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Photo Credit: Brian Richards

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A LETTER FROM THE AMERICAN CANCER SOCIETY

# BREAST CANCER

## HOW YOU CAN HELP SAVE LIVES



Carmen E. Guerra, M.D., M.S.C.E., F.A.C.P.

October is breast cancer awareness month, and with that comes an opportunity to talk about the importance of preventing cancer and what we all can do to make sure the women we love never have to hear the words “You have breast cancer.”

As a physician, I see reasons to hope: breast cancer death rates have steadily decreased since 1989, thanks to improvements in both early detection and treatment. But our work is not done. In 2015, an estimated 234,190 cases of breast cancer will be diagnosed in the U.S., including 9,990 cases here in Pennsylvania and 3,317 in Philadelphia County. **More than 40,000 women nationwide, nearly 2,000 here in Pennsylvania and 237 in Philadelphia, will lose their lives to breast cancer this year.**

According to the most recent data available, nearly 66% of women nationwide reported having a mammogram in the past two years. For Pennsylvania and Philadelphia County, those screening rates are 60% and 64%, respectively. It is vital that cancer be detected at its earliest,

most treatable stages and that women have access to appropriate breast cancer screenings in consultation with their health care professionals.

And there are ways you can help; the American Cancer Society offers many opportunities to get involved. In this Think Pink feature, you’ll read more about the way you can contribute—through volunteerism, advocacy, and charitable support.

Additionally, many people know the American Cancer Society funds cancer research but do not know we are a volunteer-led organization providing resources and services in every community across the country. These services include one-on-one emotional support for people facing a cancer diagnosis; transportation to and from treatment appointments through our Road To Recovery program; and free lodging for patients and their caregivers when treatment is far from home at Hope Lodge facilities.

I hope you will take the opportunity this October to join with the American Cancer Society by walking, volunteering, donating, and talking with your loved ones about screening. Our mothers, sisters, friends, and so many others are counting on us to finish this fight against breast cancer.

Sincerely,

**Carmen E. Guerra, M.D., M.S.C.E., F.A.C.P.**

President, American Cancer Society East Central Division Board of Directors  
Associate Professor of Medicine, Division of General Internal Medicine  
Associate Chief of Staff, Abramson Cancer Center  
Perelman School of Medicine, University of Pennsylvania

↓ IN 2015 AN ESTIMATED:

**234,190**

CASES OF BREAST  
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IN THE U.S.

**9,990**

CASES HERE IN  
PENNSYLVANIA.

**3,317**

CASES HERE IN  
PHILADELPHIA  
COUNTY.

LEARN MORE ABOUT HOW YOU CAN HELP AT [CANCER.ORG/FIGHTBREASTCANCER](http://CANCER.ORG/FIGHTBREASTCANCER)

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## SURVIVORS SUPPORTING PATIENTS: KAREN'S STORY

By the time Karen Oliver was diagnosed with breast cancer in 1992, she had already lost the one person who would understand what she was going through: her mother. Oliver's mother battled with breast cancer and died at age 42. Now a survivor for more than 20 years, Oliver helps other women who are fighting the disease.

Because of her family history, Oliver always had a dialogue with her doctor and she kept up with her regular visits. She found out there was a problem at her annual physical. Once diagnosed, she took action.

"I took a progressive stance in having the mastectomy and reconstructive surgery," she says. "Ten years down the line, I decided to get involved with advocacy and also volunteering with the American Cancer Society to help other women who are going through this breast cancer journey like myself," she says.

"I DID GET A LOT OF SUPPORT FROM FAMILY AND FRIENDS, BUT THERE WAS NOBODY WHO I COULD GO TO THAT WAS IN THE SAME POSITION AS I WAS IN OR HAD BEEN IN THAT POSITION."

from family and friends, but there was nobody who I could go to that was in the same position as I was in or had been in that position," Oliver says. "I lost my mother, and there was no one else I knew who was a survivor, which is one of the reasons that I became active with the Reach To Recovery program."

Oliver volunteers with **Reach To Recovery®**, a peer-matched group that pairs current breast cancer patients with those who have been through treatment. It gives people a chance to talk with someone who has been in the same position, something Oliver didn't have while dealing with her diagnosis.

"I did get a lot of support



Breast cancer survivor Karen Oliver

Having been a volunteer for more than ten years, in 2013, Oliver had the opportunity to go to South Africa for the Reach To Recovery international conference.

"That was an eye opener in regards to breast cancer and how it impacts women and men worldwide." At the conference, she says she learned about the high numbers of people affected by breast cancer globally and the higher survival rate in the U.S.

"There's a long way to go, but in the United States we're pretty fortunate," Oliver says.

When asked what advice she had for people battling with cancer, she says to try to block out the negativity and reach out to your faith or spirituality.

"After you've done that, you've cried and gotten all those other emotions out, then get busy. Get busy taking care of yourself."

