PBCC Achieves Legislative Victory for Uninsured Women 40 to 49

PROOF THAT ADVOCACY WORKS

The Pennsylvania legislature voted unanimously to provide free mammograms for uninsured and underinsured women 40 to 49. The Pennsylvania Breast Cancer Coalition worked with bill sponsor, Representative George Kenney, Chairman of the Health & Human Services Committee, on this legislation to coincide with the National Institutes of Health recommendations that annual mammograms begin at age 40.

The Pennsylvania Breast and Cervical Cancer Early Screening Act directs the PA Department of Health to provide annual breast and cervical cancer screenings for eligible women 40 to 49. This complements the current program available for women 50 to 64. The program would go into effect after July 1, 2006.

The PBCC thanks Representative Kenney, Speaker of the House John M. Perzel, Senator Jake Corman, and Senator David Brightbill for their leadership in moving the bill quickly.

“All of the friends of the PBCC who contacted their legislators and urged quick action on the bill made this legislative victory possible. Advocacy works!” said Pat Halpin-Murphy, PBCC President and Founder.

Conference Earns Rave Reviews

Great. Excellent. Wonderful. Spirited. Informative. Outstanding. These are some of the words used by many of the attendees of the Keystone Breast Cancer Conference on October 18-19 at the Harrisburg Hilton to describe their 2005 KBCC experience.

And those very same words could be used by the PBCC to describe our 2005 KBCC awardees and the work that they have done and continue to do to bring us closer to our goal of finding a cure now...so our daughters won't have to.”

Governor Edward G. Rendell and Carol Erickson of KYW CBS 3 in Philadelphia were honored as the PBCC’s 2005 Pink Ribbon Awardees. At the luncheon, Governor Rendell pledged to sign legislation to give uninsured and underinsured women 40 to 49 access to mammograms and include funding in his next budget...
The PBCC’s Insurance Guidebook
in the Authors’ Words

Breast Cancer: Covered or Not? A Guide on Insurance
was the compilation of conversations with hundreds of
women about their experiences with their insurance
companies when seeking breast cancer treatment, and the
insights of dozens of health care professionals who interact
with insurance companies on behalf of their patients. This
guide touches upon the most frequent insurance-related
questions, issues, and concerns that women encounter while
they are pursuing treatment.

We organized the guide to help women at all stages of
treatment with their questions. Part II deals with a broad
range of insurance issues; Part III concentrates on particular
“insurance paths” as they relate to your unique situation;
and Part IV prepares you for appealing denials and being
alert to potential billing mistakes. Part V provides a “Tool
Kit” which includes a glossary of insurance terms, a resource
list, and questions and sample correspondence for use with
both your insurance company and your employer about your
treatment and your rights.

This guide is a valuable resource for all whose lives have
been touched by breast cancer – not just the diagnosed.
Family and friends may use this book to help tackle
insurance issues while their loved one takes on the cancer
itself. See page 10 for more information on the guidebook.

Meet Your Board Members

What is the most rewarding thing about being on the PBCC Board?
The women I meet. There are some fabulous women survivors out there who deserve
the wonderful support they get from friends and family. I also appreciate the work of
the PBCC. Its advocacy work and government relations are superb, resulting in several
pieces of outstanding legislation helping all Pennsylvanians fight breast cancer.

What was your first job?
For the first five years of my career I was a newspaper reporter and editor. That was followed by 28 years
in public service working as a deputy press secretary for Governor Dick Thornburgh and later as chief of
staff to First Lady Ellen Casey, who adopted prevention and finding a cure for breast cancer as one of her
causes. In 1995, I was hired as the Director of Special Projects and Chief of Protocol for the late Speaker
of the House Matthew J. Ryan and started working for Speaker John M. Perzel in the same position when
he was elected Speaker in 2003. Speaker Perzel serves on the honorary board of the PBCC and he and
his wife, Sheryl, are huge supporters of the work of the coalition.

How would you sum up your philosophy of life?
Love a lot, laugh a lot, read a lot and give back. I think people should be kind to one another and try to
do good deeds. Integrity, thoughtfulness and fidelity are important to me.

Jeanne Schmedlen was selected as one of ten Distinguished Daughters of Pennsylvania and honored at the 58th
Annual Presentation Luncheon at the Governor’s Residence this past October. Distinguished Daughters are
selected from nominations by organizations within Pennsylvania for accomplishments of statewide or national
importance. Jeanne is one of only 420 women who have received this honor since 1949.
Some women diagnosed with early breast cancer remain at higher risk of recurrence because of unique characteristics of their cancer. One of these high-risk features is referred to as “gene amplification” (the production of multiple copies of a gene). When a gene such as the HER-2 gene is amplified, the amount of protein made by the gene is greatly increased; this is referred to as “over-expression.” About 25% of breast cancers amplify the HER-2 gene, which makes the cancer more aggressive and puts women diagnosed with it (“HER-2 positive breast cancer”) at increased risk for recurrence, even with standard chemotherapy and hormonal therapy treatments.

