

Connect

ISSUE 04
JAN - MAR 2021



World Cancer Day

I Am And I Will,
Together Our Actions Matter

IOC Supports

World Cancer Day

Quick Facts

Cancer Myths and Information

Fighting The Battle

IOC Raises Cancer Awareness
Across Asia

IOC Reponds to World Cancer Day 2021 Pledge:

“I am and I will, together our actions matter”



Annually observed on February 4, World Cancer Day seeks to raise awareness and reduce the stigma surround the disease that is the second leading cause of deaths globally.

Let us walk you through the history, proposition and pledge this year:

World Cancer Day was first established at the World Cancer Summit Against Cancer for the New Millennium held in Paris, on February 4, 2000. This day celebrates the anniversary of the signing of the 'Charter of Paris Against Cancer' by the General Director of UNESCO, Kōichirō Matsuura and the French President Jacques Chirac.

The observance of World Cancer Day is centred around reducing the global impact of cancer and providing support for cancer patients and survivors through personal, collective and government action. World Cancer Day also addresses misinformation and stigma about cancer.

As a day observed by the United Nations, World Cancer Day seeks to unite the international community to support those affected by cancer and calls to all global citizens to take action against this disease.

The 'I Am and I Will' campaign – shows that our actions do have an impact on everyone around us, within our neighbourhoods, communities and cities. This year is a reminder of the enduring power of cooperation and collective action. When we choose to come together, we can achieve what we all wish for: a healthier, brighter world without cancer. Together, all of our actions matter.

Source: www.worldcancerday.org

Cancer awareness, myths and misinformation

To support World Cancer Day initiative to educate the public about cancer, IOC shares the importance of understanding our body with access to the right information.

Increased awareness of accurate information and knowledge can empower all of us to recognise early warning signs, make informed choices as well as help us deal with our own fears and misconceptions about cancer.

Know your body: early detection saves lives

Not all cancers show early signs and symptoms. However, many cancers can and do show signs that something is not quite right. These include breast, cervical, colorectal, skin, oral, and some childhood cancers. This is important to know because finding cancer early almost always makes it easier to treat or even cure. It may help to improve chances of survival and quality of life for people diagnosed with cancer.

What's more, recognising early warning signs of some cancer is cost-effective and, in many cases, doesn't require any specialist technologies. Each of us can be empowered with the right information to know what's normal for our bodies and recognise unusual changes – and importantly, seek professional medical help promptly.

What can we do?

As an individual, we can teach ourselves, the people we love – including teachers, parents and caregivers and our communities - about the common signs and symptoms.

Health professionals need to understand the signs and symptoms to avoid misdiagnosis and understand and encourage the value of early detection in their patients.

Fast fact: A recent UK study found that for eight common cancers – bladder, bowel, breast, cervical, womb, malignant melanoma, ovarian and testicular cancers – survival is three times higher when diagnosed early.

Screening for cancer

Even if you don't have any signs or symptoms of cancer and may appear otherwise healthy, screening for some types of cancer can test for signs of its developing. Some cancers that can be effectively screened for includes bowel, breast, cervical, colorectal (colon) and lung. However, this does vary from country to country.

Myths, misinformation and stigma

Some common myths and misconceptions about cancer - including that there is no cure or there is nothing that can be done about cancer - can understandably cause fear. Moreover, misinformation, misconceptions and stigma around cancer creates a vicious cycle that further confirm our fears. Our fears can prevent us from seeking early detection, or to delay or avoid treatment and care altogether. Often, by receiving diagnosis at a late stage or not seeking treatment at all, can result in worse outcomes, which in turn perpetuates the myths and misconception of cancer being incurable or untreatable.

What can we do?

By being informed, you can counter your own misconceptions and reduce your own fears around cancer. Through knowledge, awareness and understanding, you are empowered to challenge negative beliefs and attitudes and behaviours in others that perpetuate myths about cancer.

Source: Article adapted from "Cancer Awareness, Myths and Information", www.worldcancerday.org

IOC Supports World Cancer Day

As one of Asia's first region-wide oncology network, IOC supports World Cancer Day to raise cancer awareness. IOC also believes that integrated cancer care plays an integral role in reducing the global impact that cancer brings upon people.

IOC staff and doctors have united their efforts to show their commitment by taking small but simple actions to make a difference in cancer awareness and treatment:



Our CEO, Phoebe Ho shared her message and pledge to continue to find new ways to make integrated cancer care accessible across Asia.

As a token to show our support to this global initiative, we have distributed the World Cancer Day pins to over 500 staff and doctors across the region.





