

FOR IMMEDIATE RELEASE

Aug. 28, 2008

The Breast Center at Sunrise Hospital Participates in the National Quality Measures for Breast Centers Program

Program will help center provide women with highest level of care

Las Vegas- The Breast Center at Sunrise has recently been recognized as a Certified Participant of the National Quality Measures for Breast Centers Program (NQMBC™). This distinguished honor represents a commitment by this breast center to provide the highest level of quality breast health care to patients in their community.

Measuring and comparing quality performance is essential in assessing patient care and allocating resources where improvement is desired. In today's dynamic health care industry, breast centers are faced with providing quality care while simultaneously keeping costs under control. A center's staff must not only be familiar with existing standards of care, but must also be aware of new advances in technology. The Breast Center at Sunrise has taken a major step to ensure they provide the best possible quality care to breast patients in their community.

“Measuring and assessing quality performance in patient care is essential in evaