

**Anderson, Mike S**

**From:** Susan Bonnell  
**Sent:** 1-Jun-07 12:02 PM  
**To:** 'Tansy Mundon'  
**Subject:** FW: Eastern Health - Message to the Public Advertisement  
**Attachments:** Message to the Public.pdf; Message to the Public [Tabloid].pdf

This is the final ad. It is being place in all Transcon papers (including the Tele).



Eastern  
Health

Susan Bonnell

*Director, Strategic Communications*  
709-777-1426 (1338)

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**From:** Angela Benmore  
**Sent:** Friday, June 01, 2007 11:51 AM  
**To:** (prepress@thetelegram.com)  
**Cc:** (gcarew@thetelegram.com); Susan Bonnell  
**Subject:** Eastern Health - Message to the Public Advertisement



Eastern  
Health

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2007-08-23

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 contacted or 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](http://www.easternhealth.ca)



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