A Message from the CEO

Peter Mulkey, CEO
Clinch Valley Medical Center

No Excuses

There are dozens of excuses for a woman over 40 not to schedule an annual mammogram. She can say that she doesn’t have time because of her busy schedule. She may think the exam will be painful, or she’ll feel embarrassed. Or she may mistakenly believe that a mammogram is not very effective in detecting the disease and that she doesn’t need one anyway because no one in her family has ever had breast cancer. But the truth of the matter is that there really are no excuses! A mammogram is an early detection test that saves thousands of lives each year. It’s safe and only takes 15 to 30 minutes to perform. If you have not already scheduled your annual mammogram, make an appointment today. Please, do it for your family. Do it for yourself.

Model on a Mission

Jennifer O’Neill Is Raising Awareness About Breast Cancer

Jennifer O’Neill is an internationally acclaimed model, actress, speaker, and author. For three decades, she was the face and spokesperson for Cover Girl cosmetics and is perhaps best known for her role in the 1971 film Summer of ’42. The mother of three, Jennifer now lives on a farm near Nashville, where she helps veterans and their families enjoy the therapeutic wonder of horses through her charitable program Hope and Healing at Hillenglade. She recently spoke to Live Well! about her long-standing mission to educate women about breast cancer.

When did you first become aware of breast cancer?

I was in my early 20s, newly married and a new mom when I noticed a lump in my breast. My first reaction was ridiculous; I chose to ignore the lump and hope it would go away. Back then, in the late 1960s, people really didn’t talk about breast cancer or know how to perform a self-exam. As a result, I was living in total ignorance. By the time I finally found the courage to ask for help, the lump was as big as an egg. Because I had waited so long, the surgeons were faced with a serious operation. If the tumor had been malignant, I wouldn’t be here today, but fortunately it was benign.

How did that experience change you?

I realized that my response to the possibility of breast cancer was based on fear and ignorance. So I decided to become a spokesperson for the American (continued on following page)
Jennifer O’Neill is raising awareness about breast cancer. Are you at risk?

There are many risk factors for breast cancer that you can’t control. Age is one. About 2 in 3 invasive breast cancers are found in women 55 or older. A family history of the disease and having dense breast tissue are other risk factors. But here’s some good news: a few simple lifestyle changes can reduce the risk.

**Stay Active:**

One study from the Women’s Health Initiative found that women who walk from 1¼ to 2½ hours per week reduce their risk of breast cancer by 18%. At least 150 minutes of moderate exercise or 75 minutes of vigorous exercise each week (or some combination of the two) is recommended.

**Watch How Much Alcohol You Drink:**

For women who have one drink a day, there is only a small increase in the risk for breast cancer compared to non-drinkers. However, when a woman has 2 to 5 drinks each day, her risk becomes 1½ times greater.

Source: American Cancer Society

Forrest Swan, MD
Medical Oncologist

Even today, I still carry with me much regret about how frightened my response was. That’s the reason I work to raise awareness about breast cancer. I want to tell women they are not alone and that fear never produces a good result. Ignorance is not bliss.

What’s the most important message you want to share with women about breast cancer?

That’s easy. Have a mammogram every year once you turn 40. Early detection of breast cancer is critical.

What other advice would you give to women?

Support is so important whenever any of us hits a scary part in our lives. When my mother had breast cancer about 11 years ago, I was able to be there for her, provide encouragement and share my knowledge. And the more informed you are, the more helpful your support is.

Having a record of your previous mammograms is also very important so doctors can more easily detect any changes in the breast. About eight years ago, I had a mammogram that showed something suspicious. My doctors were able to compare that mammogram with an earlier one and verify that nothing had changed. As a result, they were able to give me a clean bill of health.

Any final thoughts?

I think it’s wonderful what women are doing these days, taking control and getting their arms around their health issues. Information and education is the greatest ally we have.

About 1 in 8 women will be diagnosed with breast cancer. Fortunately, the death rate for the disease has been decreasing, thanks, in part, to early detection. The American Cancer Society recommends the following screening guidelines for breast cancer.

**A Mammogram Every Year:**

Starting at age 40 and continuing for as long as the woman is in good health.

**Clinical Breast Exam:**

Every year for women 40 and older and every three years for women in their 20s and 30s.

**Breast Self-Exam:**

An option for women starting in their 20s. Women with a family history of breast cancer, a genetic tendency or other risk factors should have an MRI in addition to a mammogram. Talk to your personal physician for more information.