Dr Ugrosena, Clinical Oncologist, Adi Husada Cancer Center shares his pledge to help patients in their fight against cancer by providing compassionate care and professional consultation throughout their journey.

Marc's job as a Radiotherapist in Central Luzon Integrated Oncology Centre (CLIOC) includes working within the oncology team to provide individualized radiation therapy treatments to patients. He pledges to give his best so that patients can have a seamless treatment journey.



Argon Li, Head of Pharmacist, Hong Kong Integrated Oncology Centre pledges to ease patients' burden by helping them understand difficult medical terms. He shares that during treatment, patients might feel lost when faced with huge amount of information. As a pharmacist, he hopes to help patients digest complex information, answer questions about side effects of treatment and ensure that patients follow the treatment plans.

Dr Dam Thu Nga, Director of Hung Viet General Clinic is committed to helping patients by helping patients make informed decisions. As a doctor, she hopes to help patients understand treatment processes in a simpler way and ensure patients are able adhere to their treatment plans.

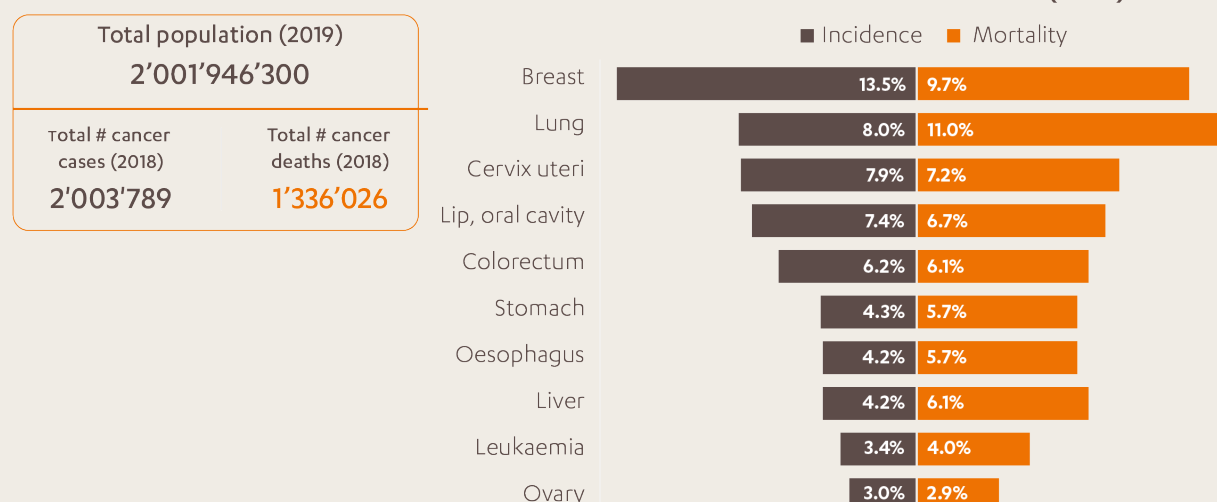


Quick Facts and Figures on Cancer

World Cancer Day is observed worldwide in February and serves as an important outreach to the community in raising awareness on cancer and survivorship. This infographic shows the most common cancers affecting men and women in Asia, the steps you can take to prevent them and how you can help in the fight against cancer:

SEARO (South-East Asia Region)

Burden of cancer



Source: https://www.who.int/cancer/country-profiles/SEARO_profile082020.pdf?ua=1

How can we reduce our risk of cancer?

At least one third of cancers are preventable, giving us every reason to champion healthy choices and prevention strategies for all, so that we have the best chance to prevent and reduce our cancer risks.



Maintain a healthy weight and diet

According to the World Health Organization, at least one third of common cancers are preventable through a healthy diet, maintaining a healthy weight and being physically active.



Quit smoking

Smoking is linked to 71% of lung cancer deaths, and accounts for at least 22% of all cancer deaths.



Drink (alcohol) in moderation

By reducing and limiting how much you drink, you can reduce your risk of cancers of the mouth, pharynx, larynx, oesophagus, bowel and breast, and may also reduce the risk of liver and bowel cancers.



Physical activity

Maintaining a healthy weight and making physical activity part of your everyday life can help reduce your risk of cancer.



Ultraviolet radiation

No matter where you live or your skin tone, moderate your exposure to ultraviolet radiation from the sun and avoid tanning beds and solariums to help reduce your risk of skin.



