

# 2<sup>nd</sup> World Congress on **BREAST CANCER, GYNECOLOGY AND WOMEN HEALTH**

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## **10 MILLIMETERS AT A TIME, A WORLD WITHOUT NEEDLESS BREAST CANCER DEATHS**

**Carman Kobza**

Lady B Well- THE BREAST HEALTH PEOPLE, USA

“A healthy woman is the heart of a happy family” so, why do we allow breast cancer to increase as the largest cancer killer in the developing world? Why is breast cancer identified as curable (in the West) and largely fatal in the rest? Why don't our hospitals “do something” and why does awareness alone fall short and fail? We know breast cancer is 99% curable when caught early. Research shows when a lump is found under 10 millimeters in size (the size of a pea)...no ladies die. Author know that current detection techniques such as mammogram and ultrasonography are almost exclusively performed within clinics, yet most women are never examined. Clinical breast exams performed by a specialist and self-breast exams, while great practices, are not capable of 10 mm detection. A completely new approach to preventing breast cancer is a must. Author must reach high numbers of ladies...where “they are” and they must do so with more than awareness and “feel good” participation. They must do so with accessible/affordable/acceptable “welcoming and de-stigmatizing” digital screening programs. The latest FDA certified technologies must be deployed to find early breast cancer indications before 10 mm. They must. Breast cancer is occurring in younger and younger ages in the developing world and is not being discovered until later stages. The rate of breast cancer is increasing and the average age is decreasing from the mid 50's to the mid 40's while rates for twenty and thirty-somethings increase the fastest. For urban and rural, the prospects are dim. It doesn't have to be this way. Author's model is successful. The Lady B Well program is offered to anyone, anywhere to make it their own, to be fully trained, and to use our innovative mobile health platform to reach more deserving ladies in more places. Join us.

## **BIOGRAPHY**

Carman Kobza was the Creator of India's first viable Breast Health Education & Digital Screening outreach program. He is from Texas, founded a women's digital diagnostics company in Bangalore in 2015. With an efficient high capacity yet personalized “We Come to You” approach, he exerts full passion to improve women's lives and to end an unconscionable world affliction – Needless Breast Cancer. Lady B Well – *THE BREAST HEALTH PEOPLE* launched to rapidly expand the reach and impact by offering a welcoming, certified & de-stigmatized women's health experience. Seeking interested B2B partners now to serve deserving ladies around the world.

[carman@ladybwell.com](mailto:carman@ladybwell.com)