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## BREAST HEALTH CHAMPION



## W. BRADFORD CARTER, MD

BREAST SURGEON  
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**Q. What has been the biggest change you've seen in your career?**

**A. When I first started, many patients were still being treated with radical mastectomies. At that time we thought that more aggressive surgery would result in better cure rates. This was the standard of care for many years. When I was a student and training in surgery, we were just migrating from an era when most women had a mastectomy. Over the past 30 years, we've seen a shift in treatment from radical mastectomy to treating women with as much conservation of the breast as possible.**

**Q. What impact do your patients have on you?**

**A. There's nothing more gratifying as a physician than when we can take a patient from the angst and turmoil of a cancer diagnosis and walk with them on their journey. Then to watch those patients turn around and be able to give back to other women with cancer and others in need... it's truly rewarding.**

**Q. What made you decide to specialize in breast surgery?**

**A. Two reasons. First is the disease process of cancer. I was drawn to it from both a scientific and intellectual standpoint. I was fascinated by the way breast cancer develops and the factors that drive its progression. Second is the impact that breast cancer has in our communities. One in eight women develops breast cancer and it affects not only the women, but their families and social connections as well. It became apparent to me that I could do the most good and have the**

**greatest impact on many people by contributing to the field of breast cancer research and through clinical practice.**

**Q. What's a big challenge you face as a surgeon?**

**A. I think a lot of the challenges are in making sure the patient is fully on board with helping to make decisions about treatment for cancer. Because there are so many more options for treatment now, it's so important that the patient is fully informed and understands the options and the recommendations so she or he can make the best choices.**

**Q. What do you like most about your career?**

**A. We have seen great transitions in cancer care. The best part has been the ability to take what we are learning from research and adapt it to what we can do for patients. Being on the front lines of this evolution over the last 30 years has just been an amazing opportunity.**

**MORE FROM DR. W. BRADFORD CARTER AT [PHILLYMAG.COM/THINKPINK](http://PHILLYMAG.COM/THINKPINK)**





## VALERIE PRACILIO: TAKING ACTION AND REMEMBERING A LOVED ONE

When Valerie Pracilio first got involved with the American Cancer Society's (ACS) Relay For Life® event, she was in college. Years later, it remains one of her most important missions.

"After participating in that event, I knew it was something with a greater purpose. I felt a sense of fulfillment in the volunteer work I was initially doing," Pracilio says. Since then, her role has changed quite a bit.

"Over time I have been fortunate to have a variety of leadership opportunities in working with the organization," she says. To name a few, as a student at the University of Scranton, she started a Colleges Against Cancer® chapter there; she participated in the Relay advisory team and lead youth engagement activities in Pennsylvania.

In 2010 she joined the Cancer Action Network as an Advocacy Constituent Team Lead. Now, she is the Pennsylvania State Lead Ambassador, working with volunteers toward achieving goals on their areas of focus.

The volunteer advocacy program, the American Cancer Society Cancer Action Network (ACS CAN), is dedicated to advocating for public policies that help defeat cancer. It leads a national grassroots movement of cancer survivors and their families to support

policies that help fight cancer, works with lawmakers to take action, and educates the public about cancer issues. Pracilio says the organization's main goals are taking action on cancer-related issues that are going to impact individuals or communities, as well as recruitment and fundraising.

"I think what has been the most rewarding is working one-on-one with fellow volunteers," she says. "We're fulfilling our own lives contributing to something so much greater."

**"OFTEN TIMES WHEN DEALING WITH A CANCER DIAGNOSIS, WHETHER IT'S YOUR OWN OR THAT OF A FAMILY MEMBER, THERE'S A SENSE OF HELPLESSNESS. FOR ME, GETTING INVOLVED WITH THIS ORGANIZATION WAS MY WAY OF NOT FEELING HELPLESS."**

Pracilio has had "too many people to name" affected by cancer in her life, she says. One in particular, her aunt, was diagnosed one year after she began volunteering with ACS.

"I always felt that my work with the organization was contributing in some way to hopefully that clinical trial that would someday cure her," she says. Unfortunately, that wasn't the case. Her

aunt passed away after battling with the disease for ten years. "I continued to work in honor of her memory," Pracilio says.

"Often times when dealing with a cancer diagnosis, whether it's your own or that of a family member, there's a sense of helplessness," she says. "For me, getting involved with this organization was my way of not feeling helpless."

→ **VOLUNTEER FOR THE AMERICAN CANCER SOCIETY CANCER ACTION NETWORK AT [ACSCAN.ORG](http://ACSCAN.ORG)**

## A CHANCE TO FEEL BETTER



**Look Good Feel Better® helps women with cancer by offering free support and resources to cope with the appearance-related side effects of treatments like chemotherapy and radiation.**

Women attend programs nationwide for advice on skin care, makeup application, dealing with hair loss, and nail care from trained volunteers. There are also resources for men and teens.

"I've seen people come in feeling very green and go out looking radiant," says Lori Curtis, social worker, who directed a recent program at Chestnut Hill Hospital's Women's Center in Philadelphia. At this particular program, participants followed a step-by-step guide to applying makeup, under the instruction of Brenda Burwell, a volunteer teacher with Look Good Feel Better.

