

Anderson, Mike S

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**From:** Elizabeth Matthews [ElizabethMatthews@gov.nl.ca]  
**Sent:** 1-Jun-07 12:00 PM  
**To:** Carmel Turpin; Josephine Cheeseman; Moira Hennessey; Ross Wiseman; Robert Thompson; Tansy Mundon  
**Subject:** Re: Fwd: FW: A Message to our Patients advertisement

My only comment would be in the second para, I would add ".....tests help determine treatment options for breast cancer patients after diagnosis has been given." Or some words to that effect.

Second, I don't know if this is possible, but is there some way of saying that "Although the media were not given information about the patients whose treatments was not affected, we did ensure that all patients were fully informed." I think this is a very solid point that is being lost.

Otherwise I think it is a very good ad.

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>>> Tansy Mundon 6/1/2007 11:50:13 AM >>>

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