

October 2004



October is breast cancer awareness month. As the most common diagnosed cancer in women, breast cancer accounts for one out of every three cancer diagnoses in the United States. According to the American Cancer Society, nearly 183,000 women in the United States will be diagnosed with breast cancer and nearly 40,800 will die from the disease this year. Despite these statistics, there is good news. The ACS reports that during the 1990s deaths resulting from breast cancer declined by the largest amount in more than 40 years due in large part to better treatments and earlier detection.

ROCKY MOUNTAIN CANCER CENTERS
**Rocky Mountain Cancer Centers In Touch,
Special Edition: Breast Cancer Awareness**

The Latest in Research

Scientists and physicians are continually working to determine new and improved therapies for the treatments of breast cancer. Currently, Rocky Mountain Cancer Centers has about 15 clinical research trials going on for the treatment of breast cancer.

For more information about the RMCC clinical research program please call Joni Newman at (303) 388-4876.

Breast Watch

Breast Watch, a clinical research program that is run by a select group of physicians at RMCC and scientists from the Cancer Prevention Laboratory at Colorado State University, is available for RMCC patients who are identified as being at an increased risk for breast cancer. The program closely monitors women who have a high risk of developing breast cancer. Women enrolled in Breast Watch may also be eligible for participation in other breast cancer prevention studies. For more information about this program, contact Becky Meinecke at (303) 370-7924.

*Don't Forget to do
Monthly Breast
Self Exams*

Special Points of Interest (Page 2):

- *Pink Ribbon Bagels*
- *Missy's Story*
- *Breast Cancer Research Option*

Rocky Mountain Cancer Centers is Colorado's largest and most comprehensive provider of cancer care with 20 locations and 54 physicians throughout the state. RMCC physicians are actively involved in leading research with access to more than 70 nationwide clinical trials encompassing all types of cancer. From the Rocky Mountain region's largest bone marrow transplant program to the latest in radiation technology, RMCC provides the most advanced care for all type of cancers and hematological diseases.

Aurora Boulder Colorado Springs Denver Lakewood Littleton
Lone Tree Longmont Parker Pueblo Rose Thornton Vail

Visit us online at www.cancercolorado.com

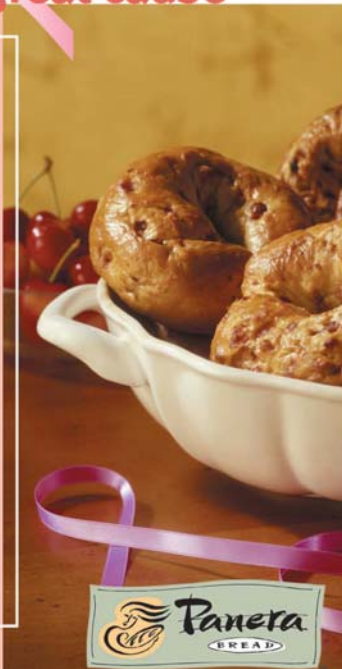
**Better run in...
before we run out.**

Pink Ribbon Bagel™

Support a great cause

This October, race into Panera Bread for a Pink Ribbon Bagel, filled with cherry chips, white chocolate chips, and real bing cherries. We'll donate 20 cents for every Pink Ribbon bagel we sell, to help the Rocky Mountain Cancer Centers Foundation.

(But, remember, these bagels will only be around for a limited time. So race in today.)



Missy's Success in Fighting Breast Cancer

Melissa Childress is a breast cancer survivor. Diagnosed in October of 2003 at the age of 35, Missy had no family history of breast cancer and no known medical problems prior to her diagnosis.

An x-ray technologist who had worked in the health care industry for nearly 15 years at the time of her diagnosis, Missy had never done self-breast exams on a regular basis. However, Missy discovered a lump in her breast while taking a shower and immediately went in for a mammogram.

"When I saw the mammogram, my stomach dropped to the floor. It was obvious that I had cancer," recalled Missy.

Upon being diagnosed with cancer, Missy underwent chemotherapy and radiation in addition to having a lumpectomy.

Today, nearly a year after being diagnosed with breast cancer, Missy is cancer free. She also has a new job working at RMCC – the place where she was treated for her disease.

"While being treated for my cancer, I got to know the radiation technologists at RMCC very well," explained Missy. "They mentioned that there was an opening in their department. One thing led to another and now I am working at RMCC full-time."

"Battling breast cancer has enabled me to connect with my patients on an entirely new level," said Missy. "Breast cancer changed me. I have a new appreciation for my life."

Join Dr. Ruth Oratz for a film screening featuring women and their view on genetic testing for breast cancer on Tuesday, October 19th from 6:30-9:30 p.m. at the Magnolia Hotel, Denver, CO.



This month all Panera Cafes throughout the Front Range will be selling pink ribbon bagels to benefit the RMCC Foundation. These tasty cherry bagels will not only help raise breast cancer awareness but they will also raise funds for financially stressed cancer patients. Twenty cents per bagel will go directly to the RMCC Foundation.

Please join us for Coffee Talk with Dr. Susan Freeman at 10 am, Saturday, October 30th at the Highlands Ranch Panera Café.

For more information about Rocky Mountain Cancer Centers services, physicians and locations please visit us online at www.cancercolorado.com