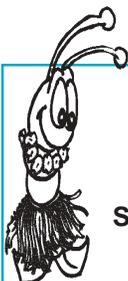


The Rose Experience

June 2006



Join us at the
**17th Annual
Shrimp Boil**
Saturday, July 8, 2006
4 to 8:30 p.m.

East Harris County Activity
Center - Pasadena

Tickets : \$15 in advance,
\$20 at the door and
\$10 entry only

For more information,
call (281) 464-5142 or visit
www.The-Rose.org

sponsored by



Breast cancer survivors invited to boat race

Bayshore Sports Medicine is offering free Dragon Boat race workshops June 24, July 22 and Sept. 9 for breast cancer survivors. The workshops include hands-on training and physical therapy.

For the second year in a row, Dr. Ted Yang, Radiation Oncologist, and Dr. Mohammed Haq, Oncologist, will sponsor a boat to be manned by breast cancer survivors during the Gulf Coast International Dragon Boat Regatta, Oct. 22-23 at Clear Lake Park next to NASA.

To register, send an e-mail to james.guzman@hcahealthcare.com. For more information, visit www.texasdragonboat.com.

A Publication of *The Rose* for Referring Physicians



Second Breast Health Summit a success

The 2006 Greater Houston Breast Health Summit gathered healthcare professionals from 8 counties and focused on access to care for the uninsured. Summit highlights are posted on The Rose Web site at www.The-Rose.org. Pictured from left are Ginny Thompson, MPH, CHES, National Cancer Institute's Cancer Information Service South Central Region; Ellen Cohen, President and CEO of Houston Area Women's Center; Michele Ostrander, Executive Director of the Susan G. Komen Breast Cancer Foundation Houston Affiliate; Dr. Mamta Kalidas, Assistant Professor at Baylor College of Medicine and The Methodist Hospital Breast Care Center; Dorothy Gibbons, CEO of The Rose; Patricia Gail Bray, Ph.D., Executive Director of St. Luke's Episcopal Health Charities (SLEC); and Celene Meyer, Assistant Director of Grants and Evaluation of SLEC.

HIPAA and release of information for MQSA purposes

Implementation of the Health Insurance Portability and Accountability Act (HIPAA) has raised a number of issues with respect to mammography facilities that operate under the Mammography Quality Standards Act (MQSA).

Question: Can medical entities such as referring physicians, pathology departments, and surgeons release patient biopsy information to mammography facilities for purposes of their MQSA medical outcomes audit without obtaining patient authorization?

Section 164.512(b) of the HIPAA regulations allow a covered entity (e.g., referring physician, pathology department, surgeon) to release patient biopsy information to a mammography facility for purposes of the MQSA medical outcomes audit without patient authorization because the disclosure: (1) is to a person subject to FDA jurisdiction; (2) concerns an FDA-regulated product or activity for which the mammography facility has responsibility; and (3) relates to the quality, safety, or effectiveness of the product or activity.

For more information about this or any other HIPAA concern, contact *Brahana Howard, The Rose Center Manager, at (281) 464-5116.*

Dr. Ward Parsons

The Rose Experience ... Physician to Physician

At The Rose, our primary concern is for our patients. Using our resources wisely allows us to offer more services to more patients. Referring professionals can help assure that our patients receive appropriate and accurate breast evaluations by providing complete and relevant clinical information.

Because it is difficult to accurately anticipate what problem-solving images might be required, The Rose offers referring professionals the option to request a problem-solving consultation. We can then address the patient's problem without delays, restrictions or conflicting orders.

Patients who need diagnostic breast imaging to address specific problems usually begin with the same mammographic images that we use for screening. Additional images and/or ultrasound are then obtained to resolve the problem.

Breast ultrasound has become a popular and fashionable addition to routine breast imaging requests, even when it offers no benefit. Breast ultrasound is not an acceptable substitute for mammography, nor is it an appropriate population screening modality. It is an excellent

adjunctive imaging procedure.

A request for breast ultrasound implies the presence of a clinical and/or mammographic breast abnormality. This is automatically a diagnostic problem.

"Following" benign processes such as asymptomatic or incidentally detected cysts with breast ultrasound is usually unnecessary.

Once a symptomatic cyst has been aspirated, follow-up ultrasound imaging of the now asymptomatic breast to "look for recurrence" is not medically indicated.

Patients with bilateral cyclic breast tenderness and normal mammography seldom benefit from breast ultrasound.

Patients with completely fatty replaced breasts rarely benefit from breast ultrasound.

Male patients with clinically and mammographically typical gynecomastia do not benefit from breast ultrasound.

When we are thoughtful about the appropriate uses of breast imaging we can avoid wasting time and resources on imaging studies that do not contribute to our patients' breast health.

Ward C. Parsons MD



About Dr. Parsons

Ward Parsons, M.D., R.T., R.D.M.S., board certified in radiology, is an internationally known educator in Breast Imaging, serving as faculty member with Dr. Laslo Tabor since 1992. Since receiving his medical degree from LSU Medical Center in New Orleans in 1973, he has held faculty appointments as Clinical Associate Professor of Radiology at the University of Illinois College of Medicine, and as Associate Professor of Radiology and Director of Breast Imaging at the Center for Breast Care, University of Texas Southwestern Medical Center in Dallas.

For complete information on Dr. Parsons, visit www.The-Rose.org.

Taking it to the streets

The Rose launches mobile mammography program

This year, The Rose will begin a Mobile Mammography Program using the Planmed Sophie Classic Mobile system for high image quality screening mammography.

The system is lightweight and easily transported to scheduled sites in a specially designed van. This makes it ideal for The Rose to take breast health care to a wide variety of locations: medical offices, churches or community centers.

The Rose Mobile Mammography program gives women the opportunity to schedule their annual screening based on their schedules.

