

Charleston BREAST CENTER CBC Cares Keeping you abreast

Raise a Racquet for the CBC
(See page 3 for more photos)



Charleston Breast Center 1930 Charlie Hall Blvd. Charleston, SC 29414 843.556.0116



The National Breast Cancer Foundation estimates that each year, over 200,000 women will be diagnosed with breast cancer and over 40,000 will die. One woman in eight either has or will develop breast cancer in her lifetime.

If detected early, the five-year survival rate for breast cancer exceeds 96%. Mammograms are among the best early detection methods, yet 13 million U.S. women 40 years of age or older have never had a mammogram.

The Charleston Breast Center (CBC) is working hard to ensure that all women have access to life-saving mammograms. We not only provide breast health services for women who are insured or can self-pay, but we also work to provide grant funding

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The Gift of Life... Mammograms Save Lives!

for women who are uninsured or underinsured and cannot afford to pay for their mammogram.

Our goal is to provide all Lowcountry women with the highest quality state-of-the-art breast cancer detection and treatment plans. Did you know that the Charleston Breast Center's radiologists are finding breast cancers at twice the national average? Did you also know that we are the first and only breast health Center in coastal South Carolina designated as a "Breast Imaging Center of Excellence" by the American College of Radiology?

We are here to provide all women...insured, uninsured or underinsured, with a community-based breast health center with a focus on providing outreach, education and compassionate, comprehensive care. We are dedicated exclusively to breast health and saving lives.

Women should ask their doctor about getting their baseline mammogram between the ages of 35 and 40 and all women should have an annual mammogram after the age of 40.



CBC is an American College of Radiology (ACR) Designated "Breast Imaging Center of Excellence." First and only in coastal South Carolina

The CBC Now Offers Breast Magnetic Resonance Imaging (MRI)

We are proud to announce that the Charleston Breast Center is now offering Breast MRI at our facility. This service to the patient is one of the most cutting edge technologies available. Our MRI also includes a specially designed table to maximize your comfort while providing quality imaging and minimizing claustrophobia. The breast-optimized MRI equipment contains a special breast coil and is therefore breast imaging specific. MRI of the breast is not a replacement for mammography or ultrasound imaging, but rather is a supplemental tool for detecting and staging breast cancer and other breast abnormalities.

Our goal is to provide the highest quality breast health care for all women. Women who are at increased risk for breast cancer may require additional screening tests. A recent American Cancer Society (ACS) guideline states that certain women with an especially high risk of developing breast cancer should get MRI scans along with their yearly mammogram. Ask your doctor if this is the right test for you.

While we continue to offer our other services--digital mammography, bone density scans, breast ultrasounds and stereotactic and ultrasound-guided biopsy, we want to make sure that you know of our new service.

Please call our office at (843) 556-0116 to schedule an appointment for your annual digital mammogram.



Growth and Opportunity for the CBC

By Jill Badger, FACHE, CEO

Dear Friends,

As I write this article, my thoughts are with the many families in our community who have gone through a difficult and challenging year in 2008. It was a year of great change.

As we look forward into 2009, the Charleston Breast Center is also going through changes. As many of you know, we have experienced tremendous growth since we opened the doors in 2006. This growth, accordingly, has also brought some opportunities. We continue to see more new patients coming through our doors—some for the first time and others who have been here since we first opened. I am thrilled at the number of people who spread the word about us to their friends and family. I thank all of you who have helped us with your recommendations. This means so much to us! Our commitment is that we will continue to strive to offer excellent care and individualized customer service.

For those of us who work here, we are extremely proud of the services offered to Lowcountry women. The physicians have dedicated themselves exclusively to exceptional breast care for all women. They find breast cancers at more than two times the standard for radiology practices; we are the only facility in coastal South Carolina to be accredited by the American College of Radiology for this care. Because of our dedication to women's

breast health, we have found it necessary to incorporate a MRI radiology service in our Center. We are excited about this new opportunity that we can provide to women in our community. To this end, we soon will be able to evaluate high risk women utilizing this service as well as those who have been diagnosed with cancer.