"It makes me feel good to make others feel good," Burwell said as she offered a black to blond balayage wig to a participant. Burwell has past skin care experience and received special training for Look Good Feel Better. In addition to teaching how to properly apply makeup, she educates women on the special care that cancer patients need to take with makeup application and products.

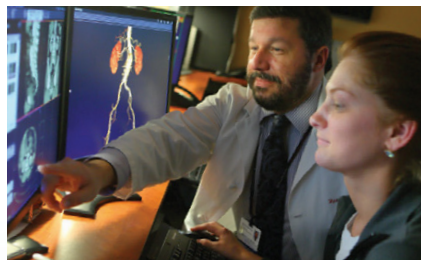
"Your femininity is under attack when you're going through breast cancer," says Theresa Ward, director of physician practices at Chestnut Hill Hospital, and breast cancer survivor who has gone through the program. "It's a great pick me up. With a program like Look Good Feel Better, women most importantly get more confidence, which helps them continue the fight they have to fight."



Brenda Burwell with participants of Look Good Feel Better®

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## BREAST HEALTH CHAMPION



## SRAMILA AITHAL, MD

MEDICAL ONCOLOGIST

CANCER TREATMENT CENTERS OF AMERICA®  
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**Q. Do you have a specific area of expertise within cancer care?**

**A.** The majority of my practice involves patients with breast cancer; that's where I am dedicated. I truly believe we must continue to create awareness of breast cancer in the community. We must also stress survivorship with patients and their family members. It's not enough to finish treatment. They need to focus on their health and be closely monitored for recurrences. That's why at Cancer Treatment Centers of America we incorporate mind-body support, genetic counseling and spiritual support.

**Q. What drew you to medical oncology and cancer care?**

**A.** In 2001 it was the era of targeted therapy that revolutionized the management of oncology and hematology. I was in a residency at Maimonides Medical Center in Brooklyn, and had to decide to pursue a particular field. This seemed extremely exciting and challenging.

**Q. How do you treat the whole person and not just the disease?**

**A.** We are aware that when a patient comes in to our organization having been diagnosed with cancer, first and foremost, we are addressing their cancer and coming up with a treatment plan for the disease. We must also recognize what a diagnosis of cancer entails for the person and their family. Our integrative oncology services work with our patients to promote health and positive quality of life, and each patient is offered a number of services including nutrition therapy, pain management and oncology rehabilitation.

**Q. What is a typical day like for you?**

**A.** I love coming to work because I love what I do. I meet with the patient care team as soon as I get in and we develop a plan of care. I attend conferences, which are case discussions, tumor boards and other pertinent discussions. Then, I begin to see my patients, which is the best part of the day because I get to connect with them and apply the best treatment options with the knowledge that we, as an organization, have.

**Q. How has your experience with Cancer Treatment Centers of America changed you?**

**A.** My outlook on life is completely different. I truly recognize what things are important, how precious life is, and the importance of enjoying every single moment. I also realize that we each need to take charge of our own health.

**MORE FROM DR. SRAMILA AITHAL AT [PHILLYMAG.COM/THINKPINK](http://PHILLYMAG.COM/THINKPINK)**

# REDUCE YOUR RISK IN YOUR 20'S, 30'S, 40'S AND BEYOND



Cancer can be an extremely unpredictable disease. However, some cancer deaths can be avoided by making healthy choices, and certain cancers can be found early when they are most likely to be curable.

Getting regular cancer screening tests to find the disease early gives you the best chance of staying well. If doctors can find the cancer early, they may be able to stop it from growing and spreading.

Breast cancer affects thousands of women in America every year. The American Cancer Society currently recommends yearly mammograms starting at age 40 and continuing for as long as a woman is in good health. A clinical breast exam (CBE), conducted by a doctor, nurse practitioner or other qualified clinician, is recommended every three years for women in their 20s and 30s, and every year for women 40 and older.

Breast self exam (BSE) is recommended for women starting in their 20s. Women should be familiar with how their breasts normally look and feel. If anything seems abnormal or there are changes in the breasts, it should be reported to a health care provider, such as your ob/gyn or primary care doctor, right away.

Some women are more at risk for breast cancer due to their family history, a genetic tendency, or certain other factors. While the number of women who fall into this category is small, these women should be screened with MRIs along with mammograms. If you have a family history of breast cancer, talk to your doctor about whether you should have other tests or start testing at an earlier age.

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- 2 MAINTAIN A HEALTHY WEIGHT
- 3 GET MOVING WITH REGULAR PHYSICAL ACTIVITY
- 4 EAT HEALTHY WITH PLENTY OF FRUITS AND VEGETABLES
- 5 LIMIT YOURSELF TO NO MORE THAN 1 ALCOHOLIC DRINK PER DAY
- 6 PROTECT YOUR SKIN FROM THE SUN
- 7 KNOW YOURSELF, YOUR FAMILY HISTORY, AND YOUR RISKS
- 8 REGULAR CHECK-UPS AND CANCER SCREENING TESTS ARE CRUCIAL

### THE PENN BREAST HEALTH INITIATIVE

The Penn Breast Health Initiative was founded by a grant from the American Cancer Society and is co-directed by Drs. Ari Brooks and Carmen Guerra. Through this program, any woman with or without insurance can access advice from a medical professional and undergo a screening mammogram.