Researchers at Genentech developed a monoclonal antibody, a biologic therapy, called trastuzumab (Herceptin®) to block the effects of the HER-2 protein. When Herceptin is administered, it interferes with the functions that make a cancer more aggressive and harder to treat. In 1998 Herceptin was approved by the FDA for use in the treatment of metastatic, HER-2 positive breast cancer after studies showed that when it was combined with chemotherapy, results were better than with chemotherapy alone. Researchers were anxious to determine if adding Herceptin to standard adjuvant therapy would improve outcomes for women with early stage HER-2 positive breast cancer. In the spring of 2000, 2 large studies comparing Herceptin + standard chemotherapy to standard chemotherapy alone were begun in the U.S. Protocol B-31, conducted by the National Surgical Adjuvant Breast and Bowel Project (NSABP), Protocol N9831, coordinated by the North Central Cancer Treatment Group (NCCTG), the Herceptin Adjuvant Study (HERA), and Breast Cancer International Study Group (BCIRG) Protocol 006 all looked at various aspects of this question. Because the B-31 and N9831 studies were quite similar, after agreement among the various government agencies concerned with the trials, their results were analyzed together.

The results of the B-31/N9831 combined analysis and the HERA trial were striking. Both studies showed that the addition of Herceptin to chemotherapy following mastectomy or lumpectomy with radiation reduced the risk of death or cancer recurrence in women with HER-2 positive breast cancer by roughly 50%. In the B-31/N9831 study, 75.4% of women who underwent chemotherapy alone were alive and free of disease 3 years after diagnosis; in those who also received Herceptin, 87.1% were. The difference in disease-free survival in the HERA study 2 years after diagnosis was 8% higher (77.4% to 85.8%) among women who had received Herceptin in addition to the other therapies. The B-31/N9831 results also showed that the addition of Herceptin reduced the risk of death by 33%. The results from BCIRG 006 will be presented at the San Antonio Breast Cancer Symposium in December 2005, but preliminary results indicate that there was benefit from adding Herceptin to chemotherapy in this trial as well.

Herceptin administered with chemotherapy does carry some risk for serious cardiac toxicity. In the B-31, N9831, and BCIRG 006 studies, 2-4% of patients who received Herceptin with standard chemotherapy developed heart failure. The NSABP published detailed information on the cardiac toxicity in B-31 and reported that an additional 14% of patients did not complete the full planned year of Herceptin because of milder weakening of the heart muscle. (Fortunately, it appears that the heart muscle recovers much of this weakened function over time.) It is important that patients and physicians understand this potential risk; continuing follow-up of the women participating in these research studies will be important to better understand the long-term benefits and risk of Herceptin.

The implications of this research for women diagnosed with aggressive HER-2-positive tumors are substantial. In spite of the early nature of these results, the reduction in risk of recurrence seen with the addition of Herceptin to chemotherapy offers women with such aggressive cancers more effective treatment. Women with HER-2 positive breast cancer who are considered candidates for adjuvant chemotherapy should now also be considered candidates for adjuvant Herceptin.

Dr. Geyer thanks Barbara C. Good, PhD, Director of Scientific Publications for the NSABP, for assistance in the preparation of this article.
# Thanks to the following sponsors of the PBCC’s Keystone Breast Cancer Conference

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Leigh was diagnosed with breast cancer in April 2004 at the age of 33. Treatment was lumpectomy, chemotherapy and radiation. She will be on tamoxifen for 5 years. Leigh is Founder of Feel Your Boobies, an organization dedicated to raising awareness among young women about the importance of breast self-exams.

**HOW WAS YOUR BREAST CANCER DIAGNOSED?**
I felt the lump myself and pointed it out to doctors a year and a half before I was diagnosed. One doctor offered me a referral for an ultrasound, but was so passive about it that I didn’t take it seriously.

**WHAT KIND OF SUPPORT DID YOU HAVE?**
I moved around the country a lot after college and had recently moved back to Middletown. It was a blessing that I had come home and was around my parents, family and childhood friends.

I joined a support group and met a young girl who was 2 years out of diagnosis. Although her situation was different, meeting a survivor my age helped.

