

Committed to providing high-quality breast health education, breast cancer screening, and navigation services to all women in the Washington, DC metropolitan area, regardless of their ability to pay.

DECEMBER flyer 2010



2010 a Big Success for CBCC

Capital Breast Care Center had great success moving our mission forward in 2010. Over this past year we



screened more than **1,600** women for breast cancer.

engaged **183** homeless women in breast health education sessions, of which **48 percent** scheduled a mammogram.

assisted more than **100** women with transportation to CBCC appointments.

diagnosed **16** women with cancer. This figure is well above the national average.

Volunteers are a key component of CBCC's success. We thank our volunteers who participated in monthly outreach sessions at Giant Foods in Southeast DC and in other health education and outreach projects throughout the city, helping us reach over 4,000 people with breast cancer awareness messages.

The **Young Professionals Advisory Council (YPAC)**, launched in May 2010, has had a wonderful impact in connecting young professionals to the work and mission of CBCC. In October, the YPAC launched a Rush Week during breast cancer awareness month to increase awareness of the Center. *Read more about the YPAC on page 7.*



YPAC volunteers

CBCC's Advisory Council welcomed two new members:

Denise Harris, a diplomat with the British Embassy, and **Toni Gordon**, a breast cancer survivor. Ms. Harris will assist the council with corporate engagement, and Ms. Gordon was instrumental in making the Center's fourth annual **Gift of Life Breakfast** a success with her poignant experience and call to action. *Read more about the Breakfast on page 5.*



Denise Harris (above) and Toni Gordon (below).

Photos by Leslie Kossoff.

CBCC Announces New Clinical Partnership with Regina Hampton, MD, FACS



Photo by Leslie Kossoff

In July, Capital Breast Care Center entered into a clinical partnership with **Dr. Regina Hampton** of Signature Breast Care. Dr. Hampton is a Board Certified General Surgeon with a special interest and expertise in benign and malignant breast disease. She is becoming widely recognized in the DC metro area as the "breast expert," and she speaks regionally and nationally on the management of breast disease. Dr. Hampton has been one of the few specialists in the area who would provide care for CBCC patients.

In addition to her duties with CBCC, Dr. Hampton serves as the president of the Prince George's County Medical Society, as vice chairman of the Department of Surgery at Doctor's Community Hospital, and as co-chair and co-founder of the Breast Tumor Board at Doctor's Community Hospital. *Read an interview with Dr. Hampton starting on page 4.*



"We are incredibly fortunate to have Dr. Hampton as our clinical partner. She is a well-respected breast surgeon who understands the unique needs and concerns of our patient population and delivers excellent care."—Beth Beck, CBCC executive director

British Embassy Reception

On October 4, 2010, Ambassador Nigel Sheinwald, Lady Sheinwald, and Michelle Cross Fenty graciously hosted a **reception at the ambassador's residence to applaud CBCC** for providing comprehensive breast care to underserved women. Other notable attendees included Sir V. Craig Jordan, OBE, PhD, DSc, Scientific Director of Lombardi Comprehensive Cancer Center; former DC Councilmember Carol Schwartz; Emmy-award-winning journalist Angie Goff (WUSA-9); and White House correspondent Suzanne Malveaux (CNN). Ambassador Sheinwald spoke about the commonalities between the two countries in battling breast cancer. Mayor Adrian Fenty presented an honorary Mayoral Proclamation to the Center, recognizing the importance of its work to the District of Columbia. CBCC is grateful to the ambassador for promoting breast education and breast cancer screening. 🌸



Photo by Leslie Kossoff

Gift of Life Breakfast

On October 7, 2010, Capital Breast Care Center held its fourth annual signature fundraiser, the **Gift of Life Breakfast**. The benefit raised over \$125,000. CBCC thanks the generous donors and partners who made this event the most successful to date. We are grateful to the following corporations for their support:



- **Presenting Sponsors:**
CareFirst
BlueCross
BlueShield
- **Butterfly Sponsor:** Pepco Holdings
- **Friend of CBCC:** Comcast, Hologic, and Verizon
- **Table Sponsors:** Signature Breast Care; APCO Worldwide; Clark ConstructionI Chartered Health Plan; and Sonnenschein Nath & Rosenthal, LLP



Clockwise from left: Emcee Angie Goff (WUSA); CBCC Advisory Council President Michelle Cross Fenty; Representative Eleanor Holmes Norton; and (left to right) DC Councilwomen Muriel Bowser, Yvette Alexander, and Mary Cheh. Photos by Leslie Kossoff.



Emceed by Angie Goff of WUSA-9, the breakfast featured Rep. Eleanor Holmes Norton as the keynote speaker and cupcakes provided in-kind by Georgetown Cupcake. Raffle items were donated by IS Clinical, Sylenes, and the Grand Hyatt.

