Jeanine DiGennaro
Director of Marketing

“Bra” Support & Other Elements of Foundation

LONG ISLAND PLASTIC SURGICAL GROUP, PC
STATEMENT OF PRINCIPLE OF INFORMED CONSENT

The American Society of Plastic Surgeons recognizes the physician-patient relationship as one of shared decision-making. Through a process of communication and dialogue the physician provides information that allows a patient and/or the patient’s authorized representative to make individual choices about his or her medical treatment.

Shared decision-making is at the heart of the doctor-patient relationship and is based on the ethical principles of respect for individual autonomy and dignity. The process by which physicians and patients make decisions together is informed consent. For any surgical operation or treatment, relevant information must be provided, discussed, and understood by the patient and/or the patient’s authorized representative.
"Bra" Support & Other Elements of Foundation
START SMALL: IF YOU INFORM ONE PERSON, YOU INFORM THE WORLD

- BRA day can be everyday
- Use your resources!
  - Staff knowledge
  - ASPS & BRA Day information

Enlightening one woman will lead to helping women around the world. Become the advocate and educator you are destined to be and start planning your event today.

**Affiliate Form**

Fill out the Affiliate form online to instantly receive your free Marketing & PR toolkit.

**NEW TOOLKIT FEATURES:**

- Messaging, Facts & Figures
- Press Release Template
- Customizable PDF Flyer
- Social Media Messaging

For more information and event ideas,

**Visit BreastReconUSA.org**

Your event will be posted on our website and social media to thank you for your dedication and to bring attention to your big day.
DOWNLOAD THE EVENT STARTER GUIDE

EVENT STARTER GUIDE

For fundraising and non-fundraising events, there is no fee to participate. All affiliates will receive a free Marketing & PR toolkit to assist in marketing their event.

The toolkit includes:

- Messaging
- Facts & Figures
- Local Government
- Press Release Template
- Proclamation Template
- PDF Flyer to Promote Your Event
- Patient Letter Template
- Social Media Messaging Examples

DOWNLOAD EVENT STARTER GUIDE
BRA DAY TOOLKIT

BREAST RECONSTRUCTION AWARENESS DAY
OCTOBER 21, 2015
Marketing & PR ToolKit

www.BreastReconUSA.org

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13 How to Pitch in to the Breast Reconstruction Awareness Fund

Supported by:

Platinum
Gold
Silver
• Social media is free!
• Start a “Like” campaign
• Share content on relevant local business pages (hair salons, health clubs, etc.)
• Contact your local paper, bring attention to BRA Day via an interview with your physician or through inspirational patient stories
• Public service announcements on radio
PLATED SOCIAL MEDIA MESSAGING

SOCIAL MEDIA MESSAGING EXAMPLES

Social media can be a powerful platform to communicate the Breast Reconstruction Awareness Day message, raise awareness and educate the public.

YouTube

YouTube.com/ASPSPlasticSurgery
- ASPS has a playlist dedicated to Breast Reconstruction Awareness Day messages and event footage.
- Feel free to link to our videos on your own social media pages.

Twitter

Twitter.com/BreastRecon_USA
- Use Twitter to engage the public and fuel the conversation about Breast Reconstruction Awareness Day and breast reconstruction options.
- Tweet about your events and post pictures. Respond to followers’ questions and comments in a timely manner. Engage them – ask them questions, for their opinions. Keep the conversation going.
- Use the hashtag #BreastReconAwareness on Twitter to stay connected.
- Follow a group of people that are talking about similar topics, are connected to the breast cancer sphere, and make sure to follow those who follow your account. Consider following key media personalities and tweeting at them to make them aware of your events.

Facebook

Facebook.com/BreastReconAwareness
- Post details (date, time, location, etc.) about your event! Tag us so we can share it!
- Post your event photos, campaign images, and videos! Direct guests to visit your Facebook page after your events to share the photos with their networks.
- Don’t forget to post your media coverage to your wall/timeline with a link to the story.