**HOW DID YOUR ORGANIZATION ORIGINATE?**
I wanted to remind my friends about breast self-exam without being overly serious. So I would say, “Don’t forget … feel your boobies!” About a year ago I participated in a breast cancer walk in New York with my girlfriends to celebrate the end of my treatment. I had “Feel Your Boobies” t-shirts made for us and ordered 100 in case people wanted them. It wasn’t planned; it was just easier to order a larger quantity. It was difficult to get through the walk with people stopping us. I sold 60 t-shirts in two hours.

The next day we stood outside The Today Show. We held hand-made “Feel Your Boobies” signs. It was funny because there were people with professionally made signs and we were getting all the attention from the cameras.

Katie Couric came out and took a “Feel Your Boobies” postcard. After the commercial break, she showed the postcard on national TV. I had set up a website to keep in touch with friends, and that day we had so many hits, it became impossible to get on the website.

I remember a message from an 18 year-old girl in Chicago. She said she had never thought about breast cancer before, but wanted to send the postcards to her friends. That’s what we want ... people her age becoming aware and spreading the word. The shirts attract attention but it’s important that women understand the message behind them. The shirt is the beginning; breast self-exam is the next step.

**WHAT DO YOU WANT OTHER WOMEN TO KNOW?**
Take ownership of your health. Be aware of how your body feels. And the chances of survival are high. Breast cancer is treatable when caught in the early stages.

**HOW HAS BREAST CANCER CHANGED YOU?**
I was always an over-achiever and a discontented soul because I wanted to do everything. Now I know I can slow down and be happy. I don’t second-guess myself.

For the first time, everything in my life is aligned and breast cancer made that happen. I am amazed at how many awesome, inspiring people have come into my life through this.

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**SPECIAL LIMITED TIME OFFER:**
Shop for t-shirts, postcards and much more from December 12, 2005 to January 11, 2006 at www.feelyourboobies.com and use the promotional code PABCC. Feel Your Boobies will donate 25% of your purchase to the PBCC!
Art for Life was on display at the Charleroi Art & History Center throughout October. Works created by breast cancer survivors and those impacted by breast cancer were featured in the exhibit. We extend our deep appreciation and gratitude to Susan Sparks for all her hard work!

Raising over $2100 for the PBCC, the Flying Colors Art Group held their annual art show at the Montgomery School in Chester Springs from October 21-23. It was a wonderful exhibit and had a well attended opening. Thanks to Lin Webber and Maureen Mesher for their support. Way to go!

The work of the Art Center in Mechanicsburg’s female members was featured in their Pink Ribbon Artists exhibit that took place from October 20 – November 5. $416 was raised for the PBCC from the art sales. Special thanks to Jeannine Swartz for all her efforts in organizing the exhibit!

On Sunday, October 23, the stars were shining as the Divas of Jazz took the stage at Christopher’s Casual Dining and Spirits for an evening filled with great music, food, spirits, and entertainment. The night featured both a live and silent auction as well as a raffle for a pair of diamond earrings, donated by Vincent & Co., and valued at $2500. In its third year, the Divas of Jazz event raised nearly $30,000!! Our deep appreciation and gratitude goes out to the Divas of Jazz committee for all their hard work and creativity in making this the most successful Divas yet!

The PBCC was proud to join with Feel Your Boobies founder Leigh Hurst to “Paint Harrisburg Pink” on October 21 at the Whitaker Center in Harrisburg. The gala event promoted the importance of breast self-exams and overall breast health. PBCC Honorary Chair Leslie Stiles was the keynote speaker. Special thanks to Leigh for her commitment to the success of the event!

These talented Divas lifted their voices for the PBCC!

Paul Scott, pictured with Divas Committee members Diane Dayton and Christopher Metzger.

MeeCee Baker and her daughter, Libby, painted Harrisburg pink in October.
Walkers and runners from around Westmoreland County turned out on October 1 to get Breast Cancer Awareness month off to a great start for the 4th Annual Westmoreland Walks: Taking Steps Against Breast Cancer 5k walk/run. Blessed with beautiful weather, the race began at the Aestique Medical Center and Spa following a special Celebration of Life Ceremony, and it concluded at Twin Lakes Park. Breast cancer survivors wore pink shirts while all other walkers wore white shirts. The event raised over $20,000!! Our heartfelt gratitude and appreciation goes out to the three co-founders of Westmoreland Walks – Kathy Brown, Bonnie Harr, our Southwest Vice President, and Cheryl McMullen for all of their hard work and dedication to this event.