Workplace hazards

Some people risk being exposed to a cancer-causing substance because of the work that they do. For example, workers in the chemical dye industry have been found to have a higher incidence than normal of bladder cancer.



Get vaccinated

Today, there are safe and effective vaccines against hepatitis B virus (HBV) and the human papillomavirus (HPV).

Source: www.worldcancerday.org

How does IOC help in the fight against cancer?

Vision

A world where hope and quality cancer care are available throughout Asia.

Mission

To bring hope and provide top quality cancer care to Asia by putting control back in the hands of doctors and patients.

Our Promise



Empower our doctors, staff, and patients



Commit to collaboration as a way of working



Strive for advanced tech



Ensure seamless care



Pursue best practice always

HKIOC Shares Inspiring Story of Patient in the Fight Against Cancer

As part of its initiatives to support the World Cancer Day, Hong Kong Integrated Oncology Centre (HKIOC) cancer awareness campaigns began as early as January 2021 with a series of online activities, including a Wechat webinar by Dr Peter So Ping Fai on liver cancer and an interactive game on understanding the myths and facts of cancer.

A video featuring an encouraging story of a breast cancer patient's battle against cancer at HKIOC was also shared in our social media platform. HKIOC is committed to walk along with our patients in the fight of cancer.

Hong Kong Integrated Oncology Centre 香港綜合腫瘤中心 ...
February 18 · 🌐

【IOC 與你破解腦癌謎思：增加患上腦癌的風險因素？】
提起腦癌，不少人第一時間想起的是與手提電話使用有關，坊間更有傳聞指染頭髮、照X光都會導致腦癌，你又認為下圖中哪個是導致腦癌的風險因素？按下相應的表情來告訴我們你的答案，再往下看來發現答案是否如你所想吧！

... See More

增加患上腦癌風險的因素

手提電話放床頭 染髮 照X光 有家族病史

👉 立刻用表情符號選出最適合的方法

Hong Kong Integrated Oncology Centre 香港綜合腫瘤中心
Oncologist

Send Message

👍👎👉 Hayes Chu and 820 others 13 Comments 93 Shares

Hong Kong Integrated Oncology Centre 香港綜合腫瘤中心 ...
March 9 · 🌐

【HKIOC 同路人分享：化療？沒想像中可怕！】
原來化療後仍然可以很精神？
如果當初不做化療，之後可能會後悔一生？

化療，是預防乳癌復發不可或缺的一環，但許多人都因其副作用而卻步。面對化療，該以怎樣的心態面對？HKIOC 特別邀請了四位過來人，細述她們在化療路上的心路歷程，分享如何由擔憂、害怕，到最後變為下定決心，以積極態度面對。您會發現，化療其實沒想像中可怕。

她們可以，你都一定可以。

想得到最新專業醫療、健康及癌症資訊？
「讚好」本專頁搶先看吧！

化療 沒有想像中可怕

0:25 / 6:27

👍👎👉 521 31 Comments 81 Shares

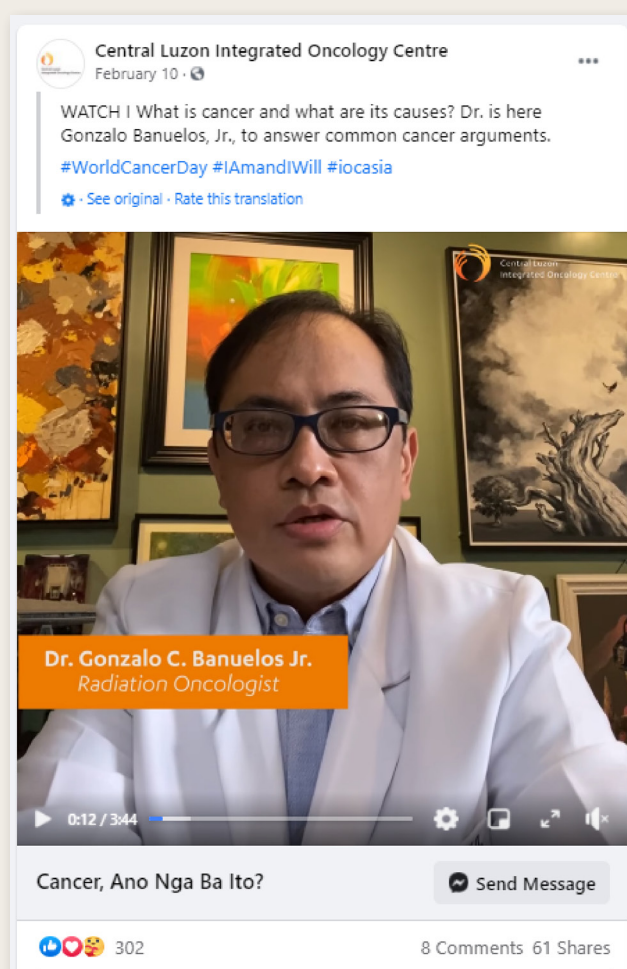
CLIOC Educates Public About Cancer and Its Causes