**The Penn Breast Health Initiative can be reached by calling 215-454-3217.**

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## BREAST HEALTH CHAMPION

## LISA JABLON, MD, FACS

DIRECTOR OF THE BREAST PROGRAM  
DIRECTOR OF THE GENETIC RISK ASSESSMENT PROGRAM  
EINSTEIN MEDICAL CENTER PHILADELPHIA



**Q. What advances have you seen in your career?**

**A. Sentinel node biopsy was a huge innovation. It offers a much less invasive way to determine whether cancer has spread beyond the primary tumor. Previously, we used to remove all of the lymph nodes, which caused a lot of complications and side effects. I've also seen lumpectomy largely replace total mastectomy. Reconstruction techniques are so much better now, which means surgery is not as disfiguring as it was years ago.**

**Q. What is your background?**

A. I grew up in Philadelphia. I fell in love with surgery during my third year in medical school and did my surgical residency at Einstein. Over the years, that evolved into breast surgery. I've been at Einstein for 30 years now.

**Q. What inspires you?**

A. I'm inspired by my patients. I see tremendous resilience, kindness and resolve in the people I treat. The human spirit is amazing.

**Q. What are your thoughts on preventive mastectomies?**

A. For women who are at high risk of breast cancer, especially women who test positive for a mutated BRCA1 or BRCA2 gene, preventive mastectomy is perfectly reasonable. But it's not necessarily appropriate for everyone. I spend a lot of time

educating women about their risk of recurrence and whether preventive mastectomy makes sense for them.

**Q. What role has research played in the fight against cancer?**

A. People always talk about finding a cure for cancer, but we cure a lot of cancers; just not all of them. Research has led to every advancement we have made, including new drug therapies that target just the cancer cells and cause much less toxicity. We are making great strides.

**Q. What is your personal hope for the future?**

A. It would be nice to be out of a job! I hope we get to the point where we're working more on how to prevent breast cancer than treat it.

MORE FROM DR. LISA JABLON AT [PHILLYMAG.COM/THINKPINK](http://PHILLYMAG.COM/THINKPINK)

## BREAST HEALTH CHAMPION



## EDITH MITCHELL, MD, FACP

PROFESSOR OF MEDICAL ONCOLOGY  
DIRECTOR OF THE CENTER TO ELIMINATE CANCER  
DISPARITIES AT THE SIDNEY KIMMEL CANCER CENTER,  
THOMAS JEFFERSON UNIVERSITY HOSPITAL  
PRESIDENT, NATIONAL MEDICAL ASSOCIATION



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**Q. What are your main specialty areas in your practice?**

**A. I am board certified in internal medicine and medical oncology. My areas of focus include triple negative breast cancer and gastrointestinal, where I conduct research and also provide clinical care. I also have an interest in the disparities that occur among minorities, people who live in inner city and rural populations, and the effects of gender or being part of the LGBT communities.**

**Q. What do you learn from your patients?**

I see each patient as a person and I learn from each one the factors that contribute to their disease processes and how we can intervene to ensure we're giving the best personalized care, appropriate for that single individual. We do not utilize a one-shoe-fits-all kind of approach.

**Q. How do you impact the community?**

A. I direct and develop the templates and plans that are utilized in the community. The first step is understanding the patient population we take care of. For Jefferson, for example, I research who the patients are and the necessary components of that care. This includes developing strategies against language and other barriers that can certainly diminish or negatively impact treatment outcomes.

**Q. What do you hope to accomplish as president of the National Medical Association?**

A. A greater focus will be made on equality in healthcare and elimination of disparities. My work has brought attention to inequality in clinical care and clinical research in oncology. I'd like to extend that awareness to other disciplines, preventative care as well as treatment, so that we see a greater emphasis on equality of healthcare for all individuals.

**Q. What inspires you?**

A. I am most inspired by my patients as well as by my colleagues, students, and physicians in training. Also, some of my patients are military members who are putting their lives on the line so that the rest of us can enjoy the freedom that we are afforded as citizens of this country.

MORE FROM DR. EDITH MITCHELL AT [PHILLYMAG.COM/THINKPINK](http://PHILLYMAG.COM/THINKPINK)



CANCER TREATMENT CENTERS OF AMERICA® PRESENTS

# SUPER FOOD SOLUTIONS

**Super Foods:** foods that are nutrient-dense and considered especially beneficial for health and overall well-being. They are usually plant-based but also include fish and some dairy such as yogurt and kefir.

“When we say super foods we really mean foods that have added benefits,” says Karen Sudders, Clinical Nutrition and Culinary Manager at Cancer Treatment Centers of America in Philadelphia. “In addition to nourishing our bodies, they have other functions.”

Some super foods have been associated with fighting and preventing cancer. “These super foods can help manage certain areas of your health,” Sudders says. “They can counteract risk factors associated with diseases like cancer.”