DC Councilwomen Yvette Alexander, Mary Cheh, and Muriel Bowser presented an honorary Council Resolution to the Center, reaffirming the necessity of CBCC's clinical, educational, and advocacy efforts to detect breast cancer early. 🌸

Please save the date for next year's Gift of Life Breakfast: October 13, 2011.

What Healthcare Reform Means for Capital Breast Care Center

Since our last *Update*, I have been asked about the new healthcare law and what effect, if any, it will have on Capital Breast Care Center. If legislators allow the law to activate as written, 80 percent of our patient population, who currently lack health insurance, will be eligible for coverage under the proposed Medicaid expansion. These new beneficiaries will have to be educated on how to use their health benefits and where to go for care. This will task our navigators with the added responsibility of identifying providers to care for these patients. (Only a very limited number of providers in the DC area offer care for uninsured patients.)



From the Executive Director

Although not ideal, this legislation does begin to address healthcare inequities—an area in which Capital Breast Care Center has been a leader. Our patient-centered model of care is poised to become a national model for breast cancer care in medically underserved communities. We know our model is successful: we are able to reduce barriers to breast cancer screening through outreach, education, transportation, and navigation services. **Our success hinges on our ability to reach and connect with those most in need:** women who have never been screened and who are at high risk for breast cancer. As we have guided them to our community-based screening center, we have seen our breast cancer diagnosis rate triple that of the national average.* We diagnose cases in the early stages and ensure that women access treatment within 30 days of diagnosis.

*For every 1,000 mammograms, 1–3 cases of cancer are diagnosed nationally. At Capital Breast Care Center, we identify 10–13 cases of cancer for every 1,000 mammograms.

We are making a difference. Those of you who have and continue to support us are our partners. We can't do this alone. We know health reform is a big step in the right direction. However, it is not the complete answer. Until healthcare is a right—for everyone—the programs and services of Capital Breast Care Center will continue to be important in our community. As always, thank you for your support and for making possible CBCC's ability to continue to provide the high quality of services for our patients.



Message from Michelle

Thank you for your support of the Capital Breast Care Center (CBCC). When I learned that Washington, DC, has the highest breast cancer mortality rate in the entire country, I knew that this was a cause that I wanted to support, and I thank you for joining this effort with me. As you may know, Capital Breast Care Center is not only a safe and comfortable place for women to come to receive life-saving mammograms, but all women receive professional and compassionate care whether or not they have the means to pay. With your support, CBCC has been able to help more and more women each day, but we still need your help. **We are still looking for volunteers, generous donors, and table captains** who can help with the annual Capital Breast Care Center Breakfast Gift of Life Breakfast. If you have some time, I encourage you to contact CBCC to learn about the ways you can help us continue to fight breast cancer.

Best wishes,

Michelle Cross Fenty, Esq.
President, CBCC Advisory Council

CBCC offers farewell to its long-time Associate Clinical Director **Milajurine “Twan” Lindsay**. Ms. Lindsay is one of the original CBCC team members and has been key to the Center’s progress. Her compassionate and professional nature has won over those most resistant to getting their mammogram, educating women about the myths of breast cancer and helping them overcome the cultural barriers that CBCC patients face in accessing breast health care. “Twan has been instrumental to the growth and development of the Center’s clinical and navigation services over the past six years,” said Executive Director Beth Beck. “Not only has Twan given 100 percent, but she has managed CBCC through some difficult times.”



Farewell to **Milajurine “Twan” Lindsay**

Tesha Coleman, CBCC’s program director, added, “When our navigators cannot reach a patient whose test results are positive for cancer, Twan has been known to call the patient and offer to come to her home to give her the results. She has done this numerous times, making sure that the patient gets the follow-up care and treatment needed to save her life.” Ms. Lindsay will begin a new job at the Washington Hospital Center Cancer Institute, where she will deliver primary care to breast cancer survivors who have completed their treatment. We congratulate her on this new opportunity. 🎉



CBCC has created a new program to make our patients’ lives a little easier: **CBCC Cares**. Once a quarter, we offer a patient and her family some form of assistance—we might clear the brush from their yard to enable them leave their house more easily, or deliver a basket of food. This quarter, we selected one of our homeless patients as a recipient. We will be collecting toiletries (soap, perfume, toothpaste, deodorant, etc.) for this patient and others like her. **Any help you can offer is much appreciated.** Help us give the gift of life this holiday season and all year long. 🎁

CBCC Cares: Doing More to Help Our Patients

Q&A

with *Dr. Regina Hampton*

In July, Capital Breast Care Center welcomed Dr. Hampton as our new clinical partner.



CBCC: *How do you like working at CBCC?*

Dr. Hampton: I enjoy being a part of the CBCC team. The care and support we provide is comparable, and, in some instances, better than that provided at larger facilities. I feel privileged to help make a difference in the lives of these women and their families.

CBCC: *What prompted you to join CBCC?*

Dr. Hampton: I have been taking care of the surgical needs of women who

utilize CBCC's services for the last three years. It seemed like a natural fit for me to become a clinical partner. I feel strongly that a woman's inability to afford healthcare should not preclude her from receiving the best breast care and state-of-the-art treatments that are available to those with insurance.

CBCC: *You strive to fight breast cancer in your practice. What inspired you to enter such challenging and rewarding work?*

Patient Testimonial: Flavia Campos

Flavia Campos spoke to attendees of the Gift of Life Breakfast on October 7, 2010. She inspired admiration in her listeners, evoking pride in Capital Breast Care Center. Here is an excerpt from her remarks on her experience with the Center:

“My name is Flavia Campos. I am 43 years old, and I first found out about Capital Breast Care Center through a friend when she learned that I was struggling financially and had to give up on my medical insurance. She knew I was concerned about not having my yearly mammogram. So, as soon as I could, I went to Capital Breast Care Center to get my mammogram....A couple of weeks later I received a letter from them informing me that I needed to repeat the mammogram, but this time it would be at the Washington Hospital Center....[Then] the doctors informed me that I would need to schedule a biopsy.

“I was not sure where to turn, so I called Capital Breast Care Center. They put me in contact with Ana Nunez, a Patient Navigator, and she pretty much took care of all the arrangements for my biopsy, which was done at the same hospital. Ana's support helped me to feel better, but I was very concerned already, because now I would have to deal with two different stressful situations: (1)What if my mammogram was positive? (2) How would I treat my cancer without a health



“They saved my life twice. Not only was I able to find out about my cancer in early stages at the Center, I was also able to deal just with the psychological/emotional part of dealing with a cancer instead of having to worry about how to pay for my treatment.”

having to worry about how to pay for my treatment. I really can't imagine what would have happened to me if I didn't find out about Capital Breast Care Center. I will be eternally grateful to them and for the care I received.”

insurance and in the midst of this financial struggle?

“When the biopsy results came back, I was called to come them pick up. I had a feeling something was not OK, because why wouldn't they just tell me the results over the phone? But, on the other hand, I had been super healthy all my life, I couldn't believe that something like cancer would happen to me. The biopsy results said I had DCIS, which is an early stage of breast cancer.

“I left there kind of numb still, but to my surprise a miracle happened. Along with the cancer came a place called Capital Breast Care Center. After my diagnosis they were there for me in a way that I had never expected. Right away I was informed about a health insurance program that I could apply to, which I did, and was accepted. And once I got the insurance, they had a doctor and additional support for me.

“In other words, they saved my life twice. Not only was I able to find out about my cancer in early stages at the Center, I was also able to deal just with the psychological/emotional part of dealing with a cancer instead of

Dr. Hampton: In Prince George's county, I am currently the only female surgeon with a practice dedicated 100 percent to breast care. I am frustrated with the poor care that women are receiving. I am proud to offer state-of-the-art care and treatment to the women in the area in a quiet community setting.

CBCC: *What surprised you, if anything, about the Center, its work, and its patients?*

Dr. Hampton: I am impressed with the care and

compassion shown to the patients. I think the set-up of the waiting room is warm and inviting.

CBCC: *What are the most important actions individuals can take to catch breast cancer?*

Dr. Hampton: Perform monthly self-breast exams, get yearly mammograms, and notify your healthcare provider if you feel something abnormal in the breast. It is so disheartening to know that women have not gotten the message that early detection truly does save lives.

CBCC: *What advice would you give people who want to help women fight breast cancer?*

Dr. Hampton: It helps to donate to reputable breast cancer organizations, but more important is to be supportive to those going through treatment—hold a hand, cook a meal, offer to babysit, help her get back to enjoyable activities. These small gestures are priceless.



From the **Development Department**

We have had a very successful year at CBCC despite the continued economic decline. We are grateful to our foundation and corporate partners who continue to support our core services. Here are just a few of our notable gifts:

CareFirst BlueCross BlueShield awarded CBCC an un-restricted \$100,000 grant in the spring of 2010. These funds will support the Center's breast cancer screening and patient navigation services over a 12-month period. Additionally, this grant enables CBCC to care for women who are uninsured, for whom the Center receives no reimbursement. Thank you, CareFirst, for facilitating our work.