On October 14, the life and spirit of Joyce Morelock Hoffman was honored at the 2nd Annual Pink Ribbon Challenge at the Bridges Golf Club in Abbottstown. These ladies only tournament raised $10,000 to be donated to the PBCC in Joyce’s memory. Our gratitude goes out to Cindy Staub, Jane Rice, and Jeff Van Etten for their work on this event.

Friends in McMurray, PA contributed $550 to the PBCC through their 6th Annual Gilkey Golf Outing. Special thanks to Dana Ryerson for organizing the event!

The Pink Ribbon Challenge winners pose with their trophy.

Longaberger baskets were made at the “Together We Have Hope” luncheon.

Sarah Haas (left) led the Rock for a Reason effort in Kutztown which raised $1271 for the PBCC!

The “Together We Have Hope” Longaberger Luncheon held on October 2 at the Blair Mill Inn in Horsham raised over $1900! Much appreciation goes to Agnes White for including us in this wonderful event!

GIANT Food Stores Corporate Office dressed casually and brought in $1905 through their Dress Down Week in early October. Thank you Kathy Morelock, Dawn Jardine, and Denny Hopkins for making this possible!

P&OM Garage organized a Poker Run & Bikini Bike Wash that was held in the heat and humidity of August 12. Despite the heat, 207 bikers participated and $4038 was raised. Thanks P&OM and Amy Hauf for donating the proceeds to us!

The Click Wine Group donated $2,500 to the PBCC from the sales of one of their most popular wines! Thanks to Jim Arizini and PLCB Chairman Jonathan Newman for giving so generously!

HealthAmerica donated $1 to the PBCC for every employee survey that was completed and returned. As a result of this incentive, $369 was raised for the PBCC and the survey had an excellent response rate. Special thanks to Keith Eckert and Kristen Lane for the great idea and generous donation!

Make hope grow. Plant the seed in your community and watch it grow statewide – become a Grassroots Partner. To find out how, call Amy Collins at 717-738-9567 x106 or email amy@pabreastcancer.org.
Pink Fountains Across PA Mark Breast Cancer Awareness Month

The PA Commission for Women turned fountains in Harrisburg, Pittsburgh, and Philadelphia bright, pink throughout October to serve as vibrant reminders of Breast Cancer Awareness month. The PBCC joined Leslie Stiles, our Honorary Chair and the Executive Director of the PA Commission for Women, in ceremonies in Harrisburg and Pittsburgh.

PBCC Traveling Photo Exhibit Heads West to Crawford and Washington Counties, Ends Fall Tour in Lancaster County

The “67 Women – 67 Counties: Facing Breast Cancer in Pennsylvania” traveling photo exhibit, funded by the PA Department of Health, made a westward swing this fall, visiting the University of Pittsburgh at Titusville (Crawford County) in September and the Charleroi History Center (Washington County) in early October.

The Titusville opening reception included music by Nathaniel Licht, remarks from Anthony Nasralla, President of Titusville Hospital; Lisa Snyder from the PA Department of Health; Dr. Kathleen Etzel, a radiologist at Titusville Hospital; Bonnie Graham, a breast cancer survivor; and Heather Hibshman, PBCC Executive Director.

In Charleroi, the opening reception’s program featured remarks from Heather Hibshman; Susan Sparks, Charleroi Art & History Center; Bracken Burns, Washington County Commissioner; Suzanne Skyrpak, a nurse at Tara Hospital at Brownsville; and Joyce Felton, the Allegheny County exhibit participant and breast cancer survivor.

The exhibit ended its fall tour in Lititz (Lancaster County) at the Heart of Lancaster Regional Medical Center in late October. The opening reception featured PBCC President and Founder Pat Halpin-Murphy; State Representative Roy Baldwin; Lee Christenson, CEO of HLRMC; Alice Sanders, PBCC Board South Central Vice President and Lancaster Exhibit Participant; and Susan Davis, a nurse at HLRMC. Christenson said, “It is so important for us to educate our community about the impact of breast cancer and to also celebrate the lives of those who have been affected.”

Look for the exhibit to visit Reading, Wilkes-Barre, and the Lehigh Valley sometime this spring!
The Holidays Season is in full swing – the malls are packed and parking spaces are scarce. The PBCC Marketplace may have just what you need for a unique gift for your loved ones while supporting our outreach and advocacy programs – all without leaving your home! Visit our Marketplace on the web at www.pabreastcancer.org/marketplace.html to browse our items and make a secure purchase using your credit card. Our featured items this month include:

### Denim Shirt with Embroidered PBCC Logo

This is a 100% cotton, denim button-down shirt with a pink ribbon and “Pennsylvania Breast Cancer Coalition” embroidered over the pocket. Comes in women’s sizes S, M, L, and XL, and men’s sizes S, M, L, XL, and XXL. Perfect for Casual Day!

