

BALANCE & LONGEVITY™

The ART and SCIENCE of a Fully Sustainable Lifestyle



An informational resource of the Women's Health Collaborative



FOR IMMEDIATE RELEASE

The 2024 Women's Health Resource Network Launches the National Coalition for Ultrasound Screening

5/1/2024- The Women's Health Collaborative (WHC) officially launches what educational director Dr. Roberta Kline calls "the ultimate alliance of women's health champions". This united volunteer group consists of public resources for women's cancer, dense breast advocacy, research foundations of complex disorders (ie. Endometriosis and pelvic floor issues) and medical specialists from the private sector. This coalition aligns the promotion of ultrasound technology as the common life-saving solution for affordable and effective medical screening programs.



BARISH



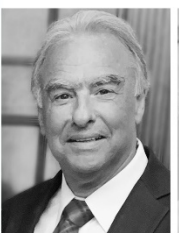
KLINE



BARD



CUTTER



CAPPELLO



NOVACK

In support of the underserved and underdiagnosed women, the WHC was originally founded to bring early detection and public education about the many

women's health disorders that many find to be lacking in access and information. This doctrine united women's health advocates like Geri Barish (Hewlett House), Joe Cappello (co-founder of the Are You Dense? Foundation), Dr. Robert Bard (IHRC / Integrative Health Research Center), Dr. Noelle Cutter (Molloy University Research on Ovarian and Breast Cancer research programs) and Nancy Novack (of nancyslist.org). "It's time we wake up lawmakers and the medical community to re-evaluate the existing gold standards (like mammography)," stated Mr. Cappello during a Key to the City speech honored by Waterbury mayor Neil O'Leary. "We are finally picking up great steam in our national push to have all clinicians adopt the advanced results of ultrasound technology... as a sustainable and affordable solution for ALL women!"

In a recent "Cancer Powermeet" event, leading advocacy leader Ms. Barish joined the WHC concept about "EARLIER DETECTION" in support of proactive screenings for women from 20-39. "Due to the continuing rise in numbers of breast cancer cases in younger women, doctors need to change their thinking about starting checkups at 40." Innovative screening plans comprise the use of ultrasound in screening centers and traveling vans as a starting point in underserved locations. For over 20 years, Ms. Barish has been active in state congress about a list of cancer related interests impacting women's health including public initiatives like environmental causes and legislative change in healthcare protocols.

THE NON-INVASIVE MOVEMENT

Cancer Imaging specialist Dr. Robert Bard presented a lecture in the 2024 Ultracon (AIUM) Symposium about diagnostic and screening innovations advancements the next stage in women's longevity. "In the 1990's, 3D



Dr. Noelle Cutter (L) co-authored the 2021 Dense Breast screening project at Molloy University Lab (Long Island, NY). Real-time clinical interpretation of her ultrasound scans are conducted remotely with Bard Diagnostic Imaging in NYC.

imaging allowed us to accurately detect uterine cancer, and particularly see abnormal ovarian tumors. In addition, imaging allowed us to detect an entire classification of ovarian cysts. Where ovarian cancer was once known as the ‘silent disease’, today’s 3D ultrasound imaging brought the battle lines forward ... as it can now identify potentially cancerous tumors in the glands in earlier stages pre-metastases. Creating a coalition promoting new education and clinical application of ultrasound is a game-changer-- offering a most affordable and highly accessible real-time scanning for immediate answers for women’s concerns”.

The outreach team behind the WHC aims to connect with lawmakers and health professionals alike, in pursuit of change through awareness. The Women’s Health Collaborative continues its mission to unite with new resources in support of better screening, community outreach and educational efforts to improve healthcare for women.

PROGRAM 1: EARLIER DETECTION

Get the facts about the need for **EARLIER DETECTION**

- An estimated 11,500 cases of women ages 20-39 are diagnosed with **BREAST CANCER** in the US each year.*
- Young women in this age group are often **UNDERDIAGNOSED** due to lack of awareness or insurance coverage.
- Young women who are genetically predisposed may be at higher risk of breast cancer.

* CDC / USAFacts.org

THINK PROACTIVE! Younger women (under 40) who subscribe to **EARLIER DETECTION** screening programs are more likely to reduce critical stage risks of breast cancer especially for those with dense breast tissue. They also hold a higher rate of treatment success if diagnosed early.



For more info or to join our outreach partnership contact us today at: (516)-522-0777 or visit www.EarlierDetection.org

Supported in part by:







EARLIER DETECTION is a national advocacy program of the Women's Health Collaborative. Copyright © 2024- AngioFoundation (501c3). All Rights Reserved



EARLIER DETECTION






JOIN US TO PROMOTE EARLIER DETECTION SCREENINGS

According to the American Cancer Society (ACS), women ages 45 to 54 and post-menopausal years are required to get mammograms every year. But for the underserved ages (20-39), the risk for breast cancer exists in growing numbers. In support of the **UNDERDIAGNOSED GENERATION** of women, we invite you to join our community outreach initiative to promote public awareness about the need for earlier screening and checkups in younger age groups.

EDUCATIONAL PROGRAM & A CLINICAL ACTION PLAN FOR EARLIER DETECTION

We unite with breast cancer organizations, elected leaders and women's groups in support of the younger generation of women who are at-risk for breast cancer. Our educational mission also reaches medical professionals and clinical centers to join us in the ultimate goal of upgrading the annual checkup through the use of **ULTRASOUND TECHNOLOGY** and early detection protocols.

The **WOMEN'S HEALTH COLLABORATIVE** is dedicated to the advancement of women's diagnostic solutions. This includes promoting a fully personalized breast screening program for younger aged women to start them on a proactive journey to better health. Our **EARLIER DETECTION** plan offers an affordable supplement to breast health & clinical monitoring.

TOGETHER, WE CAN IMPROVE THE COURSE OF UNDERSERVED WOMEN'S LIVES!

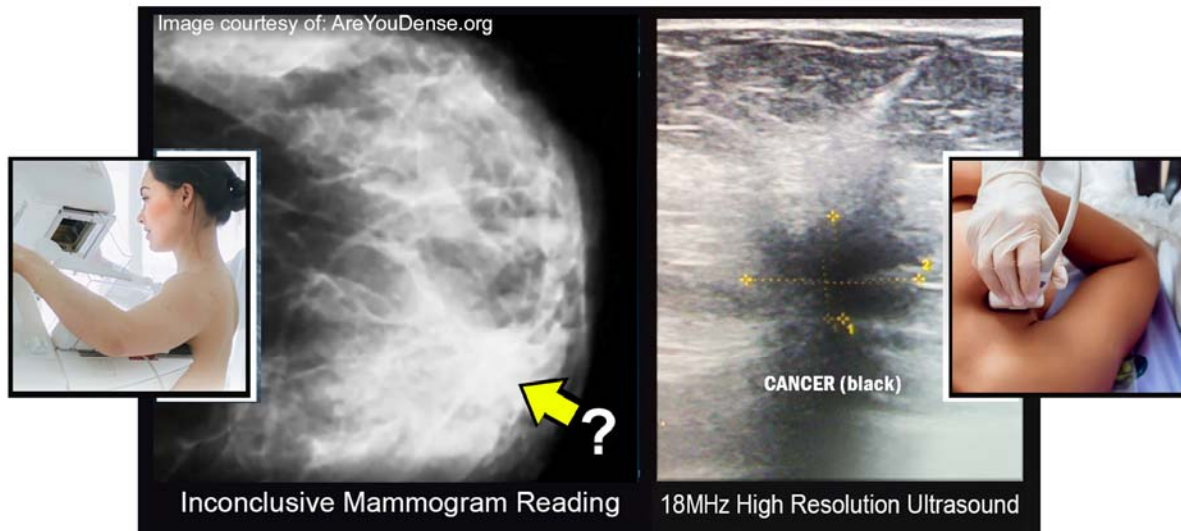


For more info or to join our community outreach partnership, contact us today at: (516)-522-0777 or visit www.EarlierDetection.org



PROGRAM 2: DENSE BREAST SCREENING

Advanced Early Detection Screening for Patients with **DENSE BREASTS** *



What is Your Mammogram NOT Telling You?

Reports show 20-30% of breast cancers are missed by mammograms
& patients with dense breasts are more likely to get 'false-negatives'

*** Use of ultrasound technology WITH a mammogram screening is recommended as part of a complete Early Detection program**

Are You DENSE?
exposing the best-kept secret™

Find out if you have dense breasts, or schedule your next Advanced Early Detection Screening today!



Call: 212.355.7017

121 E 60th St, New York, NY

www.BreastCancerNYC.com

This AD is brought to you by ARE YOU DENSE, Inc. (501c3) and ARE YOU DENSE ADVOCACY (501c4) as part of a joint-outreach program with the NY Cancer Resource Alliance and a supportive partnership with the Bard Cancer Diagnostic Imaging Center (NYC). For more information about the dense breast health alert, visit: www.areyoudense.org.

PROGRAM 3: GENE TESTING FOR CANCER PREDISPOSITION

TEST- DON'T GUESS!

CANCER PREDISPOSITION, HEREDITY & GENE TESTING



Most CANCERS are not directly caused by inherited gene mutations. Unlike traits and characteristics passed down to children like blood type and eye color, which are a direct result of genetics, chronic diseases like cancer are recognized to be the result of an interaction between your genetics and your environment. These genetic changes that increase the risk of cancer CAN be passed down or inherited.

When a specific cancer type is prevalent in one side of the family, the cancer is recognized as a FAMILIAL cancer. Many of them are caused by a genetic mutation in one or more genes related to cancer susceptibility, such as BRCA1 and breast cancer. This is also the case with a "family cancer syndrome" (or "hereditary cancer syndrome"), such as Lynch Syndrome, which is a rare disorder in which family members have an above-average chance of developing a certain type or types of cancer. It is reported that up to 10% of all cancer cases may be caused by specific inherited genetic mutations called CANCER PREDISPOSITION genes. Individuals who carry a mutant allele of these genes have an increased susceptibility to cancer. Research also shows that other types of genetic variations can also predispose to cancer including epigenetics. It is now widely identified that an accumulation of genetic or epigenetic alterations can affect the conversion of normal cells to cancer cells.



GET CHECKED NOW!

If you have family members that have been diagnosed with cancer, you may want to consider a comprehensive genetic test to get your personal biological blueprint which includes your predisposition. Call today to speak to a genetic advisor for a free consultation at 212-355-7017. THE WOMEN'S HEALTH COLLABORATIVE is an all-volunteer support resource offering public awareness about health solutions for women. We are not a medical facility but are navigators in support of understanding the current resources available. We also provide public news, educational materials and information about the latest resources in specific health disorders. FOLLOW US ON LINKEDIN and subscribe to the Women's Health Newsletter!