Inflammation-fighting super foods like salmon and apples keep the system relaxed, reducing the risk of chronic disease as well as cancer. Super foods like pomegranates and pears are loaded with antioxidants, which help fight free radicals. While many people may turn to pharmaceuticals to fix their health problems, the key may be in the produce aisle. “A lot of our problems can be solved with food,” Sudders says.



→ CHECK OUT MORE DELICIOUS SUPER FOODS RECIPES BROUGHT TO YOU BY CANCER TREATMENT CENTERS OF AMERICA AT [PHILLYMAG.COM/THINKPINK](http://PHILLYMAG.COM/THINKPINK)  
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## APPLE JICAMA SLAW (YIELDS 4 CUPS)

### INGREDIENTS

- ½ head of green cabbage, cored, thinly sliced
- ½ jicama, julienned
- 1 large Fuji apple, julienned
- ¼ cup apple cider vinegar
- ¼ cup pineapple juice
- ¼ cup safflower oil
- 1 tsp salt
- 1 tsp black pepper
- 2 Tbsp cilantro, minced

### PREPARATION

In a large bowl, mix together cabbage, jicama, and Fuji apple. In a separate bowl, whisk together apple cider vinegar, pineapple juice, safflower oil, salt and pepper. Pour dressing over the slaw and toss to combine. Add cilantro, then toss again. Serve immediately.



## Pink Cork for the Cause

### Together we will fight.

During the month of October, find a pink cork in a bottle of Mionetto Brut or Rosé and receive a pink 5-speed hand mixer in honor of Breast Cancer Awareness Month.

Winners will be entered into a drawing for a chance to have Mionetto donate \$10,000 to a breast cancer charity of their choice.



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# SHOOT, SCORE, CURE: PHILLY'S NCAA COACHES BATTLE CANCER



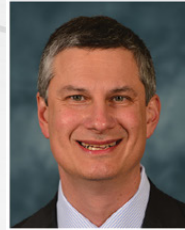
**Fran Dunphy**  
Temple University



**Phil Martelli**  
St. Joseph's University



**Bruiser Flint**  
Drexel University



**John Giannini**  
LaSalle University



**Jay Wright**  
Villanova University



**Steve Donahue**  
University of Pennsylvania

**While opponents on the court, six Philadelphia NCAA Division 1 college basketball coaches have united for one great cause: the fight against cancer.**

"We've done a really good job at it, but we're also of the opinion that we could do better," says Temple University basketball coach Fran Dunphy. "That's always been our charge, to do as much as we possibly can for this charity."

The coaches' roles include hosting local fundraising events such as a Preseason Luncheon, a BasketBall Gala, a Golf Classic, and a Tourney Tip-off Breakfast; speaking to groups about the program and its mission; and making people aware of the importance of a healthy lifestyle and early cancer detection.

"For a coach, who is the face and the voice of his university and of his sport in the city of Philadelphia, to give back is a responsibility," says Phil Martelli, basketball coach at St. Joseph's University.

**"NONE OF US ESCAPE CANCER, WHETHER WE GET IT OURSELVES, OR WE HAVE FAMILY MEMBERS OR FRIENDS WHO GET IT."**

The Coaches vs. Cancer® of Philadelphia program has seen quite some growth since its 1996 establishment. The breakfast event, for example, was once a 40-person event held at the Applebees on City Line Avenue. Now, it's a 700-person event held on the floor of the Palestra Center at the University of Pennsylvania.

"We have been involved in rallying the Philadelphia basketball community – from 5th and 6th grade teams through college teams – in this fight against a dreadful disease," Martelli says. There is also a school initiative now, which gives younger people a chance to get involved in fundraising efforts with their basketball programs.

"None of us escape cancer, whether we get it ourselves, or we have family members or friends who get it, or we just listen to the stories of those who are fighting this horrible disease," says Dunphy, who has seen members of his family, including his mother and father, battle cancer. "This is our way of giving back to the community."

**"FOR A COACH, WHO IS THE FACE AND VOICE OF HIS UNIVERSITY AND HIS SPORT IN THE CITY OF PHILADELPHIA, TO GIVE BACK IS A RESPONSIBILITY."**



Left to Right: Philadelphia NCAA Division I college basketball coaches John Giannini, Bruiser Flint, Jay Wright, Steve Donahue, Phil Martelli, Fran Dunphy

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## BREAST HEALTH CHAMPION



## KEVIN FOX, MD

MEDICAL ONCOLOGIST  
DIRECTOR OF THE RENA ROWAN BREAST CENTER  
PENN'S ABRAMSON CANCER CENTER  
PERELMAN CENTER FOR ADVANCED MEDICINE



**Penn Medicine**  
Abramson Cancer Center

**Q. How do today's breast cancer patients differ from in the past?**

**A. We're seeing patients who are a little younger than in the past and patients who are presenting with earlier-stage breast cancer that was picked up through screening. This is good news because the earlier breast cancer is caught, the greater the chance it can be cured.**

**Q. What have been the biggest changes you've seen in your career?**

A. First, the quality of mammography has improved tremendously. Better screening tools allow us to catch breast cancer early when it is most easily treated. Second, Penn now has techniques to explore cancers on the genetic level. This field is still in its infancy, but it is already helping us determine what treatments will work or, in some cases, what treatment won't work for patients.