Instagram

Instagram.com/BreastRecon_USA
- Capture moments while getting ready for your event to share with your followers.
- Post pictures of your event as it is occurring to stay connected and demonstrate your support.
- Use hashtags such as #BreastReconstruction, #BreastCancer, #CloseTheLoop, #WomenPower, #BreastReconAwareness, #RaiseAwareness, and #BreastReconRibbon.
- Tag us so we can share it!
Mammography will detect 80-90% of breast cancers in women without symptoms. (Source: American Cancer Society)

Surgery to treat breast cancer often results in a significant alteration to a women's breast(s) and can have a severe impact on quality of life.

LIPSG is teaming up with ASPS (American Society of Plastic Surgeons) and Breast Reconstruction Awareness Day to make sure women know their reconstruction options.

FIFTH ANNUAL BREAST CANCER SUMMIT

The Fifth Annual Breast Cancer Summit November 13th, 2015

Sponsored as a public service by LIPSG

BREASTCANCERSUMMIT.COM

232 people reached
Long Island Plastic Surgical Group, PC

Published by Jeanine Wedryk • 4 mins • Edited

#BreastReconstruction is not a one-size-fits-all procedure and depends on particular needs, anatomy and previous treatments. Less than a quarter (23%) of women know the wide range of breast reconstruction options available.

Learn more at
http://www.breastreconstructionhelp.com
#BRADayUSA #BreastCancer, #CloseTheLoop, #BreastReconAwareness, #RaiseAwareness
BREAST RECONSTRUCTION
by the numbers

Women concerned about breast cancer are often unaware of their breast reconstruction options.

When making one of the most personal choices of their lives, breast cancer patients should know they have options.

7 OUT OF 10 women are not aware of their breast reconstruction options following mastectomy.

LESS THAN 1/5 of American women who undergo mastectomy go on to have breast reconstruction.

96,277 breast reconstruction procedures performed in the U.S. in 2011.

One national spokesperson dedicated to raising awareness of this cause: singer/songwriter Jewel.

89% of women would want to see what breast reconstruction results look like before making a treatment decision.

The Women’s Health and Cancer Rights Act of 1998 requires health insurers to cover the cost of breast reconstruction following mastectomy in all 50 states.

The finishing touch to breast reconstruction, nipple areola tattooing, can take as little as 15 minutes to complete.

October 17, 2012
Inaugural Breast Reconstruction Awareness (BRA) Day USA
BRAdayUSA.org
A photo of Dr. Brewer and his patient Doris. Doris is actively involved with the Susan G. Komen Foundation and will be featured in a special set to air on CBS on September 25th. #Breastreconstructionawareness #BRADayUSA

Breast Cancer Summit

Doris, a breast cancer survivor, stopped by the LIPSG offices for a quick photo shoot with Dr. Bruce Brewer. Celebrate #breastreconstructionaftercancer. #BRADay, Breast Reconstruction Awareness Day, should be everyday.
GO A LITTLE BIGGER

- Develop your own branded collateral, distribute through your community
  - Street fairs
  - Referring physician offices
  - Local businesses
GO A LITTLE BIGGER

ABOUT US
The Breast Reconstruction Center at Long Island Plastic Surgical Group, PC is composed of surgeons with the highest level of training from some of the most respected institutions in the world, including Memorial Sloan-Kettering Cancer Center and Cleveland Clinic. Having performed over 10,000 breast reconstruction procedures, our surgeons have experience in all major reconstructive techniques from implants to the most complex flap surgeries.

Our goal at LIPSG is delivering the best results for our patients through a collaborative approach to care. Our doctors create partnerships with breast surgeons, oncologists, radiologists and other medical professionals to develop reconstruction treatment programs that satisfy patient expectations and breast reconstruction goals.

