







CANCER PREVENTION STAY AHEAD OF CANCER

EARLY DETECTION OF CANCER SAVES TIME AND LIFE

DEPARTMENT OF CANCER PREVENTION AND EARLY CANCER DETECTION

Message from Founder and Chairman



Dr. Guru N Reddy MBBS, MD, FACP, FACG, FASGE, AGAF Founder and Chairman, Continental Hospitals

Reflecting on the journey of Continental Cancer Centre, my foundational experiences at the world's largest medical center, the Texas Medical Centre, USA over three decades which includes the world's number one cancer centre - the MD Anderson Cancer Institute, have been instrumental in shaping our approach to cancer care in India. This approach extends beyond mere treatment; it's focused on instilling hope, fostering teamwork, and prioritizing the patient.

Our mission at **Continental Cancer Centre** has been clear from the outset: to overcome the fragmented cancer care in India by championing a unified approach that ensures superior outcomes. Serving over 40,000 patients, we aim not only for treatment but also for early detection, prevention, and dispelling myths surrounding cancer. Given that cancer affects one in nine individuals in India, the importance of an integrated care approach is undeniable. We're dedicated to **educating our communities**, debunking myths, and providing a holistic care model that supports our patients and their families on every level.

Our medical oncologists employ **personalized medicine**, complemented by the expertise of our surgical oncologists and the wider oncology team. Through genetic analysis and collaboration with genetic counselors, we understand each patient's unique DNA profile, enabling us to customize treatment plans effectively. Pharmacogenomics plays a key role here, helping us choose the most effective chemotherapy drugs based on the patient's genetic makeup.

Comprehensive care is further ensured by our advanced radiation oncology services. Regular tumor board meetings promote a **collaborative atmosphere** for making clinical decisions, often enriched by second opinions from premier global centers.

At the core of Continental Cancer Centre is our belief in the **power of unity and informed decision-making**. Our commitment to innovation, compassion, and excellence drives us towards a future where our communities are free from cancer. Together, we're not merely treating cancer; we're transforming the path to recovery and resilience, one patient at a time.

I sincerely acknowledge the immense work done by Dr. N Ravindranathan, Chief of Department of Cancer Prevention and Early Detection in authoring this informative booklet. This work offers a comprehensive overview of our team's collective wisdom and dedication to advancing cancer care. It covers various types of cancer and essential topics such as tips for cancer prevention, information on rare tumors, and the importance of vaccination in cancer prevention. This resource is designed to help patients, caregivers, and the medical community alike, reinforcing Continental's leading role in cancer care.

Message from Director, Continental Cancer Centre



Dr. P. Jagannath

MBBS, MS, FICS, FIMSA, FAMS, FRCS Director, Continental Cancer Centre, Continental Hospitals

I'm privileged to contribute to this vital conversation on cancer awareness. My journey in the medical field, spanning over four decades as a cancer surgeon, has been deeply enriched by experiences across prestigious institutions worldwide. I'm a Fellow of the Royal College of Surgeons of England and a member of the National Academy of Medical Sciences in India.

My tenure at the Tata Memorial Hospital in Mumbai, Lilavati Hospital, and SL Raheja Hospital has been instrumental in shaping my approach to surgical oncology, particularly in Hepato-Biliary Pancreatic Surgery. Additionally, my role as the World President of the International Hepato Pancreato Biliary Association underscores my commitment to this specialized field.

Cancer poses a significant **challenge to global health systems**, affecting every segment of the population. At the Continental Cancer Centre, **our mission is to offer hope** and comprehensive care to those facing this daunting diagnosis. Our center unites experts with decades of experience to provide treatment tailored to each patient's unique needs, adhering to evidence-based guidelines and the latest protocols in cancer care.

With a track record of treating over 40,000 patients, our team is at the forefront of cancer treatment across all major types and aspects. This booklet offers a glimpse into our team's collective wisdom and dedication, emphasizing our commitment to advancing cancer care.

I'm honored to introduce our **team of experts** and share insights into the transformative work at the Continental Cancer Centre. Together, we are not just fighting cancer; we are nurturing hope and forging a **path to a healthier future**.

Cancer Burden in India: A Growing Concern

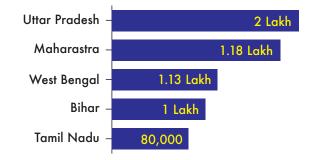
In the last 10 years, incidence of cancer has been rising Every 9th person is likely to develop cancer at some point in their life. In India, between 1990 and 2013, annual cancer cases doubled. In 2022, India reported 1.46 million cancer cases.

In 2025, cancer cases in India are expected to reach 1.57 million.

Kerala -135.3 Mizoram 121.7 Haryana 103.4 Delhi 102.9 Karnataka 101.6 Gog -97.0 Himachal Pradesh 91.6 Uttarakhand 91.0 Assam 90.2 Punjab -85.5

Top Cancer States in India, Incidence per 100,000 (for all age groups).

Top Indian States with highest number of new cancer cases in 2023 in India:



Five Most Common Forms of cancer in India - 2023



Cancer is a leading health concern in India In 2022, Number of cancer cases in India was 14,61,427 (approx) Number of cancer deaths in India was 7,89,202 (approx)

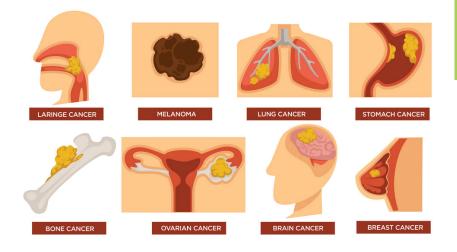
The North East region is known as the cancer capital of India, with Meghalaya having the highest incidence of lung cancer and Mizoram leading in cervix cancer cases.

In India, large number of fatal cancer cases are due to **lack of awareness** in general population and late diagnosis of the disease.

On the world cancer day, we at Continental Cancer Centre want to raise your awareness of cancer. We encourage you to have regular health checks, Cancer Screening, Seek Prompt medical attention. Cancer Prevention and early detection improves your chances to fight the disease.



Cancer Types



Our Mission is to empower you to beat cancer through prevention and early detection

Our Multi Disciplinary Team

- Dr Guru N Reddy (Chairman and Managing Director, Chief of Gastroenterology and Hepatology
- Dr Jagannath, Chief of Surgical Oncology, Director, Continental Cancer Centre
- Medical Oncologists, Visiting Geneticists Nuclear Medicine,
- Radiation Oncologists, Radiology, Laboratory Pathology
- Department of cancer prevention and early detection

Prevention is Better than Cure Take charge of your health

Don't Fear Cancer, Fight IT!! Find Cancer Early





Lung Cancer

Lung Cancer ranks top of the list of cancers in India and in 2023, approximately 235,000 new cancers have been reported. Approximately, 90% present in an advanced inoperable stage.