**Q. Where else have you seen advances in breast cancer treatment?**

A. There has been a movement in recent years to shorten the treatment duration of radiation therapy. Right now it can stretch out over months.

We have found, however, that the same results can be achieved by slightly increasing each treatment dose. This can shorten the regimen by several weeks.

**Q. Where are the greatest advances going to be made?**

A. Educating people about risk factors and behaviors that can lead to cancer will continue to be important. In the foreseeable future, however, I don't anticipate we're going to make cancer go away, because cancer is a mutation of a person's DNA and DNA is constantly mutating. This means our prevention strategies will always be somewhat limited. What we have to do is get better at treating cancer when it arrives. I think that is where we will see the greatest advances.

**MORE FROM DR. KEVIN FOX AT [PHILLYMAG.COM/THINKPINK](http://PHILLYMAG.COM/THINKPINK)**

## 24/7 SUPPORT EVERY DAY OF THE YEAR



The phones ring steadily at the **American Cancer Society's National**

**Cancer Information Center (NCIC)**, which receives about 800,000 calls, emails, and chats each year.

"While many people are familiar with the research efforts of the American Cancer Society, few are aware of the full scope of free services available to cancer patients and their loved ones," says Kevin Babb, Vice President of the National Cancer Information Center. "These services can be obtained through one easy toll-free call to the American Cancer Society at 1-800-227-2345."

When a cancer patient, caregiver or loved one calls the line, a Cancer Information Specialist matches the caller with the appropriate services.

"Our specialists really listen to where the person is in his/her cancer journey," Babb says. "Did they just get diagnosed and need educational materials? Are they in the middle of treatment and need a ride to appointments? We manage all requests through to completion. No one will be left to navigate a cancer experience alone when they reach out to us."

The NCIC can provide callers with information about smoking cessation, clinical trials, and emotional and financial support. The specialists can help cancer patients and caregivers in English and Spanish plus more than 200 other languages through a translation service.

**"Whatever their needs might be, no matter how big or small, we always try to help,"** Babb says. "Even if a person is just lonely or scared and needs to talk, we're here."

→ **BECOME A VOLUNTEER OR DONATE •**  
1-800-227-2345 OR VISIT **CANCER.ORG.**

**BREAST CANCER  
SCREENING TAKES  
ON A WHOLE  
NEW DIMENSION.**

**Advanced 3D mammography now offers enhanced breast cancer detection.**

 **Doylestown Health**  
Breast Center

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# PAMPER WITH PURPOSE

**JEAN MADELINE, INC. SUPPORTS BREAST CANCER AWARENESS MONTH**

"Every October, our salons 'go pink' to support the American Cancer Society Pink Party," says Justin Lehman, Vice President of **Jean Madeline Inc.**, which includes Jean Madeline Salons, Adolf Biecker Spa/Salon, Adolf Biecker Studio and Jean Madeline Aveda Institute. "Breast Cancer Awareness is something our team and our guests are passionate about, and teaming up with the American Cancer Society has been a natural fit for us."

While guests treat themselves to spa and salon services, they can take part in other activities to raise funds and awareness, like bake sales, raffles, giveaways, pink ribbon sales, and games.

"Each of our 8 locations gets involved in the fundraising and it's really exciting to see how motivated the team gets when October comes around each year," Lehman says.

"We're proud to have raised more than \$70,000 since 2011, and we're hoping to raise another \$20,000 this year."



**THE AMERICAN CANCER SOCIETY PINK PARTY WILL BE HELD OCTOBER 1 IN DEVON, PA. LEARN MORE AT [FACEBOOK.COM/ACSPINKPARTY](https://facebook.com/acspinkparty)**

→ Support **Breast Cancer Awareness Month** events with Jean Madeline and Adolph Biecker Salons.

Follow [@jeanmadeline](https://twitter.com/jeanmadeline) on Twitter, visit [jeanmadeline.com](https://jeanmadeline.com) or [adolfbiecker.com](https://adolfbiecker.com)

**Q. How long have you been involved in breast health care?**

**A. I've been practicing more than 21 years. I trained as a general surgeon at a time when there were very few women in surgery. Many women want a female surgeon, so in order to serve these patients well I obtained additional breast oncology training at Memorial Sloan Kettering Cancer Center in New York.**

**Q. What is your typical approach to patient care?**

A. Every patient is approached as the individual that they are and in view of the unique biology of their disease. I partner with patients and their loved ones to create treatment plans offering the best evidence-based outcomes. I do have an interest in integrative medicine, which adds a dimension beyond the physical treatment of cancer. It also involves incorporating exercise, nutrition, stress management, and eastern medicine modalities such as acupuncture. It's a holistic approach to disease treatment and health promotion.