The surgeons at LIPSG developed a website to provide patients with the information necessary to make informed decisions about their reconstructive care. Visit BreastReconstructionHelp.com to learn more about your breast reconstructive options.

LIPSG SUPPORTS BRA DAY, EVERYDAY
Breast Reconstruction Awareness Day, or BRA Day USA, is an initiative designed to promote education, awareness and access regarding post-mastectomy breast reconstruction. BRA Day occurs annually on the third Wednesday of October. This initiative is a collaborative effort between the American Society of Plastic Surgeons, The Plastic Surgery Foundation, and plastic surgeons specializing in breast surgery.

LONG ISLAND PLASTIC SURGICAL GROUP, PC
516.742.3404

GARDEN CITY
AMERICAN, MANNHASSET
BABYLON

MANHATTAN
FLUSHING
HUNTINGTON

LYNNEBROOK
BROOKLYN

BREASTRECONSTRUCTIONHELP.COM | LIPSG.COM
For women who need to undergo breast surgery, it can be comforting to learn about the various available options for breast reconstruction. Not every woman is a candidate for every procedure. It is important to discuss your specific diagnosis and reconstructive options with your doctors to determine which procedure is best for you.

PREVENTIVE MASTECTOMY
A preventive mastectomy is typically performed on women who are considered to have a high risk of developing breast cancer. The actual procedure, potential complications, and a patient's own unique risk factors should all be thoroughly discussed and considered before deciding to proceed with a preventive mastectomy.

Skin and Nipple Sparing Preventive Mastectomy: Skin and nipple sparing techniques can often be used in conjunction with a preventive mastectomy procedure to preserve the nipple and as much skin as possible for the breast reconstruction. Nipple and skin sparing procedures allow surgeons to preserve a more natural appearance while avoiding the need for nipple tattooing or reconstruction.

BREAST RECONSTRUCTION OPTIONS
There are three basic types of breast reconstruction surgeries:
• Oncoplastic surgery
• Implant reconstruction
• Autologous tissue reconstruction utilizing your own tissue

These procedures are often performed in combination with a lumpectomy, total mastectomy, partial mastectomy, as well as skin and nipple sparing mastectomy.

ONCOPLASTIC SURGERY
Oncoplastic surgery combines breast surgical oncology with the latest plastic surgery techniques, such as a breast reduction or lift. When a large lumpectomy is required that may leave the breast distorted, the remaining tissue is sculpted to realign the nipple and areola to restore a natural appearance to the breast shape. The opposite breast will also be modified to create symmetry.

Benefits of Oncoplastic Surgery at the Time of Lumpectomy
There are many advantages to having bilateral breast reduction or lift at the same time you are undergoing a lumpectomy:
• Surgery is completed prior to radiation, avoiding the risks of wound-healing problems that can occur with post-radiation surgery
• Symmetric breasts after lumpectomy
• Relief of symptoms associated with large breasts, if this was a problem before surgery

IMPLANT RECONSTRUCTION
Direct-To-Implant: Direct-to-implant breast reconstruction is sometimes available after mastectomy. Some patients may have enough skin in the breast area to accommodate a breast implant at the time of the mastectomy.

Tissue Expansion: Tissue expansion involves the insertion of a silicone balloon under the remaining breast skin. The balloon acts as an expander, gradually being inflated over a series of treatment sessions, thereby expanding the skin to create a new breast mound, or a pocket for the eventual definitive implant.

AUTOLOGOUS TISSUE RECONSTRUCTION
Autologous tissue reconstruction, also called “flap” surgery, uses a patient’s own tissue from other parts of the body to create a new breast mound.

DIEP Flap: The advanced DIEP Flap technique recreates a new breast by taking tissue from the abdominal region and moving it to the area of the breast. DIEP Flap surgery spares the abdominal musculature while making use of excess abdominal tissue.

CUTTER Flap: The advanced DIEP Flap technique recreates a new breast by taking tissue from the abdominal region and moving it to the area of the breast. DIEP Flap surgery spares the abdominal musculature while making use of excess abdominal tissue.

Other types of flap surgery options include:
• SIEA Flap: borrows tissue from the abdomen
• TRAM Flap: borrows muscle and tissue from the abdomen
• TUG Flap: borrows tissue and muscle from the inner thigh
• S-GAP Flap: borrows tissue from the buttock region
• Latissimus Dorsi Flap: borrows skin and muscle from the back area (bra line)

FOR INFORMATION ON THESE PROCEDURES AND MORE, VISIT BreastReconstructionHelp.com
MEETING THEIR NEEDS: ADDING TO THE PATIENT EXPERIENCE

In an effort to help to meet patient’s needs, spread information throughout the community about BRA Day

- Talk to your patients. What are some of the struggles you hear about for reconstructive patients?

- Meals? Go to the local pizzeria or take out place, ask them if they’d be willing to participate in a program where they could offer a free pizza or meal to women undergoing breast reconstruction in your practice. Establish a relationship, have your staff call it in, let it go through you.

- Feeling pretty/feminine again? Is there a local lingerie shop? Ask if they’d be willing to offer a discount to your patients. A local nail salon?
Stella McCartney creates mastectomy bra for breast cancer survivors

Jordan Muto
TODAY

Sep. 22, 2015 at 7:03 PM

Fashion designer Stella McCartney is taking a stand during National Breast Cancer Awareness Month to help survivors cope post-mastectomy.


The daughter of Sir Paul McCartney, who lost her mother Linda to breast cancer in 1998, is using her creative talents to help women who've undergone mastectomies feel just as feminine and beautiful as they've always have.

RELATED: 5 things I wish I'd known about what dressing would be like after my mastectomy

Once she noticed that typical post-mastectomy bras look more utilitarian than attractive, McCartney took it upon herself to change the notion of what post-surgery wear looks like. Her new Listening Louise Bra, named for her mother's middle name, is pink, frilly and, above all, feminine.
• Google

• Talk to your patients

• Are there any local support groups?
  — Can you provide them with collateral on breast reconstruction?
  — Do they need a speaker for one of their forums?

• Contribute/participate in walks/events – make it a team building experience
WE ARE HERE FOR YOU...

ADELPHI NY STATEWIDE BREAST CANCER HOTLINE & SUPPORT PROGRAM

800.877.8077 Established in 1980

Our hotline began with a small group of breast cancer patients who attended a support group at the Adelphi School of Social Work. They were so enriched by the experience that they wanted to let others coping with breast cancer know they were not alone. They, and the social workers at Adelphi, started the hotline.

That was 35 years ago and today the Adelphi NY Statewide Breast Cancer Hotline & Support Program, the oldest breast cancer hotline in the country, is comprised of 100 trained breast cancer survivors who provide information and emotional support to all callers. Additionally, social workers offer support groups and the program offers educational programs and workshops for the community. The program runs Sisters United in Health/Hermanas Unidas en La Salud, a collaboration of local organizations addressing health care disparities on Long Island. At local hospitals, bilingual social work services and patient navigation are there to help underserved women diagnosed with breast cancer.

Your contributions are essential.

The Adelphi NY Statewide Breast Cancer Hotline & Support Program is working hard to educate, support, empower and advocate for breast cancer patients, professionals and the community and we need your help. Please donate today to support our program.

Donations can be made online by visiting breast-cancer.adelphi.edu.

CREATIVE cups

Creative Cups™ is a thought-provoking art exhibition and fundraising effort to benefit the Adelphi NY Statewide Breast Cancer Hotline & Support Program. This life-affirming celebration features bras that are transformed by their creators into works of art. Creative Cups™ celebrates the lives of those living with breast cancer and those we have lost.

Our Creative Cups™ event is held every other year. Our fifth Creative Cups™ event will be on March 16, 2017.

