

PA Breast Cancer Coalition Conference

Monday, October 10
Harrisburg Hilton



One day.
Hundreds of survivors.
Endless connections.

Register today:
pbcc.me/Conf

DON'T MISS *the* LIST!

Mammography Centers:

Do **YOU** offer 3D mammograms? **Take our 1-question survey** and let us know! We've heard from 311 of Pennsylvania's 349 facilities. Every center that reports having 3D mammography will be **listed on our website**. Don't miss the list! Visit **pbcc.me/3Dsury** today!



Want to learn more? Turn the page →

Frontline™

A quarterly publication of the
PA Breast Cancer Coalition
800-377-8828
www.PABreastCancer.org

Statewide Headquarters
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Lebanon, PA 17042

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President's Corner

One Year Later: PBCC to Announce 3D Mammogram Center Master List

We were **first**. Last year, Governor Tom Wolf made Pennsylvania the **first state in the nation** to require insurance coverage of 3D screening mammograms for women insured under Pennsylvania law. First Lady and PBCC Honorary Chair Frances Wolf made the historic announcement at our Conference.

I recently sat down with Governor Wolf to look back on the impact his leadership has made for women in our state. Now, we look to the future of breast cancer detection and ensuring that women know where they can access cutting-edge 3D screening in their communities.

To do that, the PA Breast Cancer Coalition has developed a short survey asking mammography centers to let us know if they offer 3D mammograms. Results of the survey will be announced at our Conference on Monday, October 10 in Harrisburg. Centers that offer 3D mammography and take the survey will be listed on our website and published in our newsletters as a resource for all Pennsylvania women seeking 3D screenings.

Don't miss the list! We've heard from 311 of PA's 349 mammography facilities so far.

If you have not yet taken our survey, visit pbcc.me/3Dsurvey now!



Governor Tom Wolf signing a copy of his announcement clarifying insurance coverage for 3D screening mammograms.

TURN *the* FOUNTAIN

Pink!

Tuesday, October 4

11:00am

State Capitol, Harrisburg

East Wing Fountain

All are invited to this **free** event!



SURVIVOR *Spotlight*

Marguerite Wormley

Delaware County



Marguerite Wormley

On my 40th birthday I became eligible to have my first screening mammogram. Never in my wildest dreams though would I have imagined that after the exam there would be an ultrasound, a biopsy, and an MRI. I wouldn't have dreamed that within a matter of weeks I'd be assigned to a breast surgeon deciding on a mastectomy or lumpectomy and then chemotherapy and radiation. I was diagnosed with stage 1 non-invasive in situ carcinoma in 2008. Today, I'm cancer free.

Sometimes, as women, we are comfortable in the role of caregiver and it can be difficult to allow others to help and support us. I had the support of my family, friends, and coworkers. Each one played a crucial part on the road to my recovery. Some would come with me on my appointments or volunteer to do household chores, while others would prepare daily meals as I was undergoing treatment.

While I was going through treatment, I observed other patients' pain and, more significantly, their financial burdens. I learned that most health insurance plans weren't adequate to cover the cost of treatments and medications, and I was inspired to find a way to help.

During this time, it was suggested that I keep a journal of my experience. That journal soon became a book titled, "Touch N Agree." The name comes from a Biblical passage in Matthew. It signifies a form of togetherness, agreeing with one another to achieve a result. It was with this in mind that I realized that a team is needed to fight breast cancer. At first, funds from the sale of the book were used to help another cancer patient with out of pocket expenses. Eventually "Touch N Agree" became so popular that it evolved into what is now the Touch N Agree Foundation, which was

established as a 501(c)(3) in January 2014. Our mission is to give the cancer patient one less thing to worry about, and we help with the cost of medications, physical therapy, and durable medical equipment.

On an annual basis the foundation acknowledges and congratulates cancer survivors by hosting a red carpet gala called "Celebration of Cancer Survivors," honoring at least six survivors. The Foundation also hosts an annual Awareness Conference and Giving a Chance to Survive drive.

Currently I work at Independence Blue Cross as a Senior Customer Service Representative. My job involves helping people understand their benefits and resolving billing issues and questions. My passion and goal in the near future is to concentrate on and operate the Touch N Agree Foundation on a full-time basis.

