

Early Detection  
is the Key

# 3D

## Mammography Clinic



**Saturday, October 3, 10, 17 & 24**

**Berkeley Medical Center 8:00am to 3:30pm  
Women's Imaging Center**

Located across from Berkeley Medical Center on Tennessee Avenue  
Call 304.264.1297 to schedule your appointment

**Jefferson Medical Center 8:00am to 3:00pm  
Women's Imaging Center**

Located across from Jefferson Medical Center  
Call 304.724.5647 to schedule your appointment

Berkeley Medical Center and Jefferson Medical Center will be offering 3D Tomo Digital Mammogram Screening Clinics to women age 35 and older at a discounted "community service" fee.

**Fee \$60<sup>00</sup>**

Cash, Check, Credit Card



A physician's order is not required, but patients must register by phone. Any patient without a physician will be assigned one to receive test results.

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## Fast facts about breast cancer in West Virginia

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- Getting a routine breast screening is the best way to lower your risk of dying from breast cancer. Screening can help find cancer at an early stage when treatment is most effective
- Breast cancer is No. 2 in cancer deaths among West Virginia women, resulting in about 300 deaths yearly

— The West Virginia Department of Health and Human Resources' Bureau for Public Health

## Breast cancer risk factors

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- Family history of breast cancer
- Being overweight (an increased risk after menopause)
- Genetic factors such as BRCA 1 or BRCA 2 gene mutations
- High breast density
- Drinking more than one serving of alcohol per day
- Physical inactivity
- Starting menstrual periods at a young age
- Starting menopause at a later age
- Never giving birth
- Never breastfeeding
- Long-term use of hormone therapy

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# DON'T PUT OFF YOUR MAMMOGRAM EARLY DETECTION IS THE KEY...

to fighting and beating Breast Cancer!  
Schedule yours today!

# City

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# Experts say early detection is the best protection

Staff report

More than 1,360 West Virginia women will be diagnosed with breast cancer just this year, according to officials with University Healthcare, and they say finding the disease early is a key part of the fight.

The issue is particularly in the spotlight now because October is National Breast Cancer Awareness Month.

With the American Cancer Society recommending a yearly mammogram for women 40 and older, University Healthcare will offer a discounted mammogram clinics Saturday at both its Eastern Panhandle hospitals.

To sign up for the screening at Jefferson Medical Center in Ranson, women should call 304-724-5647. Berkeley Medical Center in Martinsburg also will offer the screenings and may be reached at 304-264-1297.

Teresa McCabe, the spokeswoman for University Healthcare, says the \$60 fee includes the mammogram and expert interpretation. The service is available to any women 35 or older.

"A physician's order is not required," McCabe said. "Patients without a physician will be assigned a physician to receive the test results."

Insurance isn't accepted for the discounted mammograms, McCabe said. Patients may instead pay with cash, credit card or check.

Women who come to the hospitals in Ranson or Martinsburg for mammograms are screened with the latest in breast imaging technology, "3-D mammography."

**WANT TO GO? What:** University Healthcare's discount mammogram clinic **When:** 8 a.m. to 3:30 p.m. Saturday **Where:** Jefferson Medical Center in Ranson and Berkeley Medical Center in Martinsburg **To sign up:** Reserve a spot at JMC by calling 304-724-5647 or call BMC at 304-264-1297

According to the American Cancer Society, the breast is compressed just once while a machine is moved around to take a number of low-dose X-ray images. The images go onto a computer, where they're combined into a 3-D picture.

ACS officials say 3-D mammography may let doctors see problem areas more clearly, perhaps finding more cancers and lowering the chance that a patient will need to be called back for another mammogram right away.

"Jefferson Medical Center was the first hospital in West Virginia to offer the 3D tomo technology when we opened the Women's Imaging Center there in June 2011," McCabe said.

Officials with the American Cancer Society say women should be aware that mammograms are done to find cancers that can't be felt. "If you have a breast lump, you should have it checked by your doctor, who may recommend a biopsy even if your mammogram result is normal," according to the ACS website.

"Mammograms are not perfect at finding breast cancer. They do not work as well in women with dense breasts, since dense breasts can hide a tumor. Dense breasts are more common in younger women, pregnant women and women who are breastfeeding, but any woman can have dense breasts."

## Making cancer a top focus

Cancer – specifically breast and lung – has been a top area of focus for University Healthcare since the hospital system's community health needs assessment in 2012, McCabe said.

"We have been working to increase outreach efforts to support early detection and intervention with breast cancer," she said. "We added two 10-hour-per-week outreach positions to support breast cancer education and awareness, one in Jefferson County and one in Berkeley County."

The hospital system also offers the discounted mammogram screening programs at both medical centers multiple weeks each May and October, she said.

University Healthcare also brings Bonnie's Bus, a Morgantown-based mobile mammogram screening program, to the Eastern Panhandle several times per year, she said.

## Celebrating BRA Day

Today marks BRA Day, also known as Breast Reconstruction Awareness Day, McCabe said.

It's the Plastic Surgery Foundation's fourth-annual observance of BRA Day, an initiative designed to promote education, awareness and access regarding post-mastectomy breast reconstruction and to inspire women to know that life



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– Teresa McCabe, University Healthcare spokeswoman

beyond breast cancer can be extremely fulfilling.

University Healthcare along with University Cosmetic & Plastic Surgery Associates are planning special BRA Day events.

"Women enduring breast cancer are incredibly brave and have their own unique journey," said Dr. Richard Casuccio, a board-certified plastic surgeon. "Together, we can spread the word to breast cancer patients about their breast reconstruction options. Informing them at the time of diagnosis is critically important to improving life after breast cancer."

Casuccio said he took part in BRA Day celebrations when he practiced in Morgantown. Now that he is with University Cosmetic & Plastic Surgery Associates in the Eastern Panhandle, he wanted to continue the awareness campaign here as well.

University Healthcare has designed a limited edition T-shirt for BRA Day 2015. The garment sells for \$15 and the money raised will be donated to the University Healthcare Foundation's Cancer Comfort Fund to help local cancer patients.

On Thursday, representatives from University Healthcare and University Healthcare Physicians will don their BRA Day T-shirts and form a human ribbon in the parking lot at Berkeley Medical Center.

"This event symbolizes the importance of everyone working as a team in support of Breast Cancer Reconstruction Awareness and our breast cancer patients," Casuccio said.

For more on BRA Day, go to BreastReconUSA.org or to buy a BRA Day T-shirt, call the University Healthcare Foundation at 304-264-1223.

## Help for poorer women too

The West Virginia Department of Health and Human Resources' Bureau for Public Health also offers screening assistance for low-income West Virginians and those without adequate insurance coverage. To be eligible for the program, a woman must be between the ages of 25 and 64 years, with an income at or below 250 percent of the federal poverty level. Details are available by calling 800-642-8522 or going online to wvdhhr.org/bccsp.

## These businesses support women and breast cancer awareness

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Thanks to all the great local businesses that support this important awareness project!

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