest and sleep and avoid disrupting the circadian rhythm.

Dr Gauri ended the session with a simple suggestion: **Doing multiple things together causes stress, use your own balance, take up work that you can do without much stress. Have a balanced diet, use the 4 part principle with whole plant based food.**

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Dr Swaroop's Corner

MD radiation oncology, DM medical oncology, MRCP(SCE) medical oncology

LEARN & KNOW

BREAST CANCER : KNOWLEDGE = EMPOWERMENT

Breast cancer is a pressing concern that affects one in eight women in their lifetimes. While it is more common in women, occasionally men can also be diagnosed. Inherited genetics, lifestyle, and hormonal factors contribute to its development.

Regular self-exams, clinical breast exams, and mammograms are essential for spotting potential issues. One must be vigilant for warning signs such as lumps, changes in breast size or shape, nipple discharge, or skin changes. Adopting a healthy lifestyle, avoiding alcohol consumption, maintaining a healthy weight, and staying physically active- these measures have been proven by large datasets to be protective against breast cancer. Additionally, understanding one's family history can also help assess risk.

Treatment options vary based on the cancer's stage and type but often include surgery, chemotherapy, radiation therapy, targeted therapy, and hormonal therapy. personalized treatment plans are key to success. Spreading awareness about this disease is crucial to enable early detection and improved outcomes. Encourage regular check-ups for all women above the age of 40 years, and do make time to stand with those affected. Together, we can combat breast cancer and create a future free from its grip.



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November 1, 2023

I CAN & I WILL

Apart from advanced medical technology, willpower is one of the most effective weapons in the battle against cancer. It may not be obvious to someone who has never experienced cancer, it takes enormous willpower to be courageous enough to accept the diagnosis and to brave your body through the storm during treatment. Your love for family and love for others could strengthen your willpower and drive you to combat cancer.

“When life knocks you down, look up to get up and you can bounce back stronger.”

Amar Bhaskar



AWARENESS & PREVENTION OF COMMON CANCER IN WOMEN

Dr. Suneetha

Radiation Oncologist, Aster group of institutions

Awareness and Prevention of Common Cancer in Women, conducted By Dr. Suneetha, Radiation Oncologist. In India, women's health is not an openly discussed topic. Always putting others first, Indian Women tend to always put their families first.

Dr Suneetha shared everything that a common person would like to know about the disease, starting from development of disease, from its common symptoms, how to control / prevent through lifestyle changes and controlling environment or having early tests and vaccinations till what can be the treatment.

She emphasized “**key is the early detection**”. Early mammogram, pap smear and vaccination!

Lifestyle and environmental factor can cause certain cancers too. So if we can't control genetic related cancer development, we can always limit the probability by opting healthy lifestyle.

Continued...

Dr Suneetha asked to focus on 2 steps to control the risk

Step 1- first focus on controllable risk like obesity, control of oral contraceptive, alcohol, tobacco etc which may lead to cancer at the later stages.

Step 2- While we do not know “why this to me?”, we always know “what we can do to detect it at the curable stage”, which is **annual screening to get detected at the early stage.**

She explained the **Mammogram Screening schedule for various age group**- starting from Women of age group 45 to 54 yrs till 80yrs. She talked about early symptoms of cervical cancer, need to get alert whenever there is post menopause or post intercourse bleeding.

She briefed about the **WHO - Cervical Cancer Prevention Vaccination Schedule**, HPV vaccine is recommended at age of 11-12 years.

She also spoke in detail about **Breast Self examination** which should be done after 5th -10th day of period cycle / month and look for changes such as retraction, lump, change in breast shape etc.

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Dr Swaroop's Corner

MD radiation oncology, DM medical oncology, MRCP(SCE) medical oncology

LEARN & KNOW

Liver cancer: Silent yet deadly

Liver cancer silently threatens lives, often evading the spotlight. Today, let's change that. Liver cancer is a significant health concern, and awareness is the first step to prevention and early detection.