Aside from my work and advocacy with the foundation, my faith is extremely important to me. I'm a devout Christian and worship at Victory Christian Center in Philadelphia under the tutelage of Apostle Jimmie A. Ellis III. I also enjoy traveling. One of my favorite vacation spots is Cocoa Beach in Orlando, Florida.

I'm originally from Abington, Pennsylvania and currently reside in Clifton Heights in Delaware County. I have three children ages 24, 25 and 28.

Going through the experience of breast cancer I have learned so many things. One of the most important revelations I received was learning just how strong I really am.

"While I was going through treatment, I observed other patients' financial burdens...most health insurance plans weren't adequate to cover the cost of treatment and medications, and I was inspired to find a way to help."

- Marguerite Wormley



Freedom from Breast Cancer: A Survivor's Walk



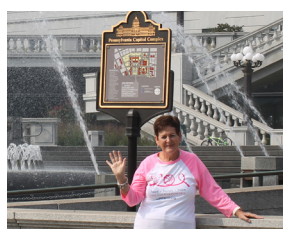
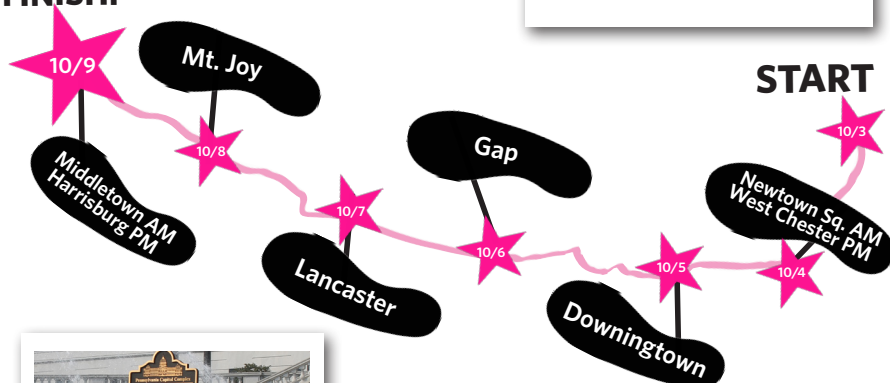
Helen Michener is a 3-year breast cancer survivor who turned her diagnosis into a dream of making a difference. Beginning **Monday, October 3**, Helen begins **Freedom from Breast Cancer: A Survivor's Walk** covering 104 miles from the *Liberty Bell* in Philadelphia to the *State Capitol Building* in Harrisburg, crossing the finish line at the PBCC's Pink Party. Helen is walking to educate women on the importance of early detection.

Support Helen! Visit pabreastcancer.org to donate or join Helen along the way!



Monday, Oct. 3 - Philly
Kick off at Liberty Bell @ 11am

FINISH!



Sunday, Oct. 9
Finish in Harrisburg

Cheer Helen on as she crosses the ceremonial finish line at the **PBCC's Pink Party** event **October 9 at 6pm** at the Hilton Harrisburg!

Go Helen!

think pink think ISAAC'S!
Help us find a cure.

Try one of these delicious sandwich creations on our country raisin bread September 8th - October 31st and we'll donate \$1 to PA Breast Cancer Coalition to help find a cure!



For more info go to isaacsdeli.com or find us on

#isaacsCares

#ThinkPinkThinkIsaacs



Drive Out Breast Cancer

During the entire month of **October**, these dealerships are making a donation from car sales to the PBCC to help in the **fight against breast cancer!**

- Brenner Pre-Owned, Harrisburg
- Freysinger Buick GMC, Mechanicsburg
- Freysinger Hyundai, Mechanicsburg
- Hoffman Ford, Harrisburg
- Infiniti, Mechanicsburg
- Lehman Motors Volvo, Mechanicsburg
- Lehman Volvo, York
- Maguires Ford, Duncannon
- Maguires Ford Lincoln, Palmyra
- Maguires Nissan, Lebanon



Finding a cure now...
so our daughters won't have to.

pbcc.me/DriveOutBreastCancer

Pony Up for Pink at the Pennsylvania National Horse Show Thursday, October 20 at the PA Farm Show Complex, Harrisburg

Attendees are encouraged to wear pink.

ALL breast cancer survivors get FREE admission!

General Admission - \$15, Students & Senior Citizens - \$10, Children 10 and under FREE.

Family 4-pack General Admission (all ages) - \$40

Parking is FREE. For more information visit www.panational.org.



