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## The New Breast Care Center: Truly “Managed Care” for Women

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## The New Breast Care Center: Truly “Managed Care” for Women

In a few short months, the Jefferson Breast Care Center has already distinguished itself nationally. Formally launched on October 1, 2009, with the appointment of Gordon Schwartz, MD, MBA, FACS as Center Director, the Center also received a full, 3-year accreditation from the National Accreditation Program for Breast Care Centers (NABCC) after a rigorous evaluation.

The Center offers a unique approach to the care of any woman with questions related to breast health. “We want to serve people with specific diagnoses, but also strengthen our commitment to those whom we call ‘the worried well,’” says Dr. Schwartz, a Professor of Surgery.

The Center’s multidisciplinary approach integrates surgery, medicine, oncology, and radiation oncology, as well as integrative (and holistic) medicine and emotional support for women and their families. The Jefferson model coordinates and streamlines the process for patients, to avoid what one patient described as her experience elsewhere of “being treated by 4 or 5 subcontractors, when what I really wanted was a general contractor.”

The team of Jefferson specialists includes the new Assistant Director, Sun Yong Lee, MD, FACS who completed a breast surgery fellowship at Jefferson; Pramila Anné, MD, Associate Professor of Radiation Oncology; Neal Flomenberg, MD, Chair of Medical Oncology; and Barbara Cavanaugh, MD, Clinical Associate Professor of Radiology, in Breast Imaging. Other critical team members are administrator Rosanne Iacono, RN-C, MSN, CRNP, and coordinator Rita Battaglini, RN, BSN, who helps patients navigate the complex insurance system.

Dr. Schwartz is committed to making the most of what scientists are doing across campus, “by integrating basic science results into our practice as soon as possible.” The Center will also have an international board of advisors, including the world-renowned Italian breast cancer surgeon Umberto Veronesi, MD, and others from Italy, France and the United Kingdom, making Jefferson a site for international collaboration.

The long-term plan for the center is to expand upon the Breast Imaging Center on the 4th floor of the

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Medical Office Building at 11th and Walnut Streets in Center City by adding a clinical facility one floor below. From its leadership to individual technicians, the Center staff strives to serve as a lifelong family for its patients. "The women we treat will have a home with us forever," says Dr. Schwartz. For more information about the Breast Care Center visit: <http://www.jeffersonhospital.org/breast>

Overview



**Charles J. Yeo, MD**

Samuel D. Gross Professor and Chair, Department of Surgery

**Progress...Service Lines**

Many in the Department have been involved with our institutional efforts initiating five robust service lines here at Jefferson. These service lines are co-directed by a physician and an administrator, supported by Executive Committees and Working Committees, and focused upon five specific areas of clinical activity:

- Cancer
- Cardiovascular
- GI/Transplant
- Neurology/Neurosurgery
- Musculoskeletal

Our surgeons touch each of these areas, serve on their committees, and have helped direct initiatives dealing with quality and outcomes, growth of services, recruitments, marketing, etc. These service lines cross the traditional departmental silos, bring together physicians, surgeons and administrators who are focused on care in the given clinical areas, and have proved, even early in their existence, to be valuable as we look to grow, expand our imprint, and prepare for Jefferson’s medicine of the future. Of note, these service lines also provide opportunities for focused multidisciplinary training of our residents, students and fellows...in one of the five clinical areas mentioned above.

Additionally, a sixth, more “informal” service line deals with the Multidisciplinary Center for Critical Care. Recently new critical care beds have been built both at the Jefferson Hospital of Neuroscience (JHN) and on the 4th floor of the Gibbon Building, ushering in a more robust opportunity for us to care for the increasingly ill and complex patients that are being treated here. As Thomas Jefferson said in 1810, “As new discoveries are made...institutions must advance also, and keep pace with the times.”

Boy, are there changes afoot!

Clinical Integration



Photo: David Lunt

**Center director Gordon Schwartz, MD, MBA, FACS and assistant director Sun Yong (Sunny) Lee, MD, FACS lead the multidisciplinary team of the new Jefferson Breast Care Center.**

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For more information about the Breast Care Center visit: [www.jeffersonhospital.org/breast](http://www.jeffersonhospital.org/breast)

Please Welcome



**Joyce Hartmann, Physician Liaison for Liver Transplant Program**

This fall marked the 25th anniversary of the region’s first liver transplant – performed at Jefferson – and since then, Joyce Hartmann has had the opportunity to represent Jefferson’s Liver Transplant Program to referring physicians throughout the Delaware Valley.

With 20 years of healthcare marketing and program development experience, Joyce was attracted to the position because of the chance to represent the multidisciplinary team of physicians and surgeons, transplant coordinators, social workers and support staff.

Jefferson’s Liver Transplant Program consistently surpasses national averages for transplantation survival rates,” Joyce explains. “Our surgeons transplant the sickest patients in the region and our program has the lowest mortality rate among patients on the recipient waiting list. It is a privilege to represent the team, to

ensure that their talents are known to referring physicians and patients receive the care that they need.”

To coordinate an office visit and for assistance with patient navigation or scheduling an appointment, please contact Joyce at **215-503-7507** or [joyce.hartmann@jeffersonhospital.org](mailto:joyce.hartmann@jeffersonhospital.org).

For more information about the Liver Transplant Program visit: [www.jeffersonhospital.org/transplant/liver](http://www.jeffersonhospital.org/transplant/liver)