While these are exciting changes, we still have some challenges. We continue to reach out to underserved women who may not know about self breast exams or the importance of annual mammograms. There is also a need to educate women that they need to value their health as much as their family members. When we were younger, most of us thought we were invincible—we don't need to worry about breast health—breast cancer happens to older people. As most of you know, this is not the case. We still don't know what causes breast cancer and most people who get it don't have a family history of it. This disease affects the young and the old. All women need to take the time to be good to themselves by getting checked.

We offer care to all women who need our services—those who have insurance, those who can pay and those that do not have the means to pay. Grants and donations have helped fund those who cannot pay. In this tight economy, our challenge remains to get funding for these women. Our prayer is that we will be continually blessed by your generosity in helping us provide for this needed service.

Thank you for your past generosity and your continuing support through our changes.

May you have a blessed and healthy new year!



Giving Thanks For Your Support!

Dine and Drink in the Pink Gets Businesses Involved

We would like to extend a very heartfelt thank you to all of our individual friends and supporters who gave of their time, talents and resources to host wonderful events in their homes and in area businesses.

This year, the CBC worked with area restaurants and businesses to get their involvement as well. We would like to thank the following Restaurants and Businesses who supported our event in 2008.

Participating Restaurants & Businesses

- Camp for the Cause/The Point Group
- Charleston Jr. Women's Club/Bowen's Island Oyster Roast
- Coldwell Banker
- 82 Queen
- Fleet Landing
- LA Nails
- Mad River Bar & Grille
- Oasis Nail Spa
- Old Firehouse Restaurant
- Pane e Vino
- Pearlz - downtown & W. Ashley
- Red's Icehouse "Bra Crawl"
- TBonz - downtown & W. Ashley
- Yo Burrito - downtown & Mt. Pleasant

A very special thank you to Clear Channel Communications and Y102.5 for their tremendous support during September and October to promote this event.

Donate securely online: www.charlestonbreastcenter.com

COMMUNITY SUPPORT



2008 "Raise A Racquet" A Rousing Success!!

Many thanks to the Daniel Island Club and staff including Nancy Heinz, Ben Cook, Ann Harrah, Cori Smith as well as the Family Circle Tennis Center for hosting our first ever "Raise A Racquet for the CBC" tennis fundraiser. The weekend event raised over \$35,000.00 for the programs and services at the Charleston Breast Center. Our silent auction alone raised over \$10,000.00.



Corporate Sponsors

"GAME, SET, MATCH" (\$5,000 & above)
Coastal Pathology Laboratories

"ACE" (\$2,500 and above)
Cancer Specialists of Charleston
The Center for Natural Breast Reconstruction
Lowcountry Hematology & Oncology

"BREAK POINT" (\$1,000 and above)
Mary Lou & John Barter
Beachside Vacations
Piggly Wiggly Carolina

"AT-NET" (\$500 and above)
Charleston Hematology Oncology Associates
Clawson & Staubes
CSS Enterprises
Saturn of Charleston
Scout Boats
SunTrust Bank

"ADD IN" (\$250 and above)
Lyles & Lyles, LLC
Angela & Carl McGartlin
Louise & David Pool

Our deepest gratitude to our volunteer committees who worked so hard to make this first year a great success. MARK YOUR CALENDARS FOR SEPTEMBER 2009!!!



Oyster Roast – Join Us on March 27, 2009



Rally, Roast and Ride Will Take Place on March 27, 2009

Friday, March 27th from 7p.m. to 10p.m. at Goldbug Island – Oyster Roast and live band. All of the proceeds will benefit the Charleston Breast Center.

This Spring, show your support for breast cancer patients by coming out to an oyster roast hosted by rehava – Real Estate Store and benefiting the Charleston Breast Center. The oyster roast is designed for those who want to make a personal difference in the fight against breast cancer and raise funds to help save lives of women in the Lowcountry. The event takes place on Friday, March 27, from 7:00-10:00 p.m. at Gold Bug Island located near the Ben Sawyer Bridge in Mount Pleasant.