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CHARITABLE FUND

Medical Article

3D Mammography and Whole Breast Ultrasound: A Clinical Trial Update

by **Wendie Berg, MD, PhD, FACR**, Professor of Radiology, University of Pittsburgh School of Medicine, Magee-Womens Hospital of UPMC



Wendie Berg, MD, PhD, FACR

Although mammograms reduce the chance of dying from breast cancer, all women do not share this benefit equally. This is because, on mammography, dense breast tissue can hide some breast cancers. Because of the dense tissue, some cancers will be detected when they are larger and have already spread.

Women with extremely dense breasts are, on average, as much as 4 times more likely to develop breast cancer than women with fatty breasts and up to 18 times more likely to have a cancer show up as a lump within 12 months of a negative mammogram. Because a negative screening mammogram in dense breasts cannot reliably rule out cancer, experts and advocates have promoted breast density notification laws. Pennsylvania enacted such a law, the Breast Density Notification Act of 2013, in the hopes that knowledge of having dense breasts will empower women to discuss what additional screening might be useful after their mammogram. While studies show that additional screening will find additional breast cancer, additional tests may also increase the chances of false-positive results (a finding which turns out not to be cancer).

Clinical trials of screening mammograms have shown that screening was effective in reducing breast cancer deaths only when it reduced the rate of advanced cancer (stage II or higher) and increased detection of small node-negative invasive cancer. An excess of stage II and III disease has been observed among women with dense breasts undergoing mammographic screening in the National Cancer Institute's Breast Cancer Surveillance Consortium, mostly because many of these tumors go undetected until they are larger. Ultrasound helps identify mostly early stage, node-negative invasive cancer in women with

dense breasts and negative mammograms.

With the help of funding from the NIH and the PA Breast Cancer Coalition, we at UPMC have launched a clinical trial comparing the effectiveness of two types of screening in dense breasts alone and in combination: whole breast ultrasound (WBUS) and digital breast tomosynthesis (3D mammography). Women ages 40 to 75 with heterogeneously dense or extremely dense breast tissue are eligible to participate. Women scheduled for their routine mammogram that includes a digital breast tomosynthesis who agree to participate in the study will receive 3D mammography as part of their clinical care and a WBUS each year for three rounds of screening. The 3D mammogram and WBUS will be interpreted independently by two experienced radiologists. If any suspicious finding is detected, women may be recalled for further examinations and standard/clinical procedures will be followed. Any additional testing or treatment will be part of usual care and billed to insurance.

We are looking for 6200 women aged 40-75 with dense breasts in the Pittsburgh and Erie metropolitan areas to participate. Women must have a 3D mammogram each year as part of their usual care. Screening ultrasound will be performed each year for three years as part of the study.

If you or a loved one are interested in taking part in our clinical trial and live in the Pittsburgh area, please contact Nicole Lettieri/Dr. Wendie Berg at UPMC: lettieren@mail.magee.edu (412-641-8278); Dr. Marcela Böhm-Vélez at Weinstein Imaging in Pittsburgh (412-441-1161); or, in the Erie/Hamot area, Ingrid Haugsdahl, at haugsdahlil2@upmc.edu (841-877-7034).

"We have some news to share from our early results: Among the first 800 women participating in the study, at least **three** women had invasive breast cancer detected early through WBUS that was not detected by the 3D mammogram."

- Dr. Wendie Berg

For more information, visit:
www.DenseBreast-info.org

Is My Mammogram Enough?
pbcc.me/DenseBreastScreening

Grassroots Partners

Every year, hundreds of people have fun while raising awareness about breast cancer and supporting the PBCC! We are able to continue to serve women and their families battling breast cancer across the state because of fundraisers like these! Thank you Grassroots Partners!



Ta-Ta Trot

Julie & Maverick
Rockey

\$17,521

Pink Zone

Erin Tench

\$12,500



Out Door Country Club

Lynn Newcomer
Jason Gebhart

\$2,810



One Lap of America

Jim Roberts

\$3,085



Caboobies

Emily Nobile
Katrina Russell

\$6,819



Beyond Pink at Lebanon Country Club

Terry Williams

\$10,620



Women's Harrisburg District Golf Association Golf Tournament

Linda Schneider

\$3,035



AdOne Advertising & Design

Greg Underkoffler

\$1,000



Support the PBCC in your community. Become a **Grassroots Partner**. To find out how, visit our website pbcc.me/youcanhelp or call Kristen at 717-769-2301. Send photos from your event to Kristen@PABreastCancer.org.

