

FOR IMMEDIATE RELEASE

## **MMH To Offer Free Mammograms**

Madison, GA – September 29, 2008 – Breast cancer screenings will be available free of charge at Morgan Memorial Hospital (MMH) for women with no medical insurance. The mammograms are being offered in recognition of Breast Cancer Awareness Month.

Individuals interested in having the screening done should contact one of the Morgan County primary care physician's offices. Each physician has been provided with mammography gift certificates that can be redeemed at MMH.

“We appreciate our physicians working with us to make sure that this critical screening is available to individuals who may not have it done otherwise,” said Terry Evans, Chairman of Morgan County Hospital Authority. “Anytime we can work together to improve the health of our community there's a positive outcome for everyone.”

In addition to offering free mammograms for the uninsured, MMH is also sponsoring a drawing for a free mammogram at each of the local gyms: Curves, Madison Fitness Center and Madison Wellness Center. MMH and the radiologists reading the reports, Georgia Imaging Associates, will cover any remaining charges on these three after any insurance payment.

MMH has also partnered with another Madison business, Whidby Jewelers, to offer anyone having their mammogram done during the month of October the chance to win a Swiss Army Vivante Pink Mother-of-Pearl Watch, valued at \$450.

The watch is also available for purchase at Whidby's in two styles. 10 percent of the retail sales through December 31<sup>st</sup> will be donated to Susan G. Komen for the Cure, a not-for-profit organization devoted to finding the cures for breast cancer.

“Our staff members always recognize breast cancer awareness month and provide gifts for our October mammography patients but this year we felt like we should do even more,” said HD Cannington, MMH CEO. “BY offering these incentives we are hoping to encourage more women to have this potentially life-saving screening done on a regular basis.”

As in the past, all patients having their mammogram at MMH in October will receive a special gift. This year a pink logoed backpack has been chosen and will include pens, recipe cards and other useful items.

The mammography program at MMH is certified by the American College of Radiologists. MMH was the area's first provider of the softer mammogram experience using the MammoPad. The soft cushion has been clinically proven to make the experience far more comfortable.

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In order to have a mammogram at MMH, a physician referral is required. Individuals interested in having a mammogram should contact their primary care physician. For questions concerning the programs or for further information contact Radiology Department Manager, Kaye Utley, at 706-752-2169.

Outside of certain types of skin cancer, breast cancer is the most common form of cancer in women, no matter your race or ethnicity. It is expected that 182,480 women will be diagnosed with invasive breast cancer in 2008. An estimated 40,930 breast cancer deaths are anticipated this year.

The American Cancer Society recommends the following guidelines for the early detection of breast cancer. Women age 40 and over should have an annual mammogram, an annual clinical breast exam by a doctor or nurse (done close to the time of mammogram), and should do a monthly breast self-examination. Women age 20-39 should have a clinical breast exam by a doctor or nurse every 3 years and should do a monthly breast self examination.

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