For more information on our next Creative Cups™, please visit breast-cancer.adelphi.edu or call the hotline at 800.877.8077.
PATIENT APPRECIATION LUNCH and OPEN HOUSE ART EXHIBIT

The doctors and nurses of Long Island Plastic Surgical Group invite you to join us for a special event to celebrate your reconstructive journey and to raise awareness about breast cancer.

Join us on Breast Reconstruction Awareness Day (BRA Day) to view the Creative Cups™ artwork from the staff and patients of LIPSG. Creative Cups is an art, awareness, and fundraising project for the Adelphi NY Statewide Breast Cancer Hotline & Support Program that celebrates the lives of those living with breast cancer and those we have lost to this disease.

WE INVITE YOU TO SUBMIT YOUR CREATIVE CUPS FOR US TO DISPLAY—and we will pick up the $25 submission fee and deliver your creation to Adelphi University, where it will be auctioned off during a gala event in March. All proceeds from Creative Cups help fund the Adelphi Breast Cancer Program.

When: Wednesday, October 17th
Lunch: 12:00 p.m.–2:00 p.m.
Exhibit open: 9:00 a.m.–5:00 p.m.
Where: 999 Franklin Ave., 1st Floor, Garden City
RSVP: BRAdayEvent@lipsg.com

RULES FOR SUBMISSION: Use a new padded 36C bra with underwire and straps fully extended as a base for your design, so the bra can be displayed on a mannequin. The front, back, both straps and sides of the bra must be completely covered. Decorations cannot be perishable. Please do not stitch the back of the bra closed. Each bra must have a tag attached to it that includes: name of artist, bra title, contact number, and email address. Each bra must be accompanied by a paragraph (250 words or less) on what inspired the creation, this must be emailed to BRAdayEvent@lipsg.com.

This exhibit is open to the public. Patient artwork will be accepted all day.

If you have any questions about Creative Cups or your submission, please call 516-629-3835.
The theme features butterflies and orchids. Butterflies, in addition to being beautiful, are also harbingers of spring. Butterflies are also significant pollinators in their endless search for nectar. Pollination is what restores the floral cycle. The essence of pollination is fertility and this can be a metaphor for the fertile thinking for the research that will one day provide the cure for breast cancer. We thus celeBRAte nature’s cycle of rejuvenation and rebirth and celeBRAte the great work that is being done for finding the cure. We also celeBRAte the fortitude and courage of those afflicted, and those who have been afflicted, and their unflagging spirit.
"Bee" Aware

Every year breast cancer awareness takes place in October. Most forget the steps it takes to "bee" aware of early detection.

"Bee" breast aware. Being breast aware means getting to know your breasts. Breast cancer appears mainly in women; however, men can also fall victim to this disease.

"Bee" aware of performing self-examinations on your breasts monthly. Most breast cancers are diagnosed early by women who feel a lump. Self-examinations can alert your doctor to any physical changes.

"Bee" aware of when your mammogram appointment is scheduled. Mammography screening is important for early detection because it can detect tumors before they can be felt. Early detection is the key for maximum chance for survival.

"Bee" aware of changes in breast appearance; look for any signs of "dimpling," rash, or unusual nipple discharge. You may notice these changes in your breast appearance before your doctor. It is important to notice any changes in the size and shape of your breasts.

"Bee" aware of your family history. Some breast cancers are thought to be hereditary and from a genetic defect. These mutations can show up in the BRCA 1 and BRCA 2 genes. Genetic testing can be done to look for mutations in these genes. Know your family history and see if you are considered "high risk."

Our bra was created with all of these "bees" on our mind and hopefully you have been inspired to "bee" breast aware.
168 Jeanine DiGennaro
Grace

In honor of women everywhere who are fighting breast cancer with dignity, strength, courage and grace.

