

From: Tansy Mundon
To: Cheeseman, Josephine; Hennessey, Moira; Matthews, Elizabeth; Thompson, Robert; Turpin, Carmel; Wiseman, Ross
Date: Fri, Jun 1, 2007 11:50 AM
Subject: Fwd: FW: A Message to our Patients advertisement

Please see attached ad developed by Eastern Health which they plan to put in Saturday's Telegram, along with community newspapers next week. Their purpose is to advise the public that patients were informed of ER/PR testing throughout the process.

Please advise if you have any concerns asap.

Tks,
Tansy

From: "Susan Bonnell" <Susan.Bonnell@easternhealth.ca>
To: "Tansy Mundon" <TansyMundon@gov.nl.ca>
Date: Fri, Jun 1, 2007 10:01 AM
Subject: FW: A Message to our Patients advertisement

We're still in draft but this is basically it. This is going in all Transcon papers and in the Telegram.

Susan Bonnell

Director, Strategic Communications

709-777-1426 (1338)

From: Angela Benmore
Sent: Friday, June 01, 2007 9:40 AM
To: 'cchaplin@bristolgroup.ca'
Cc: Susan Bonnell
Subject: A Message to our Patients advertisement
Importance: High

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We have heard all the recent media coverage concerning our testing. We want to make sure that you have the right information.

We have heard from patients who are concerned about their mammograms or worried about breast cancer diagnosis. **These issues are NOT connected in any way with mammography or breast cancer screening.** Estrogen and progesterone (ER/PR) tests help determine treatment options for breast cancer patients.

WE HAVE ALWAYS BEEN UP FRONT AND OPEN WITH OUR PATIENTS

An impression has been left with the public that patients affected by the ER/PR review were not given their own health information. This is not true.

Disclosure is an important and valued part of the health care system in general and to us in particular.

Our first priority is and always has been quality patient care. That's why, in 2005, when these issues came to our attention we acted immediately to put safeguards in place.

- We stopped testing in our lab until a quality review could be completed;
- We called all patients whose samples were being re-tested;
- We talked about the issue in the media;
- We posted information on our website;
- We set-up an inquiries line so every patient's concern could be heard;
- We informed all patients and their doctors of their individual test results; and,
- We invited international experts into our lab to review our processes.

Our pledge to you

Every day, health care professionals conduct reviews to ensure we provide the best quality care to you, our patients.

No health care system is perfect. But when we discover issues or concerns, we take every step possible to address them.

Your doctors, nurses, technicians and health care managers are all committed to earn and keep your trust.

For more information visit
our website: www.easternhealth.ca



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