**Web Site Link:**

For more information about the early detection of breast cancer, please visit www.cancer.org/breastcancer and click on Breast Cancer Early Detection.

Source: American Cancer Society
Even though this issue of Live Well! is primarily dedicated to women’s health, let’s not forget the men, especially with November almost here. Or as some people call it—Movember.

**Movember** is an annual event that asks men to grow a moustache during the month of November to help raise awareness about men’s health issues, especially prostate cancer, and to support related charities. The event, which started in Australia in 1999 when a group of men were featured on a local television station, is now a worldwide event.

**Prostate cancer is the most common cancer in American men.** One out of every seven men will be diagnosed with the disease. In fact, a man is 35 percent more likely to be diagnosed with prostate cancer than a woman will be diagnosed with breast cancer! Fortunately, prostate cancer is one of the most easily detected and easily cured forms of cancer. Most men should talk to their doctor about testing for prostate cancer starting at age 50. African Americans and any man with a father or brother who had prostate cancer before age 65 should talk to their physician starting at age 45.

So if you see some new facial hair under a man’s nose this November, let it be a reminder to you about the importance of men’s health. Who knows? A moustache could save your life.

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**Welcome New Hematologist/Oncologist**

Clinch Valley Medical Center is pleased to welcome Hematologist/Oncologist, Michel Bidros, MD, to its medical staff.

Dr. Bidros earned his Medical Degree from Aleppo University in Aleppo, Syria. He completed his Internship and Residency at St. Barnabas Hospital in Bronx, New York and a Hematology/Oncology Fellowship from the University of Connecticut Health Center.

Dr. Bidros has joined Clinch Valley Medical Center’s Cancer Treatment Center as a Hematologist/Oncologist. A Hematologist/Oncologist is a physician who specializes in the diagnosis, treatment and/or prevention of blood diseases and cancers such as iron-deficiency anemia, hemophilia, sickle-cell disease, leukemia and lymphoma. He is trained in hematology, the study of blood, and oncology, the study of cancer.

“Dr. Bidros has been a tremendous asset to the Cancer Treatment Center and will undoubtedly continue to enhance our cancer care and the services provided to our patients,” said Peter Mulkey, President and CEO of Clinch Valley Medical center. “He is passionate about patient care, teaching and the community he serves.”

Dr. Bidros will see patients in the Medical Office Building (adjacent to Clinch Valley Medical Center). His office is located at 6819 Gov. GC Peery Highway, Suite 1250. To schedule an appointment please call 276-596-6695.

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**here comes movember**

Marcus Brown, MD
Radiation Oncologist

**Improving Cancer Care at Clinch Valley Medical Center**

**Michel Bidros, MD**
Hematologist/Oncologist

**Source:** American Cancer Society, Prostate Cancer Foundation
At Clinch Valley Physicians Associates, we have 10 primary care physicians and two nurse practitioners to care for your family. It’s a team of internal medicine specialists, pediatricians and family practice physicians ready to provide you with a lifetime of care. After all, when it comes to your health and the health of your family, seeing a primary care physician on a regular basis and building a long-term relationship offers many benefits:

**Benefit #1: Better Preventative Care**
Having a primary care physician (PCP) is like having a personal health coach. It’s the job of your PCP to get to know you and become familiar with your medical history. That knowledge can help your physician treat minor problems before they become major and make informed recommendations about the medical screenings you may need. Instead of just treating a symptom, your PCP sees you as an individual because they know who you are. In addition, by scheduling an annual physical exam, your doctor can detect unhealthy trends, such as weight gain or higher blood pressure, and begin treating these conditions at an early stage before they become serious.

**Benefit #2: Faster Answers**
One of the main duties of your primary care physician is to be the first person in the healthcare system that you contact when you have a question or concern.

**Benefit #3: More Resources**
What if you need to see a specialist for further evaluation or want to find a support group for your medical condition? Your primary care physician can guide you in the right direction and connect you with the resources you need.

**Benefit #4: Better Communication**
When you have a trusting relationship with your doctor, you feel more comfortable talking about sensitive medical issues. Your primary care physician is also responsible for coordinating the flow of information with other healthcare providers. When a referral is made to a specialist, for example, your PCP can make sure there is no duplication of care or testing.

**Benefit #5: A Lifetime of Care**
By building a relationship with your PCP, you have someone who is committed to providing quality care during your entire life.