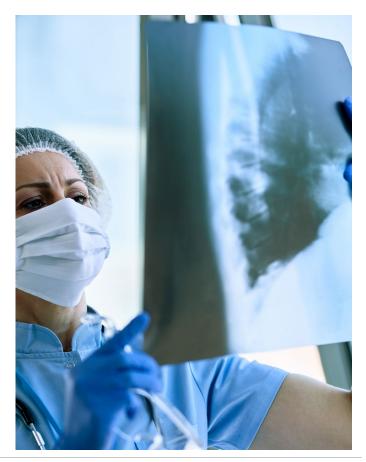
- More men than women have lung cancer
- Primary cancer of lung cancer (80%) is due to direct smoking
- Secondary smoking in the household, in the presence of smokers is also an important cause
- India Second largest consumer of tobacco, third largest producer in the world
- Approx 267 million Indians use tobacco (42.4% men, 14.2% women)

QUIT TOBACCO NOW

Symptoms and Signs of Lung Cancer

- Shortness of breath
- · Persistent cough, Dry or with phlegm
- Blood in coughed sputum or during coughing
- Loss of appetite, Loss of weight
- Chest pain, hoarse voice
- Bone pain in the rib cage
- If you have any of the above, do not delay, consult your doctor without delay
- At Continental, we can offer you strategies to quit, nicotine replacement advice, counseling.





Cervical Cancer

Cancer of the CERVIX arises from the lower part of the female reproductive system. The birth canal consists of vagina and cervix. This passage has a lining and the cancer can arise from this lining. This is caused by HPV virus infection. There are many types of this virus.

Cervical cancer can be prevented. It can be prevented and your life can be saved by vaccination and screening.

LIVE LONGER

HPV Vaccination(our advice)

GIRLS & BOYS-AGE-9-12, Most Preferred. You can also be vaccinated starting 12-26 & 27 - 45 years. There is no benefit beyond 45 years. No life threatening side effects of the vaccine.

Symptoms of Cervix Cancer

- Vaginal bleeding in between periods or spotting with blood
- Vaginal bleeding after menopause
- Pain during sexual intercourse
- Very foul vaginal discharge, may be blood stained
- Pelvic pain during sexual intercourse

If you have any of the above symptoms consult your doctor without delay.

Cervical cancer is the 2nd most common cancer. In India, approximately 124,000 new cases per year & 80,000 DEATHS per year. Go for regular PAP SMEARS & HPV testing.

Our Recommendations:

Start age 25-65. PAP SMEARS every 3 years, HPV testing every 5 years. PAP SMEARS will detect abnormal cells, precancerous cells & Cancerous cells. HPV tests will detect presence of HPV virus. PAP SMEARS & HPV Every year 123, 907 women are diagnosed with cervical cancer

Approximately 77,348 die from this disease

Cervical cancer ranks as second most frequent

Cancer among women 15-44 years

Second leading cause of death in India

tests are not the same. Early detection, cervix cancer can be cured.

If diagnosed early, treatment is either by surgery and or radiotherapy If diagnosed in advanced stage, treatment is with radiotherapy with or without chemotherapy. Lately, immunotherapy has been added. If all therapy is failing, there are clinical trials which can be offered to slow its progression.

Risk Factors:

- Failure to use protection during sexual intercourse with HPV infected partners
- Sexually transmitted infections
- Having many sexual partners and high risk sexual activity
- Having first sexual intercourse at a young age.
- Being overweight/obese with low physical activity levels
- Consumption of alcohol in excess (more than 2-3 drinks a day)
- Smoking

Head and Neck Cancer

Symptoms and Signs of Oral Cancer

- Persistent Swelling, Lump or ulcer in the mouth, swelling under the chin (a lymph mode)
- Red or white patches may be in the cheek, tongue or floor of the mouth.
- Mouth ulcer, not healing, painful
- Pain during eating/swallowing
- Problems with speech, changes in voice, difficulty swallowing

Neck/Nasolpharynx, Oropharynx Laryngopharynx

- Cancer located in the nasopharynx
- Bloody Discharge from the nose
- Nasal blockage, Hearing loss in one ear
- Frequent ear infections
- Blurred vision
- Face and neck non specific pain.
- Numbness over the cheek
- Swelling in side of the neck or front of the neck. (Thyroid)
- Hoarseness in voice
- Difficulty in swallowing

Mouth cancer can appear in different forms, can affect all parts of the mouth, tongue, lips and throat. Tongue and cheeks are the commonest.

If you have any of the above symptoms, Do not delay. Consult your dentist or doctor promptly.

ORAL CANCER KILLS ONE PERSON EVERY HOUR OF EVERY DAY

Early stage oral cancer is painless and often gets undetected. If swelling in the front of the neck, it moves on swallowing (Thyroid). It you have any of the above symptoms, Do Not Delay. See your doctor promptly. Head and Neck Cancer accounts for approximately 30% of all cancers in India

India records 9.3 Lakhs cancer deaths on average per year and is continuously rising

70% of mouth cancers come at very advanced stage, making survival chances poor



Various investigations such as blood tests, CT Scan, MRI Scan, Ultrasound of the neck swelling, and cells will have to be aspirated to send to the lab to arrive at a diagnosis. If the result is Cancer, PET Scan would be done and disease will be staged.

This cancer requires multi-modality treatment- Surgery, Radiation, Chemotherapy and if required targeted therapy. Treatment planning will be done in our weekly multidisciplinary tumor board meeting.

Overall 50%-55% will survive the cancer at 5 years depending on the stage of the disease. Causative factors include HPV Virus infection, EBV virus infection, tobacco, alcohol, very spicy food, presence of premalignant conditions such as a white patch longstanding, HIV, Syphilis.

Breast Cancer

Breast Cancer may start in the gland(lobules) or in the ducts. The ducts carry the milk from the lobule to the nipple. The most common type of breast cancer is in the ducts. Cancer can arise from the lobules, called lobular cancer. Other types of breast cancer are inflammatory breast cancer and Paget's disease and they behave differently and may require different treatment.

Symptoms and Signs

- Most common is a lump in the breast, which may feel hard, irregular or tender
- There may be a lump in the arm pit
- Change in breast shape, size
- Dimpling, itching over the skin
- Nipple discharge, nipple may be retracted inwards, bloody discharge from nipple

If you have any of the above symptoms, Do not delay. Consult your doctor promptly.

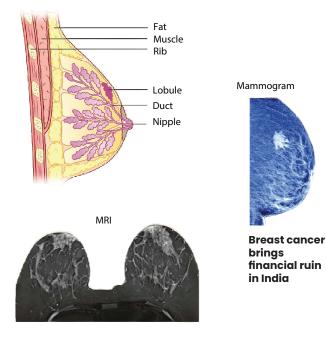
You will require, Mammogram, ultrasound, MRI, Cells from the lump will have to be aspirated, sent to the laboratory for examination Further actions and treatment would depend on the diagnosis. You may require genetic tests.