No matter who we are or what battle we are facing, every day here on this earth is a blessing and a gift. Do what you love, be the best you that you can be, and everything will be okay.
LONG ISLAND PLASTIC SURGICAL GROUP, PC
BREAST RECONSTRUCTION CENTER

Scheduling:
(516) 714-5300

Home
Meet Our Doctors
About the Breast Reconstruction Center
Breast Reconstruction Procedures
Before and After Photos
Frequently Asked Questions
Genetic Testing for Cancer
Clinical Trials
Contact Us

HAVE SPECIFIC QUESTIONS?
Ask The Doctor
Click Here

EVENTS & Support Groups
Click Here

BEFORE & AFTER Photos
Click Here

READ THE LATEST INFORMATION
In the News

LONG ISLAND PLASTIC SURGICAL GROUP, PC is comprised of surgeons with the highest level of training from some of the most respected institutions in the world including Memorial Sloan-Kettering Cancer Center and Cleveland Clinic. Having performed over 10,000 breast reconstruction procedures, our surgeons have experience in all major reconstructive techniques from implants to the most complex flap surgeries.

Our goal at LIPSG is delivering the best results for our patients through a collaborative approach to care. Our doctors create partnerships with breast surgeons, oncologists, radiologists and other medical professionals to develop reconstruction treatment programs that satisfy patient expectations and breast reconstruction goals.

LIPSG surgeons developed this website to provide patients with the information necessary to make informed decisions about their reconstructive care. We invite you to contact our reconstructive center in the Long Island and Manhattan, New York region for more information, or to schedule a consultation with one of our plastic and reconstructive surgeons.

Our caring surgeons and staff are with you every step of the way.

"He always greets me with a big smile and a hug. No doctor in my life has ever been so warm and sweet. I can't say enough about him and all the staff at LIPSG."
GO BIG: HOST AN EDUCATIONAL FORUM
GO BIG: HOST AN EDUCATIONAL FORUM

Her story of courage with cancer

Cynthia Nixon tells of mom’s battle and her own fight

By Sid casese
sid.casese@newsday.com

“Sex and the City” television star Cynthia Nixon drew cheers, tears and some criticism at a breast cancer summit yesterday in Baldwin.

In a speech at the Coral House catering hall, Nixon said that in the past, “I’ve always said ... I am a cancer survivor and the daughter of a cancer survivor. But ... my mother finally succumbed” in January, said Nixon, 47, who was diagnosed with breast cancer seven years ago.

At the summit, which was attended by more than 400 people, other speakers focused on patient education and the latest treatments and services for women with breast cancer.

The event was sponsored by the Long Island Plastic Surgical Group, a reconstructive and cosmetic surgery practice headquartered in Garden City, and the Coral House.

Comic vs. cancer

Actress Fran Drescher was honored yesterday for her work raising cancer awareness at the fourth annual Breast Cancer Summit in Baldwin.

Video: newsday.com/baldwin

Hempstead voter registration drive

By Jo napolitano
jnapolitano@newsday.com

in Hempstead.

The registration in the district school offices will not qualify a student to maintain a list of absentees for public inspection.

Long Island Breast Cancer Summit
JOIN US...

THE FIFTH ANNUAL BREAST CANCER SUMMIT

FRIDAY, NOVEMBER 13, 2015
8:00 AM – 1:00 PM
THE WOODLANDS
1 SOUTHWOODS ROAD
WOODBURY, NY 11797

Register now at BreastCancerSummit.com

Please join us for the Fifth Annual Breast Cancer Summit. The event will focus on the patient education process and the latest developments in detection, treatment, and reconstruction.

Breakfast and admission are complimentary, but seating is limited.

Visit BreastCancerSummit.com for event agenda.