Central Luzon Integrated Oncology Centre (CLIOC) produced a series of cancer education videos by the Dr Gonzalez Banuelos, Radiation Oncologist with interesting titles such as “Cancer FAQs” and “Debunking Cancer Myths”.

As a leader in cancer treatment in Pampanga and Central Luzon, CLIOC was also honoured to be featured in major press in Philippines, featuring IOC’s CEO, Phoebe Ho and CLIOC’s General Manager, Jerome Paule to share on how IOC and CLIOC can make a difference in cancer management through integrated cancer care. It is CLIOC’s hope that information related to cancer prevention and treatment can be further spread via the media so that more people will understand the importance of early detection and prevention.



Phoebe Ho
CEO, IOC



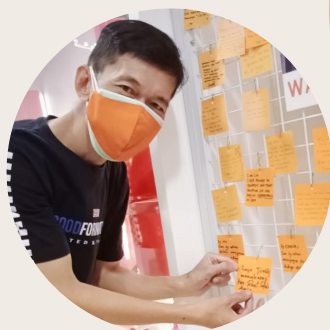
AHCC Spreads Positive Spirit to Cancer Patients

As part of its support to the World Cancer Day, Adi Husada Cancer Centre (AHCC) set up a Wall of Hope filled with messages of hope to echo the theme “I am I will”.

“We want to spread a positive message to our patients and families not to give up when diagnosed with cancer. We want to tell them that they are not fighting alone and there are many people at AHCC who are ready to help them in their journey in battling cancer,” said Emmy Ariani, Deputy General Manager of AHCC.

AHCC also understands that one of the challenges for patients and caregivers is managing a healthy diet during the course of treatment. At times, a patient’s appetite decreases during the course of radiation or chemotherapy treatment. Taking a proactive approach, AHCC invited nutritionists from Rumah Sakit Adi Husada (RSAH) to organise a healthy cooking session on 3 February 2021 to share different healthy menus for cancer patients.

In the month of February, AHCC also hosted various cancer awareness webinars for the public with AHCC’s doctors in collaboration with the Sahabat Orang Sakit (SOS) community and several other communities in Surabaya. The centre also organised an Instagram Giveaway Contest to encourage participants to share actions to raise awareness on cancer prevention in their community.



Hung Viet Healthcare Promotes Healthy Living

Hung Viet Healthcare (Hung Viet Cancer Hospital and General Clinic) took the extra mile to create cancer awareness amongst its staff and patients. Hung Viet Healthcare organised an online staff contest to encourage staff to share their pledges on how they can take action to reduce the global cancer burden, with the theme “I am and I will”. Prizes were awarded to the staff who had the most “likes” and “comments”.

Hung Viet Healthcare also organised an online yoga event for patients and staff to encourage them to continue maintaining physical exercises despite their battle with cancer and the effects of the pandemic. The event received a good response with more than 60 participants.



Hung Viet Healthcare Staff Bond Over Talent Contest

Hung Viet Healthcare (Cancer Hospital and General Clinic) organised a “Hung Viet Got Talent” event on 13 January 2021 to encourage its staff to showcase their talents while aligning their presentation themes to the brand values of Hung Viet.

The event provided a platform to uncover hidden talents in the team at Hung Viet. Many were surprised by the different creative display by the staff and doctors ranging from sports, literary, musical and dance presentations.

‘Hung Viet Got Talent’ was an internal activity to empower staff to be the best they can be, in the most creative possible way. One of Hung Viet Healthcare’s brand values is warmth and we hope that our staff have an opportunity to bond and share the warmth of being part of a bigger “family” through this event,” said Hung Viet Healthcare’s CEO, Sam Lee.

Here are some special moments of the contestants in the final round of talent contest:



Molecular Diagnostics – A New Tool to Fight Against Cancer

Article contributed by Sanomics



We have all learnt how genes work in Biology 101, explaining why we have different eye and hair colour. Hearing the word “genes” in the healthcare industry seems a lot fancier. However, some patients might give a blank look when we mention the term “genetic test” to them. So, what exactly are genetic tests and how do they relate to molecular diagnostic tests?