The Morris & Gwendolyn Cafritz Foundation was also generous in the summer of 2010. The Foundation offered CBCC a \$20,000 grant to further its work to fulfill its mission to offer culturally appropriate breast care screening services to women regardless of their ability to pay. CBCC appreciates the Foundation's interest and support.

Finally, **two anonymous foundations have given CBCC a combined \$35,000** to support our ongoing efforts to

meet the screening and diagnostic needs of women who live suburban Maryland.

Angie Goff of WUSA-9 hosted "Beauty for Life" at SKIN Cosmetic Dermatology of Georgetown on September 15, 2010, to raise awareness about CBCC. Dr. Howard Brooks, a respected dermatologist at SKIN and a vocal advocate for breast cancer prevention and education, donated 10 percent of the proceeds from the day's services. This spa day did more than amplify the beauty of the participants, it raised nearly \$1,500 for CBCC.



Dr. Howard Brooks, of Georgetown Skin, hosts a Day of Beauty to spread awareness about CBCC's mission. Pictured are Dr. Brooks, Andrea Rodgers, and two special guests

Young Professionals Advisory Council and **Rush Week**

Take note: a new young professionals group is in town! Capital Breast Care Center Young Professionals Advisory Council (YPAC) aims to close the racial and generational gaps in breast cancer screenings and mortality rates by building community awareness through the use of social media and smaller donor events.

Created by Development Director Susannah Fox, the YPAC is made up of eleven women their 20s and 30s who possess a range of talents. YPAC serves as a vehicle for young professionals, students, and communities of color to engage with the CBCC cause, offering them social opportunities to expand their networks and to develop their interests and skills.



CBCC YPAC hosts a Rush Week, here members and volunteers make care packages for CBCC patients

For more information on YPAC or how to get involved, please visit www.capitalbreastcare.org/about/CBCCYPAC/ or email GetInvolvedCBCC@gmail.com.

YPAC got off to a great start with their first Rush Week, held in October. The week-long series of events that included cupcakes, yoga, creating 75 patient care packages, and a happy hour to raise awareness of CBCC. YPAC thanks CakeLove, Lotus, IS Clinical, and DC Nightlife for their support of CBCC and YPAC. 🍷

CakeLove offered a delicious deal in October to celebrate Breast Cancer Awareness month. All locations donated 75 cents to CBCC for each cupcake sold. A sweet treat and a donation all wrapped into one cupcake! This sweet deal yielded over \$300 for CBCC.

For a fourth year in a row, **Vornado/Charles E. Smith** has chosen CBCC to be the beneficiary of their “Dress Down for a Cause Day” (see photo below) This fall employees at Vornado/Charles E. Smith raised \$7,500, which the company matched, resulting in a \$15,000 donation. We are grateful for your continued, and creative, support. Thank you.

APCO Worldwide supported CBCC by going casual on October 8, 2010. The company offered its workers the opportunity to wear jeans to work if they donated \$5 to CBCC. The public affairs and strategic communications firm raised \$365 for Center. CBCC thanks Liam Leduc Clarke, a member of CBCC's Advisory Council, for spearheading the initiative. The simple act of wearing denim helped raise awareness of the Center in their DC office. 🍷

Shoot for Change and **Pink Jams DC!** understand that breast cancer does not discriminate among women based on age, ethnicity, color, or religion, and they want to share this important message. To do so, these organizations are creating an exhibit of photographs of people touched by breast cancer, including survivors, friends, children, brothers, sisters, and husbands and other partners. **Walter Grios**, of Shoot for Change, will photograph individuals, whose images will appear with a message they choose.

This exhibit will raise awareness about breast cancer, and we are pleased that Pink Jams and Shoot for Change will donate proceeds from the exhibit to the Center. Watch our Website for details about this upcoming exhibit.

Vornado/Charles E. Smith employees participate in their 4th Annual “Dress Down for a Cause Day” to benefit CBCC.



Show Your Support for CBCC

The CBCC butterfly logo pin was specially designed by Yolanda Bennett of Yola Sports/Luxury Jewelry Design — a local breast cancer survivor. Yolanda offers a selection of breast cancer awareness jewelry and donates 15% of each purchase to CBCC.

You can proudly wear your support and help us increase awareness of our services.

To order a pin or see more of Yolanda's designs, please visit www.capitalbreastcare.org/support/jewelry/



Photo by Leslie Kossoff

Corporate Sponsors



Save the Date
Gift of Life
October 13, 2011



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Capital Breast
Care Center



Good News from Capital Breast Care Center

Give the Gift of Life this holiday season by supporting breast cancer screening services at Capital Breast Cancer Center (CBCC). While you plan festive gatherings with your loved ones, honor or memorialize those close to you and your family by making a donation to CBCC. With your help we can Give the Gift of Life to our patients.