For more information, call Pat Dames, Physician Network Director, at (281) 464-5150.

The Rose Garden Breast Cancer Support Group now meets the second and fourth Tuesday of each month at 6 p.m. in the new Randalls Community Resource Center, 12700 N. Featherwood, Houston, Texas 77034, at The Rose Medical Plaza. For information, call Jeanelle Moser, RN, at (281) 482-1187

Referring your patients to The Rose with confidence

Many times women come to The Rose for second opinions because they have had their mammograms at other facilities and were told to “wait and watch” some area in the breast—usually for 6 months.

As one woman explained to me: “I couldn’t imagine waiting six months with this nagging worry hanging over my head.” Neither can we. The uncertainty of waiting exacts a high toll, mentally and emotionally. Anxiety can be a severe form of morbidity.



The Rose’s protocol limits short interval (6-month) follow-ups to specific categories: certain high risk patients, patients treated for abscess or inflammation, probable fibroadenomas in women under 40, following benign core biopsies, and following medical and/or surgical intervention for malignancy. Short interval follow-ups are not the same as recalls following a screening examination. Short interval follow-ups are intended to monitor healing of disease and to document stability of benign processes.

Continuity of care, one day turnaround for diagnostic cases, defined follow-up protocols...each component a hallmark of quality patient care...and all are available at The Rose. We know you would expect nothing less for your patients.

Dorothy Weston Gibbons

The Rose recently installed a multi-center phone system at the Featherwood and Bissonnet locations. The main numbers, (281) 484-4708 and (713) 668-2996, remain the same. Individuals now have new extensions and direct-line numbers. During regular business hours, a call attendant will direct your call. After hours, feel free to access our employee directory to find the new numbers.

Physician Network saves lives

Ireanea is alive today thanks to The Rose and the Physician Network.

Last year Ireanea moved from the Philippines to Stafford to help babysit her granddaughter. Just a few months after arriving in the United States, she found a lump in her breast.

“I didn’t have insurance,” she said. “So my doctor recommended I go to The Rose.”

“Thank God for The Rose and thank God for the Physician Network...”

— Ireanea,
The Rose Patient

Ireanea was not eligible for funding available to U.S. citizens, like Medicaid and Breast and Cervical Cancer services; however, through The Rose Empower Her® Sponsorship Program, Ireanea was able to get the diagnostic services she needed and learned the lump was malignant.

Ireanea’s journey with The Rose did not end with her diagnosis. She met with Lynn Tran,

Patient Navigator, to discuss what treatment options were available to her.

Through the Physician Network, Tran was able to find treatment for Ireanea at no cost. Dr. Dixie Melillo, Co-Founder and Chief of Medical Staff of The Rose, provided Ireanea’s mastectomy at no charge. Bayshore Medical Center provided access to its facility. And, the pathologist and anesthesiologist provided services at no charge to Ireanea. Oncologist Dr. Mohammed Haq is also providing his services to Ireanea.

“Thank God for The Rose and thank God for the Physician Network,” Ireanea said. “If it had not been for The Rose, I don’t know what I would have done.”

The Physician Network is made up of 500 Houston-area physicians and medical facilities, all agreeing to donate their services to help at least one patient of The Rose each year.

Patients who are eligible for treatment services through the Physician Network do not qualify for services through any other agency, such as the Harris County Gold Card, UTMB, M.D. Anderson, Methodist Hospital or Medicaid.

For more information about the Physician Network, contact Tran or any member of the Patient Navigation Team at The Rose at (281) 484-4708.

A Gift to The Rose Saves Lives

Enclosed is my gift of \$ _____ payable to The Rose.
Please Print

Name: _____

Address: _____

City/State/Zip: _____

E-Mail: _____

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Discover Visa Mastercard American Express

Name on Credit Card: _____

Card Number: _____

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Signature: _____

Mail your tax-deductible donations to: The Rose, 12700 N. Featherwood, Suite 260, Houston, Texas 77034

PN0606



The Rose Experience

12700 North Featherwood
Suite 260
Houston, TX 77034

www.The-Rose.org

Locations

The Rose at

The Rose Medical Plaza

12700 North Featherwood
Suite 260
Houston, Texas 77034
(281) 484-4708

*located off the Gulf Freeway,
north of Beltway 8.*

The Rose – Joan Gordon Center

3400 Bissonnet, Suite 185
Houston, Texas 77005
(713) 668-2996

*in West University,
next to Channel 13.*

Summer 2006 Issue

*This newsletter is published periodically
throughout the year by The Rose.*

Send articles, letters or questions to:

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The Rose Golf Classic

The Rose hosted its 3rd Annual Golf Classic, presented by Methodist Hospital on April 21. Bayshore Medical Center was a major corporate sponsor for the event held at Timber Creek Golf Club in Friendswood. More than 124 players and other generous sponsors helped raise \$53,275 for The Rose Empower Her® Sponsorship Program, providing breast cancer screening, diagnosis and access to treatment for all women.



Funds for pharmaceutical products now available

If you have patients who are insured and have been diagnosed with breast cancer, you may be able to get them some help with pharmaceutical product expenses.

The Susan G. Komen Breast Cancer Foundation has a \$1 million grant to provide funding for co-pay assistance for breast cancer patients. Patients and physicians can contact the Patient Advocate Foundation's Co-Pay Relief (CPR) program toll-free at 1.866.512.3861 to initiate a request for assistance. For more information, visit www.patientadvocate.org or www.copays.org.

The program provides direct co-payment assistance for pharmaceutical products to insured Americans who qualify financially and medically and it also welcomes Medicare Part D beneficiaries. The program offers personal service to all patients through the use of CPR call counselors, personally guiding patients through the simple enrollment process.



The Official Airline
of The Rose