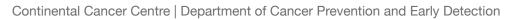
Our multidisciplinary team to care for breast cancer consists of surgical oncology, medical oncology, radiation oncology, laboratory pathology, radiology, onco plastic reconstruction specialists who work as a team. Make sure you get regular check ups. Self examine your breasts, 3-5 days after your periods start

Start screening by mammogram at 40 years. Screening mammograms may start at an early age if there is a positive family history for cancer or any other risk factors.

Additional investigations like ultrasound / MRI / biopsy may be performed if any suspicious lessions are found.

2024 Breast is No.1 cancer in India In 2023, 1,92,020 new cases reported (26.6% all cancers) Marked increase in breast cancer. Incidence in India increased due to smoking, alcohol, obesity, lack of breast feeding, lack of exercise





Colorectal Cancer

It is the second leading cause of death globally Incidence of colorectal cancer is increasing like an epidemic. In India, in 2023, approximately 1,54,000 new cases were diagnosed and approximately 52,500 died from the disease. There is an increasing incidence of colorectal cancer in the age group less than 50. Age standardised rate for colorectal cancer in India is 7.2 per 100,000 for males and 5.1 per 1000,000 for females.

A SIMPLE STOOL TEST COULD SAVE YOUR LIFE.

Symptoms and Signs of Colorectal Cancer

- Changes in stool consistency, change in bowel habit, constipation
- Blood in stool
- Abdominal discomfort, abdominal pain, feeling bloated after eating
- Loss of appetite, weight loss
- A feeling that bowel has not been emptied

If you have any of the above symptoms, consult your doctor without delay. Cancer of the colon is a highly treatable and often curable disease, if located in the bowel only. In approximately 50% of patients, surgery is the primary form of treatment.

At Continental Cancer Center, we have a highly specialised surgical oncology team to treat colorectal cancer in collaboration with our Medical Oncologists and Gastroenterology experts This cancer requires multimodality treatment. Surgery remains the main modality of treatment if disease is localised.

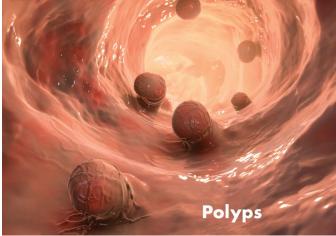
We have Dr. Jagannath P, a very experienced Surgical Oncologist in our team. In addition, chemotherapy, radiation therapy, targeted medical treatment may be required. If the cancer has spread, survival chances are poor. Cancer of the colon or rectum, Colonoscopies, stool-based tests can detect the disease early

Screening can start from age 45 for average risk persons

Screening can start from age 40 for high-risk group or earlier

Colorectal cancer: Preventable, Treatable and Beatable





Prostate Cancer

Prostate cancer affects one in seven men. In India approximately 35,000 new cases were reported and 16,800 deaths due to prostate cancer. It can be cured if identified early. It is a small gland involved in reproductive health.

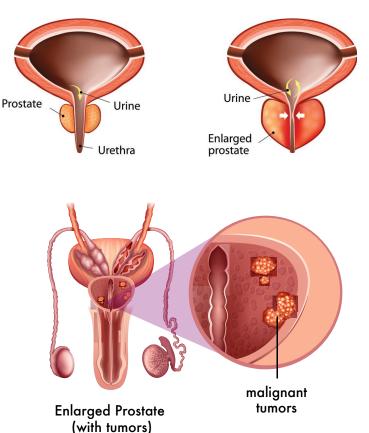
Cancer can arise in prostate gland. Age is a risk factor. Testing is encouraged by screening for a blood test called PSA, from the age of 45 years. It can give a guidance if you may have the cancer, although it is not an accurate test. It is more commoner in older men. Obesity, genetics is a risk factor. A family history of prostate cancer, some types of breast cancer increases the chances of being diagnosed with prostate cancer.

Symptoms and Signs

- Blood in urine
- Blood in semen
- Difficulty in erection
- Trouble passing urine, decreased force while urinating
- Bony pain in pelvis
- Loss of weight

If you have any of the above symptoms, Do Not Delay. Please see your doctor.

Prostate Cancer is Curable if detected and treated early.



Ovarian Cancer

Ovarian Cancer originates in the ovaries. It is a significant health concern for women. In India, it is the third most common, after Breast and cervix, causing more deaths than any other cancer. It is in a hidden location in the lower abdomen and hence they present late.

Symptoms and Signs

- Non specific abdominal pain
- Increased abdominal size.
- Feeling full after eating
- Need to pass urine often
- Irregular periods
- Bleeding in between periods, or after menopause
- Pain during sex or after sex bleeding
- Changes in bowel habits
- Fatigue, nausea, vomiting
- Lower back pain

It you have any of the above symptoms, do not delay to see your doctor.

Who are at higher risks:

Family history of ovarian cancer, colorectal cancer, breast cancer, personal history of endometriosis, known to have BRCAI, BRCA2 genetic mutations, Smokers, more than often alcohol intake, obese, those who have taken hormone therapy after menopause.

OUR ADVICE: Attend regular gynae checkup, have pelvic and ultrasound examination, blood tests including Ca125 test, genetic tests. We highly recommend annual gynaecological check after 55 years or after menopause.

AFTER DIAGNOSIS: You will require multimodality treatment-Surgery, chemotherapy, may be radiation oncology. We at Continental, pride in our multimodality team services and we care for you.

Third most common cancer among women in India the most deadly female cancer incidence: 4.9 Cases per 100,000

Spread awareness of Ovarian cancer

India has one of the highest incidences of ovarian cancer globally, contributing significantly to the worldwide burden of the disease and its mortality rates.

Ovarian cancer represents 6.7% of all cancer cases in women in India. The recorded incidences were 43,886 in 1920, increasing to approximately 45,000 in 2023.

It is the most aggressive gynecological cancer, typically occurring after the age of 55.



Uterine Cancer

Uterine Cancer begins in the lining of the uterus called endometrium. In most cases, the cancer develops after menopause and in India, the average age is approximately 55 years. However, the cancer can arise in women younger than 40 years. Risk factors include obesity, family history of uterine cancer, use of hormonal treatment after menopause, Lynch Syndrome, type 2 Diabetes Polycystic ovarian syndrome and metabolic syndrome.

Symptoms and Signs

- Bleeding after menopause
- Irregular, heavy periods
- Spotting or bleeding between periods
- Prolonged bleeding between periods
- Discharge from vagina, may be blood stained, whitish
- Pain in the pelvis, especially during sexual intercourse.

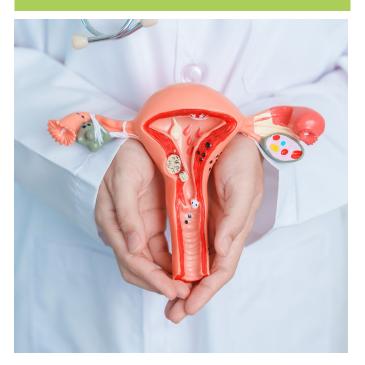
It you have any of the above symptoms, do not delay to see your doctor.