Know these warning signs: unexplained weight loss, abdominal pain, jaundice, and fatigue. If you or a loved one experience these symptoms, consult a healthcare professional without delay.

Prevention is key. Embrace a healthy lifestyle by maintaining a balanced diet, reducing alcohol intake, and staying active. Hepatitis B and C vaccinations are essential for prevention. Infact, liver cancer is one of the few vaccine-preventable cancers!

Fatty liver disease is another condition which can sometimes progress to serious conditions including liver cancer. Often caused by poor lifestyle choices, fatty liver disease is on the rise among the urban population. Regular exercise, optimal diet can go a long way in prevention and control of this condition.



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I CAN & I WILL

Did you know that you are stronger than you think! The journey through cancer, you get thoroughly tested, both mentally and physically. You become stronger and you now know what you're capable of. Victory against cancer will result in a continuous growth of your inner strength. People who went through cancer reassess their priorities, make changes in various ways to bring a balance back into their life. They devote more time to themselves, friends and family or to hobbies.

“Cancer changes your perspective and makes you to look at things differently.”

Amar Bhaskar



Is Liver Disease Preventable?

Dr. Naresh Bhat, MD, DM, Gastroenterology

* Chief of Gastroenterology & Hepatology at Aster CMI Hospital, Bengaluru * Chairman of the Indian NBI group and a core member of the Asia NBI group (ANBIG) * Former President Indian Society of Gastroenterology

Like our heart, the liver is a vital organ performing critical services. It is one of the organs that is susceptible to our food and lifestyle choices. Dr. Naresh Bhat began his riveting presentation by explaining the functions of the liver. The liver runs non-stop to provide critical functions like detoxification, cholesterol production, metabolism, immune system, blood sugar balance, bile production, protein synthesis and storage of glycogen.

Dr Naresh explained the **four stages of liver disease**. A healthy liver turns to a fatty liver due to misuse. Further abuse causes scarring of the liver causing Hepatic Fibrosis. Continued negligence causes the liver to develop Cirrhosis resulting in severe scarring and disruption in liver function. This could lead to liver cancer.

What we put in our mouth decides the health of our liver. We tend to stretch our day due to work and social reasons. Dr. Naresh Bhat ended the session with a few lifestyle tips to keep our liver healthy.

Abhaya - Connecting Cancer Conquerors

The program "Abhaya - Connecting Cancer Conquerors" was organised by Rotary Inner Wheel District 319 as part of National Cancer Awareness Webinar.

The program was inaugurated by **District Chairman Smt. Rekha Sridhar**, and followed by inspiring talks by Cancer Victors PDC Smt.Rajalakshmi, Smt.A.Kala and Smt.Sujatha Keni **sharing their journey of resilience and triumph over cancer**. This was followed by a session conducted by **Dr.Suneetha, Radiation Oncologist, Aster Hospital** and Medical Advisory Mitra CanCare Foundation on Awareness & Prevention of Common Cancer in Women.

The overall session was highly appreciated by one and all with large number of participants from **Rotary Inner Wheel clubs**. We thank Inner Wheel District chairman Smt.Rekha Sridhar and past district chairman Smt.Sobhana Ramesh for giving Mitra CanCare Foundation an opportunity to conduct the awareness session.

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Dr Swaroop's Corner

MD radiation oncology, DM medical oncology, MRCP(SCE) medical oncology

LEARN & KNOW Navigating Chemotherapy

"Navigating chemotherapy involves proactive preparation and understanding potential challenges. Before treatment, establish clear communication with your treating team, sharing your medical history and concerns. Prioritize asking for a custom-made nutritional plan and consider joining a support group for crucial emotional support. Practical aspects, like transportation and work arrangements, should be planned in advance. During treatment, anticipate common side effects such as nausea, fatigue, and hair loss. Communicate symptoms promptly to your healthcare team for effective management. Post-treatment, follow care instructions diligently, incorporating gradual physical activity and maintaining a balanced lifestyle. Recovery duration varies, so be patient and openly discuss concerns with your healthcare professionals. Emphasize emotional well-being through ongoing support and survivorship care planning. Remember, each individual's journey is unique, and personalized guidance from your healthcare team is crucial throughout this process.