Genetic tests are the study of our genes. In cancer diagnosis, we use it to investigate a possible reason for cancer growth or assessing a certain risk of cancer. Molecular diagnostic tests are the technique to study the nature of the gene to support the treatment decision. This process is named as “Precision Medicine”. As defined by the U.S. FDA, PM is “an innovative approach to tailoring disease prevention and treatment that takes into account differences in people’s genes, environments, and life-styles”¹.

Why do we have to do molecular diagnostic tests?

Molecular tests provide information about what drive the tumour growth. If we can stop this driver, the chances that cancer can stop growing will be improved². In cancer treatment, it means survival! If doctors can identify a specific mutation of the tumour and use the right drug, the survival time of the patients can be prolonged and usually with less side effects.

A study presented at the conference of the American Society of Clinical Oncology showed that 73% of advanced Non-small cell lung cancer (NSCLC) patients with a driver mutation (known as Epithelial Growth Factor Receptor (EGFR) mutation) survived longer than 12 months after the treatment with appropriate targeted therapy compare to 15% in the group treated with traditional chemotherapy. Other than improved survival, targeted therapies are generally well tolerated with less or milder side effects. It allows the treatment to continue longer with a better quality of life³.

What are the other benefits of molecular tests?

As per the studies quoted, treatment with targeted therapy can prolong survival after we identified the driver mutation. Seeing the logic from another angle, we should consider the tests when there is a possible treatment option after the test. We call it actionable gene. For patients with a certain disease stage, like advanced NSCLC, we know that EGFR is an actionable gene with possible treatment with targeted therapy. We shall then consider EGFR tests for the patients with advanced NSCLC.

Other than using molecular tests to treat cancer, we can also use it as a preventive measure. BRCA1 and BRCA2 are two genes that gained fame when headlines showcased Angelina Jolie removing her breasts to minimise the risk of breast cancer. BRCA1/2 mutations can be passed on within the family. It means individuals can inherit the BRCA 1/2 mutations from their family and have an increased risk of breast cancer, ovarian cancer, prostate cancer, pancreatic cancer and melanoma. Therefore, individuals with family history of these cancers or identified with BRCA1/2 mutations are at higher risk of carrying BRCA 1/2 mutated genes and higher risk of related cancers⁴.

Molecular tests for BRCA1/2 can be used to identify healthy individuals with increased cancer risk. Aggressive screening and life-style modification can then be considered in high-risk patients. Of course, measures to manage the risks in healthy individuals need thorough discussion with your health care providers and the genetic counselling is needed. As BRCA 1/2 is a gene that can be passed on within a family, genetic information revealed from an individual may also disclose genetic information of the whole family. Detailed discussion is deemed necessary between individual and their family members with the health care providers.

¹ <https://www.fda.gov/medical-devices/vitro-diagnostics/precision-medicine>

² <https://ar.iiarjournals.org/content/38/1/393>

³ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3108866/>

⁴ <https://www.mayoclinic.org/tests-procedures/brca-gene-test/about/pac-20384815>

With the advances in technology, we will know more about the relationship between genes and cancer. Treatment and preventive strategies will evolve along with the discovery. As in all new technology, the initial costs are usually high to cover for the research and development (R&D) cost. It can be a significant burden for the patients although new drug treatments usually better survival outcome with less side effect. Putting a dollar sign to the benefits is never an easy task and its significance is different among individuals. Again, a thorough discussion with your health care provider is totally necessary.

The long-standing war with cancer doesn't discriminate any of us. With the new tool, we can identify who are at risk and fight the battle with them in a stronger way. In Southeast Asia, this new tool is yet to be widely used. Funding, education, awareness and government support are all necessary to make this new tool available to this old war. Given the lives at risk, as well as the ever-increasing global burden of cancer, molecular diagnostics is, more than ever, a much-needed tool to win this war.





Our centres across the Asia Pacific region

Find IOC centres at:

Hong Kong Integrated Oncology Centre

Central and Kowloon, Hong Kong

www.hkioc.com.hk

Hong Kong Adventist Hospital Oncology Center

Hong Kong

www.hkah.org.hk

Adi Husada Cancer Center

Surabaya, Indonesia

www.ahcc.co.id

Hung Viet Cancer Hospital

Hanoi, Vietnam

www.benhvienungbuouhungviet.vn

Central Luzon Integrated Oncology Centre

Pampanga, Philippines

www.clioc.com.ph