If you have any of the above symptoms, do not delay, please see your doctor without delay Give your doctor a detailed family history of cancer, history of medication being taken. Your gynaecologist will undertake after clinical examinations, various tests like ultra sound, CT or MRI scan, a look inside the abdomen using a lighted thin fibreoptic scope. A tissue diagnosis will be obtained. After the diagnosis has been arrived at, staging will be done. Genetic tests will also be carried out to look for mutations in the genes.

You will be managed by our experienced multidisciplinary team and a consensus will be arrived on how you will be managed. Incidence 4.3 per 100,000 women In 2022, approximately 28,000 cases were reported

Main four gynecological cancers Cervix, breast, uterus, ovaries

Over 70% seek medical help when advanced.



Generally, you will require surgery, chemotherapy, and targeted therapy. If you are in an early stage, you have a good prognosis. Our team is dedicated to providing excellent care and support for you.

Stomach Cancer

Gastric cancer arises from the lining of the stomach and mainly commoner in males and affects after age 50, average age 60. Higher rates of Smoking and alcohol consumption are well known life style factors in addition to obesity, very spicy foods and other dietary factors like more salty and preserved foods. Genetic factors also play a role. Helicobacter pylori infection is another cause and must be treated properly and requires follow up until the infection is eradicated.

Symptoms and Signs

- Loss of appetite, unintentional weight loss
- Nausea, Vomiting
- Abdominal pain, discomfort, difficulty swallowing
- Blood in stool
- Early stage There may be no symptoms

HIGH RISK PATIENTS MUST HAVE REGULAR SCREENINGS.

Sadly, stomach cancer is mostly diagnosed in late stage, with higher mortality rates.

If you have any of the above symptoms, do not delay to see your doctor.

At Continental we have a very helpful Gastroenterology team headed by Dr Guru N Reddy and Surgical Oncology team headed by Dr. Jagannath P who can provide you excellent care. This condition requires multimodality treatment after establishing diagnosis. Surgery radiotherapy, chemotherapy and immunotherapy may be required. In India, Prevalence of stomach cancer has increased in last 10 years

Approximately 70,000 new cases in 2023 Second must common cause of cancer death

Fifth in incidence in men and seventh among women.

Incidence Rising In India 60,000 new cases per year 50,000 deaths annually.



Oesophageal Cancer

Oesophagus is a hollow tube which runs from the back of the throat into the stomach. The cancer arises from the lining and is most common at the junction where the oesophagus meets the stomach, in the lower third of the oesophagus. Most common causes are tobacco and increased consumption of high content alcohol, poor nutrition. In India, these cancers present at a very advanced stage and therefore chances of survival is poor. In India, cancer of the oesophagus is high in North eastern states and Kashmir valley. The average age is around 55-60 years and men are more commonly affected than women. In India, the most common type of cancer in oesophagus is squamous cell cancer.

Symptoms and Signs

- Pain in your throat, between shoulder blades, behind the breast on the rib cage
- Coughing up blood, nausea, vomiting
- Unintentional weight loss
- Chronic cough, heart burn

If you have any of the above symptoms, do not delay to see your doctor.

Risk Factors

Excess tobacco, smoking hookahs, snuff, hot salted tea with baking soda, Red chillies excessive intake, excessive intake of alcohol, human papilloma virus, Barret's oesophagus

You will require clinical examination, blood tests, endoscopy, ultrasound, other imaging studies.

Oesophageal cancer treatment depends on the grade and stage. For early cancers, surgery is the choice. Radiation therapy, Chemotherapy may be required Fourth most common cause of Cancer related deaths in India. There were approximately 42,000 deaths in 2023.

In 2023, approximately 47,000 new cases were reported in India. Most cases report in advanced stage and therefore prognosis poor.

Five year survival rate, if cancer located locally, is about 47% in India and if spread to distant parts only 6-10%

after surgery. In some instances, they are given before surgery. It the tumour is locally only in the lining of the oesophagus, it can be removed by Endoscopic approach. Photo dynamic therapy may also be used. Our Medical Oncology experts may use if there is a high amount of HER2 protein, targeted therapy. In some cases, immunothrapy will be required to enhance your body's immune system to kill the cancer cells.

After the cancer diagnosis has been confirmed, our team of experts consisting of surgical oncology, medical oncology, radiation oncology, nuclear medicine, laboratory pathologists will discuss your case to navigate a treatment plan. We at Continental, pride in. our team work in managing our cancer cases.

Liver Cancer

The liver performs many important regulatory and storage functions. Liver cancer arises when the orderly division of cells becomes dysregulated due to mutations in the cell genes. These mutations can be caused by Hepatitis B and C viruses, resulting in persistent chronic inflammation.

Liver cancer can originate from the liver cells, primarily known as Hepatocellular Carcinoma, or it can develop secondarily as metastatic cancer, spreading from other areas such as the breast or lungs.

Symptoms and Signs

- Loss of appetite, weight loss due to unintentional reasons
- Nausea or vomiting
- Feeling bloated after small meal
- Mass under the right side of the lower most ribs
- · Yellow skin and white of eyes become yellow
- Urine become yellow
- Pale stools

If you have any of the above symptoms, do not delay to see your doctor.

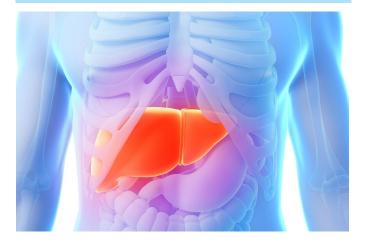
Risk Factors:

- Chronic Infection With Hepatitis B or C Virus Infections
- Cirrhosis
- Non Alcoholic Fatty Liver Disease
- Excessive Alcohol Consumption
- Diabetes
- Exposure to some toxins, like Aflatoxins

You will require detailed history, clinical examination, several investigations, blood tests, imaging studies, liver biopsy, special genetic studies to arrive at a diagnosis. 80% of all primary liver cancers in India occur with a background of liver cirrhosis

Estimated 22,000 cases per year in India, 60% are Hepatitis B Carriers Protect yourself against liver cancer, by Hepatitis B Vaccination

Enquire at Continental Hospital Vaccination Centre



At Continental, we have a team of experts who can care for you in a multidisciplinary manner to manage you cancer. Our team consists of experts in hepatology, hepatobiliary surgery, surgical oncology, medical oncology, radiation oncology, laboratory pathology.

Pancreatic Cancer

Pancreatic Cancer begins in the pancreas. There are two types – one type forms in the ducts of the pancreas and the other in the hormone producing cells. The Cancer occurs due to dysregulated proliferation of cells as a result of genetic mutation.