Navigating Chemotherapy

January 1, 2024

I CAN & I WILL

It can be hard for people who have not had cancer to understand how you're feeling, therefore it may help to talk to people who have been in your situation. Other cancer victors can share their experiences. They can tell you what to expect during treatment. They can guide you how to cope with the treatment. They can help you adapt to the situation. They lend their ears to you with patience. Connect to them through a cancer patient support group.

“The best way to cope with cancer is to develop your own ways to deal with it.”

Amar Bhaskar



Towards' a Holistic Thinking - Health & Wellness from a whole new perspective

Dr. Jyothsna Rao, PhD Biotechnology

- * Involved in : * Stem cell based clinical research
- * Holistic approach to cancer therapy
- * Complimentary Alternative Medicine
- * Cancer Vaccines & Immunological profiling

HAPPY NEW YEAR Dear Readers !!

Mitra Cancare's last Swasth Mitra Program was conducted on 16th December 2023 By Dr Jyothsana Rao. Modern day living is rife with stress and the constant triggers cause imprints in our lives. These get manifested into chronic conditions and become a major cause of worry. It is worth our time to adhere to the adage "prevention is better than cure", very easily said than done says Dr.Jyothsna.

Dr Jyothsna stressed on the point chronic stress is the single most reason for life style diseases like diabetes, hypertension, cancer etc. Chronic stress pre-disposes us to such conditions. Stress effects the immune system and many of the life style diseases are latent and take time to manifest. The attack is severe when the immune system is weak.

Continued...

Today there are blood tests available to check stress levels of individuals and accordingly take a holistic approach to ones health issues.

During the session Dr Jyothsna explained the holistic or integrative approach to health and what it really looks like and the different ways it can help one achieve "optimal health" from the inside out. Treatment of chronic diseases like cancer are highly intensive interventions and thereby drastically effect the immune system. T-cell transfer therapy is a type of immunotherapy that makes your own immune cells better able to attack cancer. An integrative and complementary plant based therapy approach would greatly help in setting right the immune system. Dr Jyothsna also shared about the ayurvedic product swasth rakshak which can help boost the immune system.

Dr Jyothsna concluded the session expressing the fact that there is an urgent need to change the paradigm in our everyday lives to bring a change in our lives. These approaches seek to address the underlying causes of illness and disease rather than just treating the symptoms.

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Dr Swaroop's Corner

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LEARN & KNOW

Embracing Innovation, Revolutionizing Cancer Treatment

"In the ever evolving and dynamic landscape of cancer therapies, recent groundbreaking approaches are offering immense hope. Approaches such as immunotherapy and precision medicine were alien terms as recent as a decade ago! While immunotherapy harnesses the body's own immune system to combat cancer cells, precision medicine tailors treatments to an individual's genetic profile, maximizing effectiveness and minimizing toxicities. In the case of hematological malignancies, technologies like CAR-T cell therapy engineer a patient's immune cells for targeted cancer destruction. Additionally, liquid biopsies provide non-invasive ways to diagnose tumors and monitor treatment response. Radiation therapy is not to be left behind. Refinements in software and hardware has made radiation therapy more safer and less toxic than ever before! Collaboration between research, technology, and medical communities is fostering unprecedented progress. And this is indeed a transformative era in cancer care.



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I CAN & I WILL

Cancer is a word that can stir up many fears and emotions, but making sure you fully understand your diagnosis in discussion with an expert oncologist can help you to regain control of the situation. Often, communicating with a doctor might feel challenging, as the subject of a cancer diagnosis is always a heavily loaded one. Both the person and the doctor might find it difficult to communicate efficiently.

