SIEMENS

Press

Healthcare Sector

Diagnostics Division

Pune, December 10, 2014

Pune's 1st Center of Excellence for Breast Care at Orchids Breast Health

Technologies for the Center of Excellence provided by Siemens Healthcare.

In a significant boost to provide quality healthcare, Orchids Breast Health, Pune has enhanced its center to provide state-of-the-art breast care solutions to present itself as the Center of Excellence in Breast Care. It will be one of the very few centres in India to provide combination of Automated Breast Volume Scanner (ABVS) & Breast elastography using Ultrasound system along with digital mammography and breast tomosynthesis for early diagnosis of breast cancer.

Both these technologies have been provided by Siemens Healthcare.

This multi-dimensional assessment of breast ensures complete confidence in detecting very tiny cancers at early stages and in the dense breast of the young women and premenopausal women. In India the peak incidence of breast cancer is amongst these younger women between 40 and 45 years of age.

Orchids is the first center in Pune to have a vacuum assisted biopsy system that is used to diagnose extremely tiny tumors less than a few millimeters in the breast.

Orchids Breast Health and Prashanti Cancer care Mission have pioneered oncoplastic surgery in India, the breakthrough in breast cancer surgery which combines the techniques of cancer surgery and plastic surgery, with the aim of preserving the aesthetics of breast, as well as obtaining an optimal disease control.

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Immediate breast reconstruction is encouraged at this Center, by either using safe breast silicone

prosthesis, or using borrowed muscle and skin flaps. This way a woman can feel complete and

confident immediately after surgery, where the operated breast mimics a natural breast accurately.

Orchids Breast Health and Prashanti Cancer Care Mission have established a School of

Oncoplastic Surgery; which holds training programs for breast cancer, general and plastic

surgeons along with surgeons from the east Anglia university and the Association of Breast

Surgeons, United Kingdom. We have held several masterclasses in Pune and in more than 10

cities in India.

This center of excellence also provides Day Care facility for Chemotherapy, Rehabilitation and

Counseling to women during the complete phase of treatment, Genetic Counseling services for

high risk women and awareness campaign for breast cancer education.

Dr. C B Koppiker elaborates, "Orchid's breast clinic provides integrated services to women of all

age groups and breast conditions. Equipped with the world's most advanced technologies,

Orchid's has a dedicated team of experts in breast oncoplatic surgery, breast radiology, breast

pathology, dietetics, clinical psychology & genetic counseling, offering the highest standards in

diagnosis and treatment."

Kailash Yagnik, Head - Clinical Products, Siemens Healthcare, India, said, "Nearly half of women

worldwide have heterogeneously or extremely radiographically dense breast tissue. In India,

awareness about breast cancer is steadily growing and many women are making efforts to

undergo breast screening either to rule out lesions if any or for early detection of cancer. We are

happy to be associated with Orchids in accomplishing their mission of providing comprehensive

breast care solutions."

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Siemens is a technology powerhouse that has stood for engineering excellence, innovation, quality and reliability. The company focuses on the areas of electrification, automation and digitalization. It is one of the leading producers of energy-efficient, resource-saving technologies; combined cycle turbines for power generation; and power transmission solutions. Siemens is a pioneer in infrastructure solutions and automation and software solutions for industry. The company is also a leading supplier of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. At the end of September 2014, Siemens India had around 18,500 employees, 23 manufacturing plants and a nation-wide sales and service network. Siemens Limited, in which Siemens AG holds 75% of the capital, is the flagship listed company of Siemens AG in India. Further information is available on the Internet at www.siemens.co.in.

Prashanti Cancer Care Mission is a Charitable Trust based in Pune, India. Established in 1996, it is registered under Bombay charitable Trust Act. It is an NGO with a vision dedicated to fighting and dealing with trauma of cancer in the community. They are an inspired team of doctors, health professionals and volunteers supported by patients and caregivers, philanthropists and all those touched by cancer.

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