Keynote Speaker,
Jennifer Griffin
FOX News Channel, National Security Correspondent

Sponsored as a public service by:

LONG ISLAND PLASTIC SURGICAL GROUP, PC

DEEP BLUE

BRA DAY USA

Breast Cancer Summit—on Facebook for event updates.
GO BIG: HOST AN EDUCATIONAL FORUM

THE FIFTH ANNUAL BREAST CANCER SUMMIT
Friday, November 13, 2015
8:00 AM – 1:00 PM
The Woodlands
1 Southwoods Road
Woodbury, NY 11797

Keynote Speaker,
Jennifer Griffin
FOX News Channel, National
Cancer Fundraiser
RSVP NOW

LIKE BREAST CANCER SUMMIT ON facebook FOR UP-TO-THE-MINUTE EVENT NEWS

Download the Event Agenda

Click here to watch the 2014 summit with keynote speaker Fran Drescher
Click here to watch the 2013 summit with keynote speaker Cynthia Nixon

Become a sponsor: call (516) 629-3824 for information.
**THE FIFTH ANNUAL BREAST CANCER SUMMIT**

Friday, November 13th, 2015
The Woodlands
1 South Woods Road, Woodbury, NY

**Working Agenda**
*As of October 12th*

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 - 8:45</td>
<td>Registration/vendor expo</td>
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<tr>
<td></td>
<td>Continental breakfast</td>
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<tr>
<td>8:45 - 9:00</td>
<td>Welcome and opening remarks</td>
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<td>9:00 – 9:30</td>
<td>One Size Doesn’t Fit All</td>
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<td>Personalized, Individualized Patient-Centered Approach</td>
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<td>to Ensure that the Patient Receives the Most Effective Treatment</td>
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<td>Dr. Bhoomi Mehta, Director of Oncology and Director of the Cancer Institute, St. Francis Hospital</td>
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<tr>
<td>9:30 – 10:00</td>
<td>Understanding Triple Negative Breast Cancer</td>
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<td>Spokesperson – Triple Negative Breast Cancer Foundation</td>
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<tr>
<td>10:00-10:10</td>
<td>A Survivor’s Story</td>
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<td>Spokesperson – Adelphi Breast Cancer Program</td>
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<tr>
<td>10:10 – 10:30</td>
<td>Break/vendor expo</td>
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<tr>
<td>10:30 – 11:00</td>
<td>Panel: Innovations in Reconstruction</td>
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<td></td>
<td>LIPSG doctors</td>
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<tr>
<td>11:00- 11:30</td>
<td>The Breast Cancer Patient Education Act</td>
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<td>Dr. Scot Glasberg, ASPS President</td>
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<tr>
<td>11:30 – 12:00</td>
<td>Entering the Cancer War Zone</td>
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<td></td>
<td>Keynote speaker, Jennifer Griffin</td>
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<tr>
<td>12:00– 12:15</td>
<td>Closing remarks</td>
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<tr>
<td>12:15 – 1:00</td>
<td>Networking/vendor expo</td>
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It was great having you Fran. You are an inspiration!

Fran Drescher
Thanks to the Long Island Plastic Surgical Group, PC for their generosity in getting Cancer Schmancer to the Breast Cancer Summit today. xo-F

Dawn Belmonte, Deborah Schubert, Kristen Miller and 37 others like this.
THE FOURTH ANNUAL BREAST CANCER SUMMIT
TUESDAY OCTOBER 7TH, 2014 • 8:00 AM – 1:00 PM
THE CORAL HOUSE • 70 MILBURN AVENUE
BALDWIN, NY

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<td>People Engaged</td>
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<td>New Likes</td>
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<td>Weekly Total Reach</td>
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<td>People Engaged</td>
<td>6,021</td>
<td>68</td>
<td>8,754.4%</td>
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IF YOU INFORM ONE PERSON, YOU INFORM THE WORLD.
RETURN ON OPPORTUNITY

WHAT WILL YOUR EFFORTS TRANSLATE TO?

• Trust
• Brand identity
• Visibility
• Morale
“Bra” Support & Other Elements of Foundation