Depression and anxiety are often a natural outcome after receiving a cancer diagnosis. Connecting to professional support groups can help clarify and close the gaps in your understanding.



CAN LIFESTYLE CHANGES PREVENT CANCER?

Dr. Vaishnavi Joshi, MBBS, MD, DNB, MRCP(SCE) (UK)

Consultant Medical Oncology & Haemato-Oncology
Aster CMI Hospital, Bangalore

Mitra CanCare has completed 2 years since its establishment in January 2024. One of the first events of the year was a webinar conducted on the topic "Can Lifestyle Changes Prevent Cancer?" on 27th January 2024. Dr. Vaishnavi Joshi, Medical Oncologist at Aster CMI Hospital, Bengaluru was the guest and she spoke about Cancer Myths and Lifestyle Modifications that can prevent cancer.

With cancer becoming so common nowadays, it is more like a chronic lifestyle disease. However, despite advancements in treatments and increasing survival rates, awareness about cancer is poor. She pointed out that more than 70-80% patients consult doctors when the disease is progressed and recovery is poor at that stage. Stigma and lack of awareness were the most cited reasons for not seeking early treatment. Late detection is the cause for most deaths caused by cancer in India, and 50% of cancers are from lifestyle factors such as tobacco use, sedentary lifestyle, obesity, and infections.

Continued...

There are many myths about cancer which further prevent early detection. Most people think cancers are incurable and not worth the treatment. They think because they are young, it cannot be cancer, and continue to self-medicate or ignore their symptoms until later stages. Some think that they do not have a genetic history, or do not have any bad habits therefore they are not at risk. All these factors cause them to ignore preventive health measures such as routine screening.

Lifestyle modifications can go a long way in preventive healthcare. Dr. Vaishnavi shared simple tips that are native to any Indian household, such as eating a well-balanced meal, including plant-based food sources, eating in moderation, and staying active. She also emphasized to eat local and regionally available food, along with regular exercise routines. Move more and eat smart was her mantra. Including more vegetables, fruits, whole grains, and fibre rich foods, while limiting red meat, processed food, barbequed meat, refined foods, and sugars was a good protocol to follow. Avoiding extreme food fads and taking supplements only when prescribed would be a safer bet. Limiting exposure to nicotine and alcohol can also protect an individual to a significant extent.

Therefore, cultivating healthy habits is a must. She also mentioned about obesity and sedentary lifestyle being the new tobacco that was killing more people and posing greater threat to one's health. She suggests regular exercise of at least 30-40mins for about 4-5 times a week can protect an individual against the development of cancers. Despite all this, we are not completely free from the risk of developing cancer.

A majority of cancers have idiopathic causes. We need to undergo health checks and screening regularly. Mammograms for breast cancer, Pap smears for cervical cancer, low dose CT scans for lung cancer, Serum PSA testing for prostate cancer and many more preventive screening methods can be employed to ensure an individual is diagnosed at an earlier stage and has a better prognosis.

Dr. Vaishnavi patiently answered the questions asked by the audience. Her take home message was to be equipped with the right awareness, maintain healthy diet, sleep and exercise routines, manage stress levels, avoid smoking/ alcohol intake, partake in regular screening and most importantly consult a doctor when any symptoms arise.

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March 1, 2024

I CAN & I WILL

When you first learn that you have cancer, it's normal to feel as if your life is out of control. This is mainly because you wonder how long you are going to live! Your life is totally changed with more visits to doctors and treatment and you don't understand the medical terms. You feel helpless and lonely. There are ways you can take charge and regain control. Learn as much as you can about your cancer and its treatment from your doctor and from your support group. Talk to people who have gone through the treatment, they are the best to tell you what to expect and what not to expect. They will help you understand the ground reality and how to cope with this disease.

“Hope is not just wishful thinking, real hope is built through experience.”