Symptoms and Signs

- Indigestion
- Feeling bloated
- Tummy or backpain
- Unexplained weight loss
- Loss of appetite
- Pale stools
- Nausea or vomiting
- Collection of water in abdomen (Ascites)
- Fever
- Bone pain
- Symptoms may not be felt until cancer is advanced

Most often diagnosed between ages 60-80

What can we do to prevent pancreatic Cancer

- Stop smoking (40% due to smoking)
- Limit sugar consumption
- Eliminate Alcohol intake, eliminate processed food, reduce red meat intake
- Obesity, early onset diabetes, high fat, low fiber diet

If you have any of the above symptoms, do not delay to see your doctor.

At Continental Cancer Centre, our very experienced Surgical oncology team, Gastroenterology and Hepatology team, Medical oncologists would provide the pancreatic cancer care in a multidisciplinary manner. In India, incidence is 0.5-2.4/100,000 per year (men)

In India, incidence is 0-2-1-8/1000,000 (women)

In women, smoking is the most common risk factor

Obesity increases the risk of pancreatic cancer by about 20%

Excessive consumption of alcohol can also lead to pancreatic cancer.

Eating processed meat, excessive red meat

Pancreatic cancer has the lowest survival rate

Early detection saves lives

Pancreatic cancer is silent but deadly



Neuroendocrine Tumours (NET)

Neuroendocrine cancers arise from neuroendocrine cells in the human body. The neuroendocrine cells are scattered throughout the human body. The most common sites are lungs, digestive system. Approximately 54% of cases arise in the gut. And half arise from large bowel. Neuroendocrine cancers can also arise from the lungs (approximately 26%). They can arise as non-inherited disease or as inherited disease (Von Hippel – Lindau). These cancers can secrete hormones. The types of cancers depend on their location. The average age is 50-60 years, depends on the site of origin.

Symptoms and Signs

- Abdominal cramps, diarrhea
- Foul smelling faeces
- Wheezing, Shortness of breath
- Yellow skin
- Pain at the site where the cancer is growing
- A growing lump under the skin
- Feeling tired, unintentional weight loss
- Increased thirst, frequent urination
- Skin rashes, dizziness
- Ankle swelling

If you have any of the above symptoms, do not delay to see your doctor.

Diagnosis

Detailed history, clinical examination, laboratory tests which may include special hormonal studies, urine analysis, ultra sound of the abdomen, fine needle aspirate, core needle aspirate, endoscopic ultrasonography to diagnose neuroendocrine cancers from pancreas, urine analysis, biochemical analysis to assay enzymes, proteins in blood, CT scan, MRI, PET Scan. From the tissue obtained, the laboratory pathology expert will grade the cancer as low, intermediate or high. Neuroendocrine system is made of special cells which make hormones and chemicals which control many functions.

Found in gut, thyroid, lungs, airways, pancreas, rectum, appendix

Neuroendonne cancers arise from neuroendocrine cells. Incidence in India is 2 per lakh

Mainstay of treatment is surgery if the cancer is confined within an organ. If it is spread outside and making too many hormones, medical treatment such as with somatostatin analogs are given. Genetic mutational studies will be undertaken and accordingly, targeted therapy to target the abnormal genes and kill the cancer cells will be used. Chemotherapy also may be used. Immunotherapy also may be used. This cancer requires a team of experts from different disciplines.

At Continental, we have our very experienced gastroenterologist Dr Guru N Reddy, a very experienced surgical oncologist, Dr Jagannath P spearheading the team. Others consist of experienced medical oncologists, radiation oncologists, endocrinologists, interventional radiologists, laboratory pathologists and our collaborating genetic analysts.

- Family history is the most relevant risk factor
- In some locations, smoking and alcohol are risk factors.

Skin Cancer Prevention and Awareness

Skin cancer is caused by the uncontrolled growth of abnormal cells on the skin's surface.

Symptoms and Signs

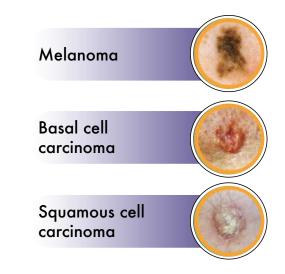
- An existing mole that has become darker, more elevated, or has grown in size, with possible ulceration on its surface. If located on the neck, there may also be associated swelling.
- A painful ulcer that does not heal.
- Skin that is itchy and may bleed, especially if it appears crusted.
- Rapid growth of any abnormal lesion on the skin.

The diagnosis is confirmed by taking a piece from the abnormal lesion and sent to the pathology laboratory for diagnosis. Further investigations such as blood tests, special cancer cell markers to profile, CT/MRI to asses extent of spread, may be required.

The surgeon would then decide if there is an enlarged lymph node in its trajectory. Treatment involves only surgery or combination with surgery and radiation therapy. If it is a melanoma, special genetic mutation targeted therapy will be given. Studies will be done and appropriate expert will grade the cancer. Finding skin cancer early could save your life

Malignant melanoma is the most serious form – "black devil"

Protect yourself-sunglasses sun screen SPF-30, clothing, wide brim hats



Blood Cancers

India ranks third in the world in the incidence of blood cancer. Blood cancers arise from the bone marrow or lymphatic system. Blood cancers endanger life and early detection gives the best chance of cure. Most blood cancers start in bone marrow, which is in the centre of your bones. The bone marrow has stem cells from where the white cells, platelets, red blood cells originate, mature and circulate in the blood. The red blood cells carry oxygen throughout the body. The platelets are important for clotting of the blood. The white blood cells fight infection.

There are three types of blood cancers:

- Leukemia The most common type arising from white blood cells
- **Lymphoma** Cancer arises from lymphatic system. There are several types.
- Myeloma Cancer starts in the bone marrow

Symptoms and Signs

- Coughing
- Frequent infections
- Fatigue, weakness
- Unintentional weight loss, bruising of the skin
- Night sweats
- Fever or chills
- Nausea, loss of appetite
- Swollen lymph nodes in the neck armpits, groin

If you have any of the above symptoms, do not delay to see your doctor.

Most Common Causes

- Age most common in children below 14 and adults above 40
- Family history, genetic factors
- Viral infections Epstein Barr VIRUS CAN CAUSE Lymphoma
- In lymphoma, lymphocytes multiply

Every 5 minutes someone in India is diagnosed with blood cancer.

70,000 people die every year in India due to blood cancer.

The most common blood cancer in India is Leukemia (accounts for over 25% of all blood cancers)

Every year nearly 1.5 million cases are diagnosed

- In myeloma, plasma cells in bone marrow multiply
- Exposure to radiation and harmful chemicals
- Excessive consumption of alcohol, consumption of tobacco

Diagnosis begins by detailed history and clinical examination, blood tests, blood chemistry analysis, imaging studies – ultrasound guided aspiration of the enlarged lymph nodes, CT scan, MRI and PET scan. Treatment decisions will be made by our experienced Haemato oncologist and medical oncologists. Special genetic tests will be undertaken for molecular profiling to guide treatment. It will also depend on bone marrow biopsy report. Staging will be done. Treatment involves chemotherapy, Radiation therapy, immunotherapy, targeted therapy.

