

Contact: Beth Hammond
Newman Regional Health
1201 W. 12th Avenue
Emporia, KS 66801
Phone 620 343-6800, ext. 2524
Fax 620 342-7860



Date November 1, 2011:

Press Release

“Powered by Pink Campaign” – Breast Care Center Named

Newman Regional Health is proud to announce the name of the comprehensive breast care center to be opened in February, 2012. The breast care center will be named the W.S. and E.C. Jones Breast Care Center, honoring the graciousness and generosity of



the Walter S. and Evan C. Jones Testamentary Trust Bank of America Trustee. The new name was unveiled Tuesday evening, November 1st, at the reception held at Newman Regional Health to launch the Powered by Pink Campaign.

“We are extremely honored to have the support of the W.S. and E.C. Jones Testamentary Trust Bank of America Trustee as we launch this very important campaign to bring comprehensive breast care services to our patients. This gift represents the value of maintaining the highest level of healthcare services at Newman Regional Health. The W.S. and E.C. Jones Breast Care Center will be committed to early detection, diagnosis and treatment of breast cancer. We are truly grateful to the W.S. and E.C. Jones Testamentary Trust Bank of America Trustee for their

generosity,” says Jodi Heermann, Executive Director of the Newman Regional Health Foundation.

Why has Newman Regional Health launched this campaign?

Breast cancer is the second leading cause of death from cancer for women in the areas served by Newman Regional Health. In the United States, a woman is diagnosed with breast cancer every three minutes. Eighty percent of these women do not have any of the reported risk factors, other than being female and aging. In Kansas, the female incidence of breast cancer and the female incidence of death caused by breast cancer are higher than the surrounding states. The key to surviving breast cancer is early diagnosis through regular screening mammograms, breast self-exams and yearly exams by your personal physician.

In 2010, people aged 65 and older represented 13.8% of the population of Lyon County. Of those 65 and older, 57.5% were female. Surrounding counties have an even higher population over the age of 65. In Lyon County, cancer is the leading cause of death for those aged 45-84. In women, breast cancer is the second leading cause of mortality due to cancer in Lyon County.

In an effort to comprehensively address our community’s needs, Newman Regional Health will open a comprehensive Breast Care Center in February, 2012 dedicated to reducing the personal tragedies associated with this disease.

The purchase of this equipment for the Breast Care Center will enable women to receive timely diagnosis of breast cancer, with the hope of decreasing mortality from breast cancer for women in Lyon County and the area served by Newman Regional Health.

Honorary Co-Chairs are Wajeeha Razaq, MD and Tim Harris, DO. Dr. Razaq is a Medical Oncologist with Central Care Cancer Center, specializing in breast cancer. Dr. Harris is a surgeon with Newman Medical Partners, and has long advocated for a center specializing in breast care. Both have been working very closely in the development and planning of the Breast Care Center.

What is the goal for this campaign?

The goal of this campaign is to raise \$600,000 for the Breast Care Center: \$462,000 for digital mammography and stereotactic breast biopsy equipment and \$137,000 for renovation of the existing space.

The benefits of a comprehensive Breast Care Center

Services: The Breast Care Center at Newman Regional Health will enable patients to obtain preventative screening and diagnostic procedures locally in a comfortable environment from a multi-disciplinary team of caring professionals. The team includes board certified oncologists, radiologists and surgeons supporting your personal physician, a mammography technologist and support personnel, as well as a patient navigator trained to support patients and their family members through the entire treatment process.

Advances in Technology: Technological advancements result in less-invasive therapies and improve diagnostics. Newman Regional Health is committed to bringing patients the most advanced treatments and technology available.

Quality Healthcare in Emporia: Providing comprehensive services that meet the needs of the community is of the utmost importance. As a result of this campaign, patients will receive comprehensive breast care services in Emporia without the expense and time associated with traveling out of town. Exams and procedures can be scheduled in a timely manner, reducing the time from testing to diagnosis to treatment, thereby reducing the stress on the patients and their family.

What is our vision for the future?

Newman Regional Health is committed to providing comprehensive healthcare services to the citizens of Lyon County and the surrounding area.

What is the mission of Newman Regional Health?

Newman Regional Health strives to provide high quality healthcare services and education in a compassionate and ethical manner.

How can people participate?

If you are interested in receiving more information or would like to make a pledge, contact Jodi Heermann, executive director, at the Newman Regional Health Foundation at 620-341-7781 or jheermann@newmanrh.org. Pledge forms can also be downloaded off the website at www.newmanrh.org.

Campaign Recognition

A Campaign Recognition Board will be located near the entrance of the Breast Care Center.

For campaign recognition purposes, gifts and pledges to the “Powered by Pink Campaign” must be received by December 31, 2011. Donor wishes to remain anonymous will be observed.