The event is open to the public and tickets are \$25 in advance and \$30 at the door. You can purchase tickets by visiting www.rehava.com/tickets or by calling 843-747-4762. Ticket purchase gets you Carolina oysters, beverages, live music by the Bushels and access to a silent auction.

Donate securely online: www.charlestonbreastcenter.com



MAKE A DIFFERENCE

The Point Group Hosts "Camp for the Cause" to benefit the CBC



This very special group of women camp out together, share information about breast cancer awareness as well as come together for food, fun and festivities – all in the name of the fight against breast cancer.



During October – Breast Cancer Awareness month – The Point Group came together, shared stories and fellowship and raised \$9,500.00 to

support the programs and services of the Charleston Breast Center. They wanted to put their efforts toward keeping their funds local to help Lowcountry women. They decided the Charleston Breast Center was the perfect community-based, nonprofit to partner with for this very important event.



In November they held their meeting and invited Dr. Laura Amodei, the director of MRI for the Charleston Breast Center to speak. They presented their check for \$9,500.00 which represented their hard work and efforts to continue this fight against breast cancer.

Pink Roast - Shucking For Prevention – Bowen's Island Oyster Roast 2008 *Charleston Jr. Women's Club Supports Breast Cancer Awareness*

The Charleston Junior Women's Club held an oyster roast on Bowen's Island in October to raise awareness about breast cancer and benefit the Charleston Breast Center.



The event was a great success and raised over \$1,200.00. The event is planned again for October 25th of this year. Please visit www.cjwc.org or email info@cjwc.org for more information on this year's exciting and fun oyster roast.

Gifts in Memory

Debby Altschull
Debbie Andrews
Katherine Austin
Ethel Bauer
Lori Brown
Sally Butler
Joanne Civiletti
Kathy Cope Condon
Chris Daley
Donna Davis
Flora McLeod Edwards

Linda Lea Finney
Clara Ann Gilstrap
Linda Hildebrand
Julie Hogan
John Houston
Mary Seymour Kittre, II
Sharon Koenig
Jill Lazarus
Pat Leach
Sherry and Harold Linker
Darlene Lycke

Agnes Maurer
Michael McKenzie
Sandy McPherson
Harriet Morris
Perry Norsworthy
Ann G. Pait
Earlene Parmer
Ann Pate
Lynn Quinn
Holly Richardson
Betsy Shufelt

Billie Steinkuhler
Carolyn Anglin Tolleson
Kay Wells
Barbara B. Whidden
Ann White
Sophie Wiercisiewski
Helen Williams
Jerry Zucker

The perfect gift for someone you love - A Donation "IN HONOR" or "IN MEMORY" of a Loved One, Mother, Sister, Daughter, Aunt



OUTREACH AND EDUCATION



Community Outreach Day

Stephanie Stevens, Director of Outreach and Education

The women who come to the Charleston Breast Center for Community Outreach Day come from all different types of backgrounds. Some are in transit, between jobs, without insurance, or with insurance programs that do not cover mammograms and some are taking care of their children and grandchildren in addition to their other hardships.

Stephanie Stevens, the director of outreach and education, actively goes out into the Charleston community and presents health education for community churches, participates in health fairs and qualifies women for CBC grant funded mammograms. Stephanie says, "When the women come into the Center, my goal is to help them feel at ease and as comfortable as possible. In addition to helping women in our community who are underserved overcome economic barriers, I am also hoping to empower these women with the knowledge of the importance of early detection and screening for breast cancer."

When the women come to the Center, Stephanie greets all of

them individually. If needed, she assists them with transportation to our facility and she provides them with refreshments. She then provides an overview of what it is like to get a mammogram and what might happen if any follow up tests are needed such as ultrasound or biopsy. Breakfast and snacks are provided, sometimes lunch.

Some of the women are very nervous and scared. For most of them, it's the first time they've had a mammogram. Some are fearful because they've waited so long to get their first mammogram or follow up mammograms, they are afraid they might be told they have cancer. Some are afraid because they've heard from their friends and neighbors that the mammogram is painful.

Stephanie spends time with the ladies teaching them how to perform a breast self exam, showing them different size breast models and what a lump feels like in the models. She explains to them some typical signs and changes that might signal a problem and also explains and dispels some myths. She takes time to answer any and all of their questions.