At Continental, we have CarT cell therapy to treat certain varieties of leukemias. Stem cell transplant may also be required. At Continental, we have an experienced bone marrow transplant team.

Brain and Spine Cancer

Brain cancers can arise from cells /tissue in the brain or the cancers can spread from cancers elsewhere such as lung, breast to brain. There are cells called GLIAL cells from which the cancers can arise and from nonglial cells like nerves, blood vessels, glands. The tumours can also arise from the spinal cord. Approximately 75% of brain cancers are called gliomas. One very aggressive variety is called Glioblastoma which arise from cells called astrocytes. Brain tumours can affect adults, children and can occur at any age. As the population is ageing, we are seeing more cancers.

Symptoms and Signs

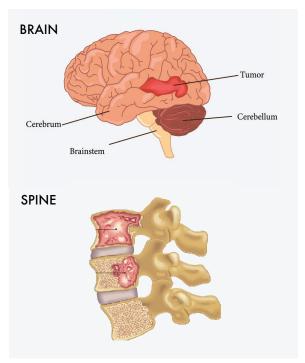
- · Headaches, not responding to medications
- Loss of appetite, nausea
- Blurring of vision, loss of vision, double vision
- Slurred speech, difficulty walking
- Loss of balance, frequent falls
- Loss of memory, *hearing loss, *numbness on the face
- Collection of fluid in the brain
- Bleeding in the brain
- Weakness along the legs/arms, low back pain, difficulty passing urine

If you have any of the above symptoms, do not delay to see your doctor.

Diagnosis of the cancer involves several tests – detailed history, neurological examination, laboratory tests, imaging studies, neurosurgical examination, neuroradiologist, assessment by an ENT Surgeon. There is an important need for a multidisciplinary team and we at Continental have an experienced multidisciplinary team. To arrive at a tissue diagnosis, we have at Continental experienced laboratory pathologists. Special genetic studies will also be undertaken. With all the available results, Approximately 28,000 brain tumours were reported in India(2023)

Approximately 24,000 persons died of Brain tumours in India

Approximately 10 out of every 100,000 persons are diagnosed With brain tumours 2% of them are malignant



our multidisciplinary tumour board will meet to arrive at a conclusion on the management of the cancer. Treatment will require surgery to remove the tumour, radiotherapy, chemotherapy, targeted therapy and immunotherapy. Continental medical oncologists have access to clinical trials for advanced cancers when the treatments fail.

Microbial Infections And Cancer

Microorganisms can lead to infections within the body, potentially causing genetic alterations in cells and inflammation. These changes can prompt the cells to multiply uncontrollably, potentially leading to cancer. Notable examples include:

Hepatitis B and C Viruses: Linked to liver cancer. **Human Papillomavirus (HPV):** Associated with cancers of the mouth, throat, tonsils, cervix, vagina, vulva, and penis.

Helicobacter pylori: A known cause of stomach cancer.

Symptoms and Signs

- H.Pylori can infect the stomach lining
- Stomach pain, dull or burning
- Intolerance to food
- Development of stomach ulcer
- Ulcer may bleed
- Most often is silent. only 20% will have symptoms
- May vomit blood
- Loss of appetite
- It is common in children who lie in crowded conditions

If you have H.Pylori infection, you have an increased risk for stomach cancer later in life.

You can be tested for H.pylori antibodies.

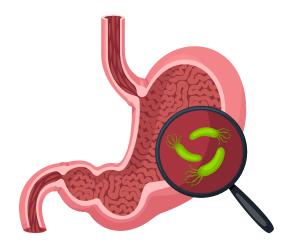
Regular checks with your gastroenterologist is essential to keep a close watch on the potential chances of development cancer.

If you have any of the above symptoms, do not delay to see your doctor.

Knowing the link between infection and cancer provides us with opportunities to prevent and treat some cancers.

Certain infections play a role in the development of some cancers Cancer is a major public health issue, a global epidemic

The human body has a complex collection of microorganisms

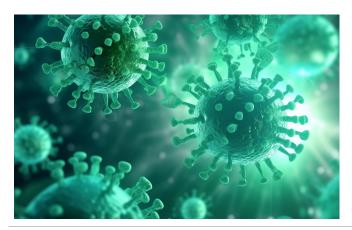


For Hepatitis C Virus, Helicobacteria pylori, treatments exist to cure these infections. Hepatitis B virus is the most common cause of chronic hepatitis and liver cancer. An infected mother can transmit to her child at birth by contact with infected blood, and by unprotected sex to a non infected partner.

Hepatitis B vaccination provides protective immunity against the virus, prevents against liver cirrhosis and liver cancer. Countries have adopted universal infant and newborn Hepatitis B Vaccination. This has seen marked reduction of Hepatitis B infection in their population. Hepatitis C also can lead to Liver cancer and is responsible for about 20% of liver cancers. There is no vaccine against hepatitis C virus, but treatment is effective to cure the infection.

Helicobacter pylori is responsible for more than 75% of all new cases diagnosed with stomach cancer. They are spread through contaminated food, water, mouth to mouth contact. Infection with the bacteria, causes inflammation in the stomach lining and upper portion of the small bowel. Persons known to have stomach ulcers must be tested for Helicobacter pylori and treated appropriately for complete eradication.

Approximately 90% of the infection related cancers are caused by HPV, Hepatitis B and C Viruses, Helicobacter pylori. Some parasites also can cause cancer. Epstein Barr virus can cause some cancers eg Nasopharynx, Lymphomas, In the gut, there is increasing evidence of microbiota causing cancer. Amoebiasis and Schistosomiasis can increase the incidence of colorectal cancer and some parasites living in bile ducts can cause cancer. Bile ducts are tubes that connect the liver to the intestine. Another variety called Schistosoma haematobium has been linked to bladder cancer.