**$45.00 SALE! $35.00***

*As an added bonus, with each women’s denim shirt purchased, you’ll get a free wine glass! And with each men’s denim shirt purchased, you’ll get a free wine glass AND a pink ribbon pin!*

### Polo Shirt with Embroidered PBCC Logo

This is a 100% cotton polo shirt with three-button placket and the PBCC logo embroidered on the chest. Pale pink polo comes in women’s sizes S, M, L, and XL. White men’s polo comes in men’s sizes S, M, L, XL, and XXL. Show your support!

**$25.00**

(Men’s polos run large. Please order one size smaller than usual.)

### PBCC Etched Wine Glass

This 8 oz. wine glass is etched with our logo. Makes a beautiful gift by itself or fill with candy to add charm! Comes in a navy gift box.

**$15.00 SALE!**

**$7.50** plus tax.

### Give a little bit…

Here are some ways you can support the PBCC:

- Make a donation – and check with your employer to determine whether they offer a matching gift program to double the impact of your contribution!
- Buy a license plate for yourself or for a loved one!
- Donate your time and volunteer!
- Honor your loved one with a tribute or memorial gift to the PBCC.

This issue of Frontline™ is the PBCC’s gift to all of you. To help us spread the word about the work that we do, please consider making a donation to fund our newsletter. Your contribution will help us make this publication available to nearly 40,000 homes and business across Pennsylvania and beyond. If your company or organization is interested in funding a specific issue, call Amy at 1-800-377-8828 x106 for more details.
Just Released!

Pennsylvania Breast Cancer Coalition’s Insurance Guidebook

Breast Cancer: Covered or Not?
A guide on insurance

Have you been diagnosed with breast cancer?
Do you have questions about health insurance or employment issues?

Breast Cancer: Covered or Not? A guide on insurance, can help. This PBCC guide:
- Explains what your insurance company is required to cover.
- Shows you how to appeal insurance denials.
- Clearly defines your employment protection under the law.
- Helps you understand what’s covered and what’s not—so that you can concentrate on healing.

For more information or to order a copy please contact the Pennsylvania Breast Cancer Coalition.
A cost of $14.95 (+ tax) per book for for-profit entities
and $5.00 (+ tax) per book for non-profits and individuals will apply.

Order your copy today! Call 1-800-377-8828 x 307
or email info@pabreastcancer.org.
Donate all or part of your state income tax refund to breast cancer research by checking line 35 on the Pennsylvania tax form PA-40. So far, over $1.7 million has been raised for breast cancer research in this state. For more information on the PBCC and our Income Tax Check-Off Initiative call 800/377-8828 x101 or visit our website at www.pabreastcancer.org.

This is a sample of a payroll stuffer that can be used by employers to raise awareness of the Income Tax Check-Off Initiative. Email jen@pabreastcancer.org to get some for your company.

Conference Earns Rave Reviews . . . continued from page 1

proposal. Carol Erickson received the Pink Ribbon Award for publicly documenting her personal battle with breast cancer in an Emmy winning documentary that allowed viewers to share in her experiences with the disease.

We recognized the tremendous contributions that Dr. Marc E. Lippman of the Department of Internal Medicine at the University of Michigan Health System has made to breast cancer research by naming him our 2005 Potamkin Awardee, and we celebrated the vibrant spirit, compassion, and service of our Shining Light Awardee Sharon Brosious, CEO and Educator of the Cumberland Valley Breast Care Alliance.

Our Legacy of Love reception Tuesday evening served as a tribute to our Grassroots Partners and their extraordinary efforts on behalf of our organization.

We are already getting to work on next year’s KBCC conference, which will be held October 10-11, 2006 at the Harrisburg Hilton – so mark your calendars now!
PBCC License Plates Hit the Roads in PA

The PBCC kicked off Breast Cancer Awareness Month in Harrisburg at the State Capitol promoting the availability of the new pink ribbon license plate! Betty Serian, Deputy Director of Safety Administration for PennDOT and PBCC Honorary Chair Leslie Stiles joined PBCC President & Founder Pat Halpin-Murphy in speaking at the event.

License plate applications are available online at www.pabreastcancer.org/license.html or by calling 1-800-377-8828 x104. Order your plate today!

The cake was donated by GIANT Food Stores. Thank you, GIANT!

Pat Halpin-Murphy and Leslie Stiles are joined by Representative Fred McIlhattan in front of the pink fountain at the Capitol building.

To date, nearly 800 Pink Ribbon license plates have been ordered!