

From: Robert Thompson
To: Tansy Mundon
Date: 6/1/2007 12:29:22 PM
Subject: Re: Fwd: FW: A Message to our Patients advertisement

I have some comments for some changes.

Sent via Blackberry
 Government of Newfoundland and Labrador

-----Original Message-----

From: Tansy Mundon
 To: Carmel Turpin <CarmelTurpin@gov.nl.ca>
 Elizabeth Matthews <ElizabethMatthews@gov.nl.ca>
 Josephine Cheeseman <JosephineCheeseman@gov.nl.ca>
 Robert Thompson <RThompson@gov.nl.ca>
 Moira Hennessey <MHennessey@gov.nl.ca>
 Ross Wiseman <RossWiseman@gov.nl.ca>
 Creation Date: 6/1 12:25 pm
 Subject: Re: Fwd: FW: A Message to our Patients advertisement

Thanks Elizabeth. I have forwarded to Susan B. and ask that she incorporate in the ad.

>>> Elizabeth Matthews 6/1/2007 11:59:54 AM >>>

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.

Elizabeth Matthews
 Director of Communications
 Office of the Premier
 Government of Newfoundland & Labrador
 (709) 729-3960 (bus)
 (709) 351.1227 (cell)
 elizabethmatthews@gov.nl.ca

>>> 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