2010

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

Follow this and additional works at: http://jdc.jefferson.edu/jss

Part of the Surgery Commons

Let us know how access to this document benefits you

Recommended Citation
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.

This article is available in Jefferson Surgical Solutions: http://jdc.jefferson.edu/jss/vol5/iss1/4
The long-term plan for the center is to expand upon the Breast Imaging Center on the 4th floor of the 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
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 full, 3-year accreditation from the National Accreditation Program for Breast Care Centers (NAPBC) after a rigorous evaluation.

The Center offers a unique approach to the care of many women 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.

“We want to serve people with specific diagnoses, but also strengthen our commitment to those whom we call the ‘worried well’”

Joyce Hartmann, Physician Liaison for Liver Transplant Program

The 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 23 years of healthcare marketing and communications 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...