**MEET OUR PRIMARY CARE PHYSICIANS:**

**Family Practice**
- Dr. Olivia Bhutia
- Dr. Ludgerio Claustro
- Dr. Larry Mitchell
- Dr. Sandy Peery-Norman
- Dr. Antonio Peralta
- Dr. Romulo Fajardo
- Dr. Toeya Piriz
- Dr. Jack Davis
- Dr. Lauren Good
- Dr. Roy Thomson

**CLINCH VALLEY PHYSICIANS ASSOCIATES**

276-964-6771
Early detection is critical for the successful treatment of almost any cancer. As a woman, your risk of dying from cancer is almost 20 percent. Don’t become a statistic. At Main Street Hospital, we urge you to understand and follow the screening recommendations for the most common cancers found in women.

**BREAST CANCER**
For detailed information about breast cancer and recommended screenings, please see the articles Are You At Risk? and Live It Out on page 3.

**LUNG CANCER**
A screening test is only recommended for women who have a high risk for the disease because of their smoking habit. Women who qualify for the screening must be:
1) 55 to 74 years of age
2) In fairly good health
3) Have at least a 30 pack-year smoking history AND are either still smoking or have quit smoking within the last 15 years.

Talk to your doctor about a lung cancer screening if you think you are a candidate and be sure to choose a facility with the right CT scan and a great deal of experience in lung cancer screening.

**CERVICAL CANCER**
Cervical cancer is slow growing and may not have any symptoms. Fortunately, the Pap test, which checks for
abnormal cell growth in the cervix, is available. Cervical cancer is almost always caused by the human papillomavirus (HPV). Even if you have received the vaccination for HPV, you should still follow the screening recommendations for your age.

**What To Do:** Have a Pap test starting at age 21 according to the following schedule. Women under age 21 should not be tested.

- **Women ages 21 to 29:** Pap test every three years, but no HPV test unless the Pap test is abnormal.
- **Women ages 30 to 65:** The preferred approach is to have a Pap test AND an HPV test every five years. You can also have the Pap test alone every three years.
- **Women older than 65:** Testing should stop if your previous tests have been normal. Women with a history of cervical pre-cancer should be tested at least 20 years after that diagnosis, even past the age of 65.

**COLORECTAL CANCER**
Colorectal cancer is the third leading cause of cancer-death in the United States among women and men. Great progress has been made in recent years in fighting colorectal cancer. A recent study found that the number of people diagnosed with the disease has dropped 30 percent in the last 10 years! That's because some screening tests, such as a colonoscopy, have the ability to remove pre-cancerous growths called polyps, which also prevents the cancer from occurring. Unfortunately, less than 60 percent of people who should be screened for the disease have had the correct colorectal cancer testing.

**What To Do:** Screening for colorectal cancer should start at age 50. It's recommended that most people have a colonoscopy every 10 years or a flexible sigmoidoscopy every five years, but talk to your physician about your risk factors to determine testing frequency.

**SKIN CANCER**
Skin cancer is the most common type of cancer, with 3.5 million cases diagnosed each year. Fortunately, there are only about 76,000 cases each year of the most serious kind of skin cancer, melanoma.

**What To Do:** Once a month, perform a self-exam and check for any changes in your skin, especially new or bleeding moles. Contact your physician immediately if you notice any changes. Your doctor should also check your skin carefully when you have a physical exam.

**OVARIAN CANCER**
Ovarian cancer is difficult to detect during a pelvic exam, even by a skilled examiner. Two screening tests, one using ultrasound and the other a blood test, are available, but they have not proven very successful in detecting the disease.

**UTERINE (ENDOMETRIAL) CANCER**
At the time of menopause, talk to you doctor about your risks for endometrial cancer and its symptoms. Some women with a higher risk may need to have a yearly endometrial biopsy. Let your doctor know if you experience any unexpected bleeding or spotting.

**Website Link:**
Find Your Primary Care Physician
Having a primary care physician who knows you and your medical history is an important resource in the early detection of cancer. If you’re looking for a gynecologist, internist or family practice physician to be your primary care doctor, please visit our website at www.clinchvalleymedicalcenter.com and click on Find A Doctor for a complete listing of our physician staff.

*Source: American Cancer Society*
We See Everything

Clinch Valley Medical Center provides comprehensive testing and imaging services to patients and physicians throughout southwest Virginia. Our full-service inpatient and outpatient diagnostic facility provides convenient, personalized and comfortable care. Our patients also benefit from the latest technology and our board-certified radiologists provide you and your physician with prompt, accurate results.

Ask your physician to send you to Clinch Valley Medical Center for your imaging service needs.

For more information about Clinch Valley Medical Center’s Imaging Services call 276-596-6137 or visit our website at www.clinchvalleymedicalcenter.com