Amar Bhaskar

two people with cancer before she was diagnosed. She felt cancer was for the old. She knew she would start screening at age 40. But despite being well educated, and with access to healthcare, it could have gone undiagnosed. She was worried about her family and child, after having seen people die by cancer. As a caregiver we go through emotions differently, but as a survivor it is a different ballgame she mentioned.

Similarly, Mr. Kulkarni shared about being at the opposite end of life. He was having issues since the last two years but no one had diagnosed as cancer. The surgeon explained it was not so serious, and when he saw so many people younger than him and with worse conditions than him waiting for him, he felt lucky compared to them. Mr. Som Shekhar who was always very healthy and fit was taken by surprise when a persistent cough and a lump in the throat got diagnosed as thyroid cancer. His concern was his wife. He chooses to see the silver lining in his struggle and mentions his ability to lose weight during his treatment, something which he couldn't do earlier.

Ms. Dipali knew something was wrong, and felt something not ok with her health, when she got diagnosed. She learned to accept her reality and believes

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World Cancer Day 2024 IN CONVERSATION WITH VEER MITRAS

Dr. Jyotsna Rao, PhD Biotechnology
Research Director - iCrest Academy



Pramod Kulkarni
(Colon Cancer Victor)



Dipali
(Breast Fibroadenoma Victor)



Savita Shekhar
(Breast Cancer Victor)



Somashekar Salimath
(Thyroid Cancer Victor)

The Mitra CanCare programme on the occasion of World Cancer Day involved a panel discussion with the veer mitras who had conquered cancer. Dr. Jyotsana Rao began by introducing the significance of World Cancer Day, which started in February 2000. The theme for this year is Closing the Care Gap. And it was apt to hear from the people who have made the journey through recovery to share their experiences of care and the gaps that exist.

Beginning the panel with the question of how the victors coped with the news of diagnosis and decided their journey thereafter, Ms. Savitha shared about her emotional state. She was a caregiver to

it is her greatest strength. It made things easier. She could understand her situation and surrender. She listened to motivational talks and was inclined to spirituality and healing support. That was her coping mechanism. She says it is important to have a purpose in life, and have a passion. The little bumps in the road are meant to reroute us towards our purpose, so that we can do our service, helping others along the way.

The cancer victors also shared that the fight against cancer is largely dependent on the mind, 50% of it is based on how you conquer your mind. Knowing a doctor personally is of great help. Being strong for the family so that the family members can in turn support them. So the caregivers also need help and need to be supported.

Regarding the treatment phase, the panelists mentioned that it is good to be connected to another patient who has gone through treatment, it gives hope and courage. Treatment takes a toll on how we feel, how we look. One needs to choose what makes them feel best. Now after going through the treatment and emerging as victors, all of them feel called to support others who are in this phase.



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Mitra Article



FINANCIAL TOXICITY ASSOCIATED WITH CANCER CARE

Dr. Swaroop

MD radiation oncology, DM medical oncology, MRCP SCE
medical oncology

In recent years, advancements in cancer treatment have undoubtedly improved patient outcomes, offering hope and extending lives. However, the flip side of these medical strides is the soaring cost of cancer care, leading to what is now recognized as "financial toxicity." While the physical side effects of chemotherapy, radiation therapy, and surgery are well-documented, the profound financial strain on patients and their families is often overlooked.

The concept of financial toxicity encompasses the economic burden that cancer treatment imposes on individuals, including out-of-pocket expenses, insurance copayments, lost income due to treatment-related incapacity, and the cost of supportive care services. For patients in lower-middle-income countries such as India, where healthcare systems may be under-resourced and insurance coverage inadequate, the impact of financial toxicity can be particularly devastating.

In India, where a significant portion of the population lives below the poverty line, the cost of cancer treatment can plunge families into financial ruin. Even those with some level of insurance coverage may face significant out-of-pocket expenses, pushing them further into debt. Moreover, the indirect costs of cancer care, such as transportation to treatment centers and accommodations for patients and caregivers, add to the financial burden.