SEE MORE PHOTOS ON OUR WEBSITE
AND IN THE WINTER 2016 EDITION!

Stauffers of Kissel Hill

Jere Stauffer
Kimberly Snyder

\$7,596



Royer's Flowers & Gifts

Greg Royer

\$3,090



Toasting a Cure at the Vineyard

Helen Michener
Laraine Forry

\$14,185



Jeeps, Jams 4 Jugs

Collette
and Byron
Wagman

\$1,060



Brunnerville Hotel Poker Run

Baylee Bletz

\$9,581



Alexander R. Rich Jr. Charity Golf Outing

Geoffrey Rich

\$5,000



coming to
your
community
pbcc.me/events

September 25
A Touch of Taste Party
in the Courtyard
Lititz, PA

Save the Ta-Tas
Trail Ride
Boiling Springs, PA

October 1
Westmoreland Walks
Greensburg, PA
Bowl Down Breast Cancer
Harrisburg, PA

October 1-2
Fastpitch for a Purpose
York, PA

October 3
Freedom from Breast Cancer:
A Survivor's Walk
Philadelphia, PA

October 4
Pink Fountain at the Capitol
Harrisburg, PA

October 9
PBCC Pink Party
Harrisburg, PA

Pink 50 Poker Prance
Elkton, MD

October 10
PBCC Conference
Harrisburg, PA

October 15
Pink the Coop
Latrobe, PA
Hollywood Casino Pink Out Day
Grantville, PA

October 18
Jazzing Up the Capitol
Harrisburg, PA

October 20
Pony Up for Pink at the PA
National Horse Show
Harrisburg, PA

FM 97 Martini Night for a Cause
Wrightsville, PA

October 22
The Crush Charity Fashion Show
Braddock, PA

October 23
Bloomsburg University
Breast Cancer Walk
Bloomsburg, PA

November 12
Field of Screams
Zombie Fun Run
Mountville, PA

December 10
Pucks with Pros
Palmyra, PA

**BOWL DOWN
BREAST CANCER**

ONE PIN AT A TIME

Saturday, October 1

ABC North Lanes, 5303 Locust Lane, Harrisburg
12:30 - 3pm (doors open at 12pm)

\$25 Adults / Teens

\$15 Children ages 3-12

pbcc.me/bowldowncancer



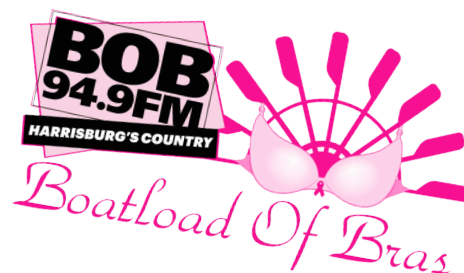
2397 Quentin Road, Suite B,
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Support the PBCC as
a Grassroots Partner.
Host a fundraising
event!

To learn more visit
pbcc.me/youcanhelp

Join **BOB 94.9's Nancy & Newman** and **Community Aid** on
Friday, October 28 from 7-9am for the 2016 **Boatload of
Bras** on the **Pride of the Susquehanna**, Harrisburg.

Have a gently used bra? Donate it today! For every bra
collected, **Community Aid** will make a donation to the PBCC.
For collection locations visit pbcc.me/Bras.



HUDDLE UP
for
HOPE



TEXT "HOPEPA"
To 89800 and Sutter Home
will donate \$5* to the
PA Breast Cancer Coalition

*Not to exceed \$10,000
Promotional time period from 10/03/2016 to 10/30/2016. Sutter Home Winery. 2 to 4 msgs per month. Message and data rates may
apply. To opt-out: text "STOP" to 89800. For help: text "HELP" to 89800. www.izggy.com/privacypolicy or www.sutterhome.com/privacy.

 PA
BREAST
CANCER
COALITION



PINK Party
PA Breast Cancer Coalition

Ready to Party? Kick off the PA Breast
Cancer Coalition Conference in style
Sunday, October 9 @ 6pm at our
Pink Party in the **Harrisburg Hilton**.

Don't forget to **WEAR PINK!**

pbcc.me/PinkParty