

Fresenius Kabi in India

Raising awareness of Breast Cancer

An interview with Rakesh Bhargava, Non-Executive Chairman of Fresenius Kabi Oncology, about creating awareness on Breast Cancer.

Fresenius Kabi, together with the Pune-based Oyster & Pearl Hospital and the Rotary Club of Pune Central, has launched a Breast Cancer Awareness Campaign in India. Find out more about this campaign in the following interview.

context: Mr. Bhargava, can you summarize the basic intention behind this campaign?

Mr. Bhargava: The mission of the campaign is to reduce both the cancer incidence and mortality in India. Breast cancer is on the rise and is rapidly becoming the number one cancer in women. To fight this increase in breast cancer, we know that prevention and early detection are two of the most effective ways to increase treatment success and survival rates.

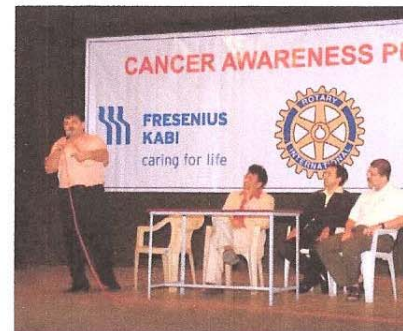
context: Why is raising breast cancer awareness so important to you?

Mr. Bhargava: 1 in 22 women in urban India is likely to suffer from breast cancer during her lifetime. By 2015, India will unfortunately have the largest number of new breast cancer cases detected anywhere

in the world - around 200,000 per year. Moreover, breast cancer knows no boundaries and can touch anyone anywhere. We probably all know someone - grandmother, aunt, friend, cousin or a colleague who has battled this dreaded disease. This is why it is so important to raise awareness for this disease and to reach Indian women and convince them to see their doctors regularly.

Fresenius Kabi employees in India and I consider it our duty to make a useful contribution in helping to increase breast cancer prevention and early detection and maybe also help to save valuable lives. This initiative and its aim is something we have a passion for.

context: And can you discuss some concrete measures of the awareness program. Is the campaign starting to have some impact?



Q&A session with oncologists

Mr. Bhargava: Yes, it is clearly having an impact. For example, this is mirrored by the number of people watching our cancer-awareness plays, participating in the question and answer sessions we organize with oncologists and taking advantage of our subsidized cancer screening campaigns, which we arrange through our partners.

In the events arranged by us, cancer specialists answer questions about breast cancer and provide information on the disease. We also distribute pamphlets prepared by the company which provide important information and emphasize the need and importance of early detection. We intend to hold special camps for low income groups for free breast cancer screening.

The breast cancer awareness initiative was aired on a famous radio channel in India with an eminent breast cancer specialist reaching out to women. Now our plan is to involve the Rotary International Organization in this effort so that we can have sufficient funds to extend awareness to as many women as possible. We also want to organize screening and treatment free of cost in some cases where the women cannot afford it.

We are committed to making a significant contribution to treatment of cancer patients in India and our initiative is an excellent step in that direction. ■

context