Addressing financial toxicity while maintaining the quality of cancer care requires a multifaceted approach. Firstly, there is a need for increased government investment in healthcare infrastructure and services, particularly in low-resource settings. This includes subsidizing the cost of essential cancer drugs and treatments,

expanding insurance coverage, and providing financial assistance programs for patients in need.

Furthermore, promoting the use of cost-effective treatment modalities and implementing evidence-based guidelines for cancer care can help optimize resource utilization without compromising outcomes. Investing in preventive measures and early detection programs can also reduce the overall burden of cancer care by identifying cases at an earlier, more treatable stage.

Additionally, fostering partnerships between public and private sectors, as well as collaboration with international organizations and NGOs, can leverage resources and expertise to improve access to affordable cancer care. Finally, patient education and empowerment initiatives can help individuals make informed decisions about their treatment options and navigate financial challenges more effectively.

In conclusion, the concept of financial toxicity associated with cancer care is a critical issue that demands attention, particularly in lower-middle-income countries like India. By implementing strategies to reduce the economic burden of treatment while maintaining quality care, we can ensure that cancer patients receive the support they need without sacrificing their financial well-being. Ultimately, addressing financial toxicity is essential for achieving equitable access to cancer care and improving outcomes for patients worldwide.

If you wish to contribute to this news letter, kindly submit your article to: contact@mitracancare.org



Note: The contents of the Newsletter are only for information and do not deal with any issue in detail. Any action taken or proposed by the Editor shall be in consultation with professionals and self-help based on the articles covered. Views and opinions herein, Mitra CanCare Foundation discloses all liability on articles taken without professional and/or medical advice.

Mitra Sandesh



International Childhood Cancer Day

FEBRUARY 15TH 2024

INTERNATIONAL CHILDHOOD CANCER DAY AT KAPUR CHILDREN BLOCK, DEPARTMENT OF PAEDIATRIC ONCOLOGY, KIDWAI MEMORIAL INSTITUTE OF ONCOLOGY, BENGALURU

International Childhood Cancer Day was celebrated by organizing a magic show for children at the Kapur Children's Block, Department of Pediatric Oncology, Kidwai Memorial Institute of Oncology, Bengaluru. This day is meant to enhance awareness about childhood cancer in society, and also to encourage all the children undergoing cancer treatment for their successful recovery. This day serves as a crucial reminder that every child regardless of their background deserves a chance to fight and win against cancer.

Having a child with cancer is one of the most painful and difficult situations a family can face. Mitra CanCare Foundation conducted a short programme in joint association with the Department of Pediatric Oncology, Kidwai Memorial Institute of Oncology, Bengaluru to commensurate International Childhood Cancer Day. The prime focus was engaging and interacting with over 200 children undergoing treatment. The children and their families happily received the giveaway kits distributed by Mitra CanCare Foundation volunteers. This was followed by a programme organized for the children. There was an invocation song and welcome address by Mitra CanCare Foundation. This was followed by an address by Dr. Arun Kumar, HoD Pediatrics Oncology, Kidwai Hospital.

He encouraged all the children and their families to stay strong and complete the treatment. With advancing technologies there was a lot of hope to lead normal lives after treatment. The programme then proceeded to the magic show conducted by Prof. S. Satyamurthy, the fastest Magician of India. It was an enthralling experience for the children and a break for them from their routine days at the ward. Even family members enjoyed and it helped them de-stress. The programme helped to bring back a smile on their faces. Mr. Amar Bhaskar, Founder Director and CEO of Mitra CanCare Foundation, thanked everyone who participated and helped to make the initiative a successful one.



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International Childhood Cancer Day



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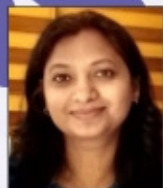
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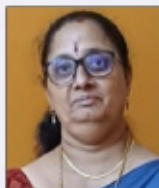
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