→ MORE FROM DR. DONNA ANGOTTI AT [PHILLYMAG.COM/THINKPINK](https://phillymag.com/thinkpink)

## BREAST HEALTH CHAMPION



**DONNA ANGOTTI, MD, FACS**

BREAST SURGEON

MEDICAL DIRECTOR,  
BREAST CANCER PROGRAM,  
DOYLESTOWN HEALTH'S  
CANCER INSTITUTE

 **Doylestown Health**  
Breast Center

## BREAST HEALTH CHAMPION



## MARCIA BORAAS, MD, FACS

BREAST SURGEON  
FOX CHASE CANCER CENTER



TEMPLE HEALTH

**Q. What has changed in your field over the years?**

**A. For one thing, there has been increased attention to the aesthetics of breast surgery. In the past, removing the tumor was the only concern, and how it impacted the appearance of the breast was an afterthought. But our patients live with the consequences of their surgery for many years. Today, we have oncoplastic surgery techniques, breast reconstruction is routinely offered in conjunction with mastectomy, and the cosmetic results are often excellent.**

**Q. What led you to become a breast surgeon?**

A. When I did my general surgery residency there was no such thing as a dedicated breast surgeon. That changed over the years, and as time went on the majority of my practice shifted to breast surgery. Since the early 1990s it's all I've done. I really think the specialty chose me, I didn't choose it.

**Q. What does it mean to specialize?**

A. Even with the same disease, each patient is different. It's important to figure out what is best for each individual, so we do not operate on every patient in the same way. In addition, the surgeon's experience and expertise are important for outcomes. Surgeons who specialize in breast surgery are most prepared to manage the different presentations of breast cancer, to offer the most appropriate surgical option for each patient, and to achieve the best surgical results.

**Q. What would you say to a woman diagnosed with breast cancer today?**

A. For most women, the outlook after a breast cancer diagnosis is amazingly good, especially if the cancer is caught early. There is clearly room for improvement, but I'm optimistic and excited about what the future holds. Even now, I can usually tell my patients that they'll be around long after I retire!

**Q. What does the future hold?**

A. I think the future lies in prevention. As we more accurately determine the causes and the risk factors for breast cancer, we will see progress in options and in patient selection for preventive interventions. I expect the new interventions will be directed at the genetic/cellular level - my guess is the next big breakthrough won't involve surgery.

MORE FROM DR. MARCIA BORAAS AT [PHILLYMAG.COM/THINKPINK](http://PHILLYMAG.COM/THINKPINK)



# UNITE TO FINISH THE FIGHT



Making Strides Against Breast Cancer Walk participants

The Making Strides Against Breast Cancer® Walk will be held on Saturday, October 17 at Memorial Hall in West Fairmount Park. This noncompetitive walk gives participants a chance to come together in the fight against breast cancer while honoring those lost to the disease.

While most Making Strides events do not have a registration fee or minimum amount to raise, participants are encouraged to raise money online or collect donations to maximize their impact. Funds raised help the American Cancer Society support groundbreaking breast cancer research, provide free programs for those affected by the disease, and educate people about steps to reduce breast cancer risk or find it when it's most treatable.

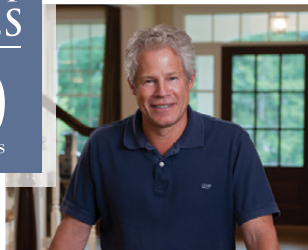
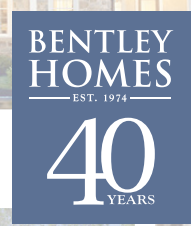
Since 1993, more than 11 million supporters have raised more than \$685 million nationwide. Last year, more than 5,000 walkers in Philadelphia raised nearly a quarter of a million dollars to support the cause.

→ WALK TO SUPPORT MAKING STRIDES AGAINST BREAST CANCER.  
ON OCTOBER 17 • 1-800-227-2345 OR MAKINGSTRIDESWALK.ORG

"Uniting with others at the Making Strides walk gives us power to make a real difference in the fight to end breast cancer," says Rebecca Shaughnessy, Community Manager of Making Strides Against Breast Cancer. "We celebrate survivorship and pay a meaningful tribute to those touched by the disease."



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Tom Bentley, CEO

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HELPED TO RAISE MORE THAN

**\$70 MILLION**

FOR THE AMERICAN CANCER  
SOCIETY TO HELP SAVE LIVES  
FROM BREAST CANCER.