Tips for Cancer prevention

- 1. Avoid Tobacco: Smoking and chewing tobacco significantly increase your risk for cancers of the lung, mouth, throat, pancreas, and more. Remember, secondhand smoke also contributes to lung cancer.
- 2. Healthy Diet: Embrace a diet rich in fresh vegetables, fruits, whole grains, beans, and nuts. The Mediterranean diet, emphasizing whole foods, is associated with lower cancer rates. Limit processed foods and alcohol consumption.
- **3. Stay Active:** Regular exercise and maintaining a healthy weight can prevent cancers of the kidney, prostate, lung, colon, breast, and uterus.
- **4. Sun Protection:** Always use sunscreen (SPF 30 or higher) and avoid tanning beds to protect your skin from harmful UV rays.
- 5. Get Vaccinated: Vaccinations against Hepatitis B and HPV can ward off cancers caused by these viruses.
- 6. Practice Safe Sex: Engaging in safe sex and being aware of the risks associated with HIV and AIDS can reduce your risk of certain cancers.
- 7. Regular Check-ups: Attend cancer wellness clinics for screenings of the breasts, colon, skin, cervix, mouth, and prostate for early detection.
- 8. Follow-up on Precancerous Conditions: If diagnosed with precancerous lesions, ensure timely follow-ups for your health.
- **9. Consult for Family History:** If you have a strong family history of cancers like breast, pancreas, or ovary, seek guidance from a medical oncologist.
- **10. Environmental Toxins:** Radon gas is becoming increasing known to cause Lung cancer.

We at Continental want to share your aspirations to prevent cancer and lead a cancer free life.

Rare Tumours

At our centre, we offer latest therapies for paediatric cancer and rare cancers in adults. We have been carrying out bone marrow transplants for haematological malignancies and have recently introduced advanced cellular therapies, Car T cell therapy.

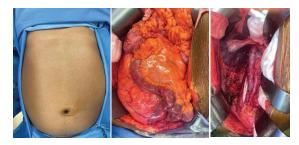
Our paediatric haemato oncologist has 14 years of clinical experience. Some of the rare childhood cancers we treat are thyroid cancer, NUT cancer, germ cell carcinomas, ovarian cancers, testicular cancers. We have the state of the art facilities to carry out all the necessary investigations and arrive at the diagnosis, After diagnosis, possible treatment may include, surgery, radiation therapy, chemotherapy, and interaction between various specialties.

Our highly experienced surgical oncology team, led by Dr. Jagannath P, specializes in treating rare cancers originating from muscles, fat, tendons, ligaments, and bones in adults, which can occur in the legs, chest, arms, and abdomen. This includes cancers from the bile duct and rare pancreatic cancers. We offer comprehensive, holistic care through a collaborative approach involving surgical oncologists, medical oncologists, radiation oncologists, interventional radiologists, laboratory pathologists, and molecular geneticists, from diagnosis through surgery to adjuvant therapy.

In the management of rare cancers, the key to success is good team work, accurate diagnostic pathology, immunohistochemistry, genetic profiling, second opinion from top experts and when treatment is failing, access to clinical trials. A Rare tumour is overwhelming whether it occurs in a child or adult

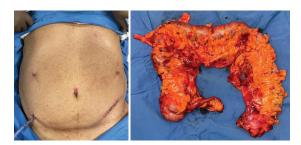
Multimodality team of our Specialists care for rare and complex cancers

Our experienced surgical oncology team have experience in caring for rare and complex surgical conditions





A Rare Cancer-1 50 years old male with huge retroperitoneal liposarcoma.



A Rare Cancer-2

A 52 years old man was investigated for anemia. Colonoscopy showed polyp in the caecum, this was ulcerative, in the sigmoid colon, there was another He underwent subtotal colectomy with ileorectal anastomosis by laparascopic access. The lab report confirmed multiple cancer in the colon. Patient made remarkable recovery

Vaccination And Cancer

All cancer vaccines work by training your immune system to defend your body against foreign invaders posing a threat to your existence. Cancer vaccines are of two types – preventive cancer vaccines, Therapeutic (Treatment) cancer vaccines. Some cancer vaccines can prevent certain types of cancer.

Two currently approved cancer preventive vaccines

Human papilloma virus (HPV) vaccine. HPV infection can cause cervical cancer, head and neck cancers, cancer of the penis, vaginal cancer, vulval cancer.

Boys and girls must get vaccinated between age 9-14, two doses six months apart. Above 14-26 can be vaccinated with three doses, six months apart. 27-45, can be vaccinated in special cases. Discuss with your doctor.

Approved Therapeutic Cancer Vaccines

- Prostate cancer vaccines (Sipulecel)
- Used for prostate cancer which has spread outside the prostate disease
- BCG (Bacillus Calmette Guerin) vaccine is used to treat early stage bladder cancer made from an activated tuberculosis bacteria. These when infused can attack bladder cancer cells
- Adstiladrin (Nadofaragene firadoneva) This consists of engineered, weakened virus which will activate the immune cells to kill the bladder cancer
- Melanoma Vaccine T-Vec is a vaccine which is oncolytic virus based, used in advanced melanoma treatment. advanced melanoma treatment.

Newer therapeutic vaccines pending approval

- Pancreatic cancer vaccine
- Breast cancer vaccine
- Oncolytic virus based vaccines viruses are genetically modified to kill cancer cells Hepatitis B Vaccine

Preventive cancer vaccines can be very effective in lowering cancer risk, caused by viruses

HPV Vaccine (Cervarix, Gardasil protects against type 16, type 18 HPV Virus and Gardasil against most variants.

Gardasil protects against genital warts and against HPV types - 16,18,31,33,45,52.

Hepatitis B vaccine protects against Hepatitis B virus infection and thereby preventing development of Liver cancer as a complication

- Hepatitis B Virus infection is serious and can lead to Liver cancer.
- Hepatitis B Vaccine reduces risk of liver cancer

Therapeutic cancer vaccine.

These type of vaccines are used to treat cancer after it occurs than to prevent. These vaccines work by training your body to protect against the abnormal cancer cells. They can stop a tumour growing or spreading.

- They can destroy residual cancer cells in the body after surgery or radiation.
- Prevent cancer cells coming back after treatment.

ENQUIRE AT CONTINENTAL VACCINATION CENTRE Tel-040 67 000 000 Ext-1111

CONTINENTAL INTRODUCES DETECTION OF EARLY CANCER BY BLOOD TEST

We are pleased to inform you that we have commenced early cancer detection using genetic testing. Through a simple blood draw in our laboratory, we can analyze your genes to predict any mutations, assess your likelihood of developing cancer, and determine if you have a higher risk than the general population.

Leveraging next - generation sequencing technology, we identify individuals at risk and predisposed to developing cancer, adhering to NCCN guidelines. Our approach utilizes a fully automated, cloud - enabled custom analytics pipeline that efficiently translates complex genomic data into readily interpretable clinical insights for immediate use in the clinic.

Our test is highly sensitive, with a limit of detection (LOD) of around 0.1%. The sensitivity is 94% and specificity 99.99%, validated by various cancer research centres around the globe.

We offer the following blood tests as classified below:

Part 1

CTI - This test analyses your DNA to identify genetic mutations and as a result, likely cancers you may develop. This empowers you to take preventive measures with your healthcare provider.

CT2 - This test uses cutting edge genomic screening test which analyses your DNA and assess your risk of developing any one if the five types of hereditary cancers - Breast, Colorectal, Prostate, Ovary, Pancreas.

