



*Breast
Specialty*
OF
BATON ROUGE
www.breastbr.com

Every Month is Breast Cancer Awareness Month!!

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Fall 2015

BE SURE TO GET THE OCTOBER EDITION OF GOOD HOUSEKEEPING MAGAZINE



October is Breast Cancer Awareness Month! This year's October Edition of **Good Housekeeping** will feature one of our patients. This article will review different types of breast cancer and help to explain how certain treatments are chosen. This will explain some of the concepts behind "**individualized**" treatments.

Dr. Hailey states, "*We have long known that not everyone responds the same way to the same treatment. For this reason, treatments must be targeted or individualized to each person's unique cancer.*"

Dr. Hailey's input into this discussion will highlight the reasons why his patient received certain types of treatment. We hope that each of you will obtain a copy of this magazine. Please tell your friends and family about this publication and help us get the word out about this issue and the importance of bringing awareness to breast cancer. This magazine will be available to subscribers in the middle of September and for sale by October 1st.

Triple Negative Breast Cancer

Triple Negative Breast Cancers have been the topic of discussion with Breast Specialists over the past few years in part because we as health care providers are understanding them better.

Triple-negative breast cancer is an aggressive form of breast cancer that tends to grow and spread more quickly than other types. According to the Triple Negative Breast Cancer Foundation, it is estimated that approximately 15 to 20 percent of all breast cancers are classified as triple-negative - meaning that these particular breast cancer cells lack the estrogen and progesterone receptor and do not over express the HER-2 protein like some breast cancers. As such, hormone therapies such as Tamoxifen and therapies that target the HER-2 protein such as Herceptin (Trastuzumab) are not effective in treating triple-negative breast cancer.

While the decision to follow a particular triple negative breast cancer treatment regimen depends largely on the stage of the cancer at diagnosis, triple-negative breast cancer treatment usually consists of chemotherapy in addition to surgery +/- radiation.

If you have been diagnosed with Triple Negative Breast Cancer – discuss the implications with Dr. Hailey today.

Breast Specialty of Baton Rouge is now on FACEBOOK!!



Go to

<https://www.facebook.com/breastbr>
to "like" and "share" us with your friends.

Help us bring attention to all breast concerns. Education is the key to early diagnosis! The more people that visit this site – the more impact we will make!!

**REMIND SOMEONE IN YOUR
LIFE TO GET THEIR
MAMMOGRAM TODAY!!!**

Multi-Disciplinary Breast Cancer Conferences

It has long been realized that the treatment of breast cancer should be done in a format that involves multiple medical specialties that can concentrate on the diagnosis of one patient. These individuals may include a Breast Surgeon, Medical Oncologist (gives chemotherapy), Radiation Oncologist (gives radiation), Plastic Surgeon, Radiologist (reviews your mammogram and other films), Pathologist (makes microscopic diagnosis), Geneticist, Cancer Navigator, Social Workers, Physical Therapists, etc. These individuals will meet and discuss individual patients, how they presented with their breast cancer, and talk about the timing of various treatment options. These discussions are then carried back to the patient and a “plan of treatment” is devised that is specific for that person’s unique situation.

Dr. Hailey and his staff have always been dedicated to this approach being instituted for all patients **at the time of a person’s diagnosis**. In fact, starting in September 2015 – Dr. Hailey and his colleagues started weekly conferencing concerning **ALL** newly diagnosed breast cancer patients.

Dr. Hailey states that, *“Although in its infancy, this new way of discussing our patients will lend itself to a more coordinated approach to breast cancer treatment through an integrated network of services lending itself to a patient-centered experience.”* He goes on to say that the *“aim of this Conference will be to improve all aspects of a patient’s care through the development of an agreed upon treatment plan centered around nationally accepted guidelines lending itself to improved patient satisfaction.”*

After a Diagnosis of Breast Cancer – Should I read everything I can????

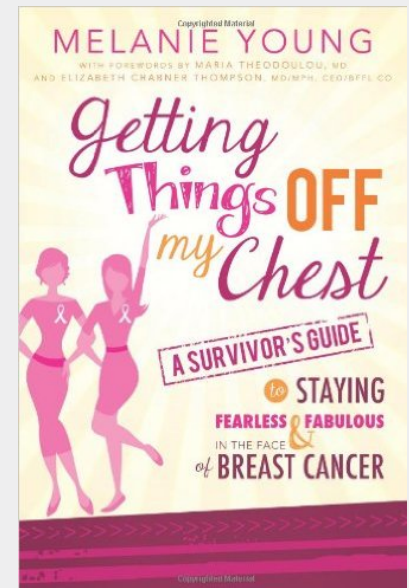
Dr. Hailey often tells his patients that it is okay to research their breast issues online or through various publications. It is important to identify **respected** sites for this information and not just bounce from one blog or message board to another. It is also not all about the research as there are great books available by professionals and patients that assist with understanding breast cancer, staying grounded and getting through a diagnosis of breast cancer.

Right now, Dr. Hailey is reading Melanie Young’s book by the title: *Getting Things Off My Chest – A Survivors Guide*. It is available in bookstores and online from places such as Amazon.com. It looks at ways that women can “stay sane, focused and in charge” while going through the diagnosis and treatment of breast cancer.

“While I can’t give an accurate assessment of the details in the book and whether they are even true – I like to read the books and articles that my patients may be reading.”

By the way, this book has earned a 5 star rating by 89% of readers on Amazon.com.

If you have read any information that may help our patients – please pass on the title and we will recommend it.



Reading is to the mind what exercise is to the body.

Joseph Addison

Dr. Hailey was recently on the Weekends with Whitney show. Be sure to check out the following link: <http://youtu.be/1hHEmxyD6Sk> or go to www.weekendswithwhitney.net to see the story!!!