A doctor is onsite that morning to perform the clinical breast exams for the women. The ladies get their mammogram and while the others wait they spend time with

Stephanie asking questions and chatting until time for their exam.

If there are any abnormalities, they will receive further testing such as an ultrasound or biopsy if necessary. Stephanie spends time explaining each procedure and what they can expect next. Dr. Baron tries to make sure we do all testing on that day because the women might not be able to make it back to the Center quickly enough because some of them - many of them - have transportation or child care issues.

If the women need further testing such as an ultrasound or biopsy, we try to eliminate as much fear as possible by spending time going over the procedure and explaining what will happen next as well as showing them pictures of the procedures and answering questions.

Each women that comes to the Center on Outreach Day receives a gift bag filled with breast health information and donated personal items. With rising prices, loss of jobs and lack of insurance, these bare necessities such as personal care items are greatly appreciated by these women.



To the kind staff of Charleston Breast Center,
Please accept my genuine thanks for the kind treatment and care that I recently received at Charleston Breast Center.

I imagine many of your patients are under stress at any given time - but, you treated me as if I were your only one!
My thanks go out to each and every one of you - especially...Dianne, Robin, Grace, Stephanie, Carol & Trish for treating me with so much grace.
May God continue to bless you -

Grateful Patients

Dear Dr. Baron,

Thank you for reinforcing the fine reputation your practice has earned.

Your understanding, competence, kindness, and infinite patience, reassured me that I was in good hands, whatever the outcome. A dismal situation 30 years ago could now be hopeful and so encouraging! Your dedication is such a credit to your profession.

Thank you-

Donate securely online: www.charlestonbreastcenter.com



Upcoming Events!

- February 21, 2009
"Charleston Benches Cancer" – the College of Charleston Women's Basketball game at the NEW Carolina First Arena – Wear Your Pink T-shirt and support the Cause! Visit www.charlestonbreastcenter.com to find out how to get your pink t-shirt for \$10.
- March 27, 2009
Oyster Roast – Goldbug Island Rally, Roast & Ride – 7p.m. – 10p.m. Carolina oysters, beverages and live music by the Bushels
Visit www.rehava.com/tickets to get your tickets.

Tonya Pilkenton, Editor

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Charleston, SC 29414

COMMUNITY SUPPORT



College of Charleston Women's Basketball Benefits the Charleston Breast Center "Charleston Benches Cancer"

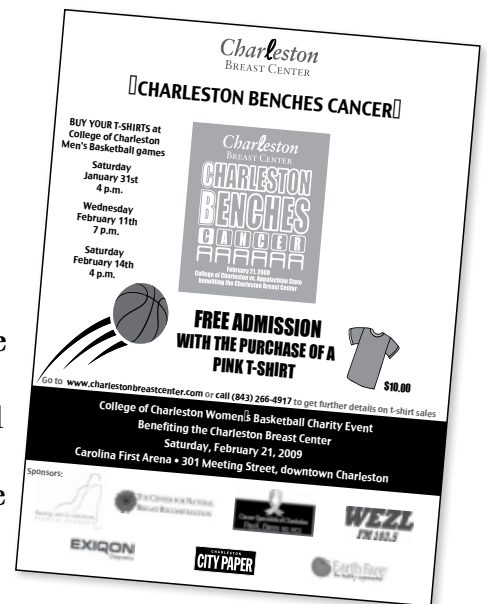
Saturday, February 21, 2009
Gametime: 2p.m.

College of Charleston vs. Appalachian State

The College of Charleston women's basketball team will take on Appalachian State in a Southern Conference rivalry game. The game will take place at the brand new Carolina First Arena, downtown on Meeting Street.

WEAR YOUR PINK AND SUPPORT THE FIGHT!

Get Your Pink T-Shirt at the Game on February 21st and Get in FREE!



The mission of the Charleston Breast Center is to bridge state-of-the-art breast cancer detection and treatment with education and compassionate, comprehensive care. The Charleston Breast Center is a non-profit, community-based breast health center and contributions are tax-deductible as allowable by law.