Breast Cancer Awareness Session
October 30th, 2017

CBM Society of Health Managers (CSHM), a representative body of the MBA Health & Hospital Management Program (MHM) at the Institute of Business Management (IoBM), Karachi, organized a dynamic session on Breast Cancer Awareness in coordination with Shaukat Khanum Memorial Cancer Hospital and Research Centre, on Monday October 30th, 2017. This event was held on IoBM premises, in the EMEC Board Room. It was the second such event, the first having taken place a year prior.

Breast cancer is the most common cancer in women around the world and Pakistan has one of the highest incidence rates of breast cancer in Asia. The medical team from Shaukat Khanum presented a short awareness session on early detection of breast cancer, which can result in a survival rate of over 90%. The honored guest consultant was Dr. Kashifa Ehsan, a cancer awareness specialist from Shaukat Khanum. The session was followed by a Question-and-Answer session, during which Dr. Asima Faisal, event organizer, Head of Department of MBA(Health & Hospital Management) Program and a medical doctor herself, raised pertinent points and enhanced the delivery of knowledge.

Over 120 female students and staff attended this interactive, intense and informative session, which lasted close to 90 minutes. This prestigious event was a great success in the quest to educate women on how they can reduce the risk of suffering from advanced, late-stage cancer through early detection and was attended by students, staff, faculty and other professionals. It was headed by Dr. Asima Faisal, Head of Department of the MHM Program.