CT3 - This test helps to find early cancer from cell free DNA (cf DNA) using next generation sequencing technology to cover a spectrum of cancers like Lung,



Breast, Colorectal, Pancreatic and more. We use advanced genomic technologies to detect tumour derived DNA fragments.

Important Note

We utilize advanced technology to identify sporadic and germline mutations (changes). Our tests cannot guarantee that you will develop cancer, but they can predict if you are at a higher risk.

For individuals with a strong family history, our analysis involves assessing copy number variants, which are repetitions in genetic material that vary between individuals and can play a role in disease development.

Next-generation sequencing provides a comprehensive analysis of the human genome. Our tests employ either whole exome sequencing (Coding exons of ~22,000 genes) or Targeted Sequencing (of specific genes).

Cancer, a disease of the genome, is primarily caused by mutations acquired during an individual's lifetime (somatic mutations). However, mutations in the germline (reproductive cells passed down from parents) can also play a major role.

Note – All family members who may test positive may not develop cancer, but it guides them to embrace a healthy lifestyle to prevent or delay the onset of cancer, have regular check-ups, and be vigilant positively.

Part 2

CT4 - This is a molecular blood test for early detection of gastric cancer in high risk populations. It provides information to the caring doctor to undertake detailed examination to diagnose gastric cancer early before symptoms appear. This test measures a panel of 12 microRNA biomarkers which has been shown to detect 87% of all gastric cancers in early stage 1-2. The expression of these 12 microRNA's are translated into a risk score, classified as high, intermediate or low risk. This test helps detect gastric cancer early by using our risk scores, so that timely life saving treatment can be undertaken. It is intended for use in asymptomatic average risk patients.

CT5 - This test is a blood test, powered by microRNA technology for early detection of lung cancer. It is recommended for former smokers with 20 or more pack years, family history of lung cancer, age over 40, air pollution exposure, history of cigarette or tobacco smoking.

EXTEND YOUR HEALTHY LIVING WITH EARLY DETECTION





Can Foods Cause Cancer?

Yes, some foods are linked to a higher risk of cancer due to harmful chemicals, compounds, and their potential to promote inflammation or contribute to cancer in various ways.

List of Cancer-Causing Foods

Processed Meats: Such as bacon, sausages, hot dogs, and deli meats are linked to colorectal, stomach, and pancreatic cancers due to harmful chemicals like nitrates and nitrites.

Fried Foods: Foods fried at high temperatures, like french fries and fried chicken, can form acrylamide, a compound linked to several cancers.

Sugar: High sugar intake is associated with breast, ovarian, and colorectal cancers due to its role in promoting inflammation and insulin release, which may stimulate cancer cell growth.

Alcohol: Linked to breast, liver, and colorectal cancers, alcohol is metabolized into acetaldehyde, a harmful chemical that damages DNA.

Artificial Sweeteners: Controversies regarding cancer, with some rodent studies suggesting potential links, but conclusive evidence in humans is lacking.

Soda: High in sugar and calories, contributing to obesity and cancer risk, with certain chemicals like caramel color being potentially harmful.

Hydrogenated Oils (Trans Fats): Found in processed foods, linked to increased risk of breast and colorectal cancers.

White Flour: Heavily processed, lacking nutrients and fiber, contributing to inflammation and cancer risk.



Red Meat: Linked to colorectal, pancreatic, and prostate cancers due to high saturated fat and heme iron content.

Canned Foods: The lining of containers may contain BPA (Bis Phenol A), a chemical that disrupts hormones and could lead to cancer.

Dairy Products: High in saturated fat and hormones like estrogen, which can promote cancer growth.

Grilled Vegetables: The grilling process can produce cancer-causing chemicals, although they are generally considered healthy.

Sources: The statistics presented in this booklet are compiled from a various sources, including the National Cancer Registry of India, the World Health Organization (WHO), GLOBOCAN, Indian Express and several other cancer registries across various states in India.



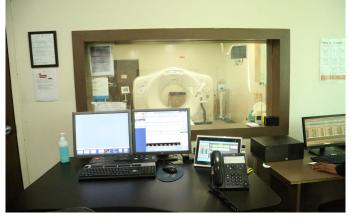
Bone Density Machine



MRI - Advanced Imaging



True Beam - Radiation Therapy



Radiation Physicist Lab



PET CT



Mammogram and Breast Suction Biopsy

Our Outstanding Team of Experts



Continental Cancer Centre | Department of Cancer Prevention and Early Detection

We Care For You Together, Let's Make Cancer History



Prevention and early detection are the most important pillars of cancer management. Early detection leads to effective treatment with much less costs and better survival. Many lives and livelihoods can be saved.

Dr. P. Jagannath Director

Continental Cancer Centre, (Director Dr. P Jagannath) Surgical Oncology



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Consultant

Dr Kranthi Kumar Gangiti Consultant



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Medical Oncology

Dr Pradeep K Reddy Consultant

Radiation Oncology



Dr Mallik Singaraju Consultant



Dr Apoorva Kulkarni Consultant

Laboratory Medicine



Dr Bhavani E Sr Consultant



Dr Snigdha Ghana Consultant

Dr Shwetha Kamath Senior Consultant



Dr Lavanya Consultant

Continental Hospitals Healthcare Services

(Primary, Secondary, Tertiary & Quaternary Care Services)

- Surgical Oncology
- Breast Services (Breast Cancer)
- Medical Oncology
- Radiation Oncology
- Laboratory Services
- Radiology & Nuclear Medicine
- Clinical Hematology
- Rehabilitation Services (Neuro, Ortho & Cardiac)
- Pain Medicine
- Anesthesiology
- Adult Intensive Care Unit
- Surgery (General, Laparoscopic & Minimally Invasive, Pediatric, Plastic & Reconstructive, Cardiothoracic, Bariatric)
- Cardiology
- Otorhinolaryngology (ENT)
- Pediatrics & Neonatology (including Pediatric Intensive Care Unit)
- Day Care Services
- Dental & Maxillofacial Surgery
- Dermatology & Venereology

- Dialysis
- Dietetics & Nutrition
- Psychiatry (Out Patient)
- Emergency Medicine
- Endocrinology
- Gastroenterology
- General Medicine
- Respiratory Medicine
- Rheumatology
- Sleep Disorders (Sleep Centre)
- Sports Medicine
- Laser Treatment
- Physiotherapy
- Neonatal Intensive Care Unit
- Neurosurgery including Spine Surgery
- Obstetrics & Gynecology (including High Risk Obstetrics)
- Ophthalmology
- Blood Bank & Transfusion Medicine
- Orthopedics (including Joint Replacement Surgery)

If you wished to know further, regarding Prevention and Early Detection, please contact Department of Cancer Prevention and Early Detection, 8th Floor, Continental Hospitals, 8C 20, Tel No: 040-67000130

Continental Hospitals Cancer Hotline : 96019 66666

We at Continental will be your path to a Healthy Life

🕓 040-6700000

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