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THE OFFICIAL THINK PINK

# 1 EVENT CALENDAR

## Making Strides Against Breast Cancer Walks

Multiple locations  
makingstrideswalk.org

## Relay For Life of South Philadelphia

Virtual event available online  
acsevents.org

## Coaches vs. Cancer® School Initiatives

October through April  
Throughout the Greater Philadelphia Area

## Coaches vs. Cancer® Luncheon

November 5  
Marriott Conshohocken

Visit [coachesvscancer.org](http://coachesvscancer.org) for all events

## Look Good Feel Better

Various locations and times  
Call 1-800-395-LOOK (5665) for more information

## The American Cancer Society® Pink Party

October 1 at 6pm  
Ashwood Model Home, Devon, PA  
[facebook.com/acspinkparty](https://facebook.com/acspinkparty)

## Think Pink, Live Green

October 8 at 6pm  
Main Line Health Center, Broomall, PA

October 28 at 6pm  
Lankenau Medical Center, Wynnewood, PA

## Latest advances in breast health

October 13 at 6pm  
Ludington Library, Bryn Mawr, PA

October 22 at 6pm  
Main Line Health Center,  
Newtown Square, PA

## Designer Genes: What you might have in common with celebrities

October 27 at 6pm  
Riddle Hospital Health, Media, PA

## Breast Health 101

October 27 at 6:30pm  
Main Line Health Center, Collegeville, PA

Visit [mainlinehealth.org/events](http://mainlinehealth.org/events) for all events

## Fox Chase 5th Annual Celebration for Survivors

October 17 (before Temple Owls game)  
Lincoln Financial Field  
[fccc.edu/information/calendar](http://fccc.edu/information/calendar)

## Paws for the Cause

October 18 at 9am  
333 Cottman Ave, Philadelphia, PA  
[foxchase.org/events/paws](http://foxchase.org/events/paws)

## Philadelphia Marathon & 1/2 Marathon

November 22  
22nd & Ben Franklin Parkway  
[philadelphiamarathon.com](http://philadelphiamarathon.com)

## Wellness Yoga for Cancer Patients

Tuesdays in October at 12:30pm  
Thomas Jefferson University, Room 208/209 Dorrance H. Hamilton Building  
Michelle Stortz, [m@michellestortz.com](mailto:m@michellestortz.com)

## Cancer Screening Program for Women: Colon Pre-screen and Mammogram

Thursdays in October at 8am  
Jefferson's Methodist Hospital, Women's Diagnostic Center

## What You Need to Know About Survivorship Care After Breast Cancer

October 8 at 12pm  
Thomas Jefferson University Hospital  
Gibbon Building, Room 9490

## Neuropathy from Chemotherapy: The Treatment and Management of Symptoms

October 9 at 12pm  
Jefferson Medical Office Building, 3rd Floor, 1100 Walnut Street

## Eagles Tackling Breast Cancer Game

October 11 at 1pm  
Lincoln Financial Field

## Stories of Courage, Stories of Hope

October 12<sup>th</sup> and October 26<sup>th</sup> at 12pm  
Jefferson Medical Office Building, 3rd Floor, 1100 Walnut Street

## Triple Cancer Screening Program for Women: Breast, GYN and Colon Pre-screen

October 15 at 5pm  
Jefferson Medical Office Building, 3rd Floor, 1100 Walnut Street

## Cancer Survivorship Conference

October 23 at 1pm  
Thomas Jefferson University, Bluemle Life Sciences Building

## Free Breast Cancer Screening for Uninsured Women

October 27 at 8am  
Jefferson's Methodist Hospital, Women's Diagnostic Center

## Breast Cancer Updates: Current Research and Discoveries

October 28 at 12pm  
Jefferson Medical Office Building, 3rd Floor, 1100 Walnut Street

## Clinical Trials Opportunities for Breast Cancer Patients

November 9 at 12pm  
Jefferson Medical Office Building, 3rd Floor, 1100 Walnut Street

For these and other events, call 1-800-JEFF-NOW

## 4th Annual Ella Bella Fashion Show

November 6 at 6:30pm  
Crown Plaza Valley Forge Hotel  
[bringinghopehome.org/event/ella-bella2015](http://bringinghopehome.org/event/ella-bella2015)

## 22<sup>nd</sup> Life After Breast Cancer Conference

October 9 at 7:30am  
Hilton Hotel City Avenue

## Breast Cancer Breakthroughs: A Personalized Approach for Young Women with Breast Cancer

October 9 at 9am  
Hilton Hotel City Avenue

## 20<sup>th</sup> Annual Sisters Surviving Breast Cancer Conference

October 10 at 9am  
Hilton Hotel City Avenue

## Women and Children's Health, Breast Awareness Session

October 26 at 6:30pm  
Penn Medicine Southern Chester County

For these and other events, visit [cancer.pennmedicine.org/about/events](http://cancer.pennmedicine.org/about/events)

## Doc Tales: Breast Health for Mothers and Daughters

October 6 at 7pm  
Pine Run Community Center,  
777 Ferry Road, Doylestown PA  
Call 800-992-8992

## One in Eight - Breast Cancer Awareness

October 8 at 10am  
Cowhey Family ShopRite,  
942 W. Street Road, Warminster, PA  
Call 215-672-1870

## Are You Dense? Understanding Breast Density & 3-D Mammography

October 12 at 7pm  
Health and Wellness Center,  
847 Easton Rd, Warrington, PA  
[doylestownhealth.org/coffeetalks](http://doylestownhealth.org/coffeetalks)

## Take Action Brunch

October 11 at 11am  
Normandy Farms, Blue Bell, PA  
[advance.einstein.edu/bcag15](http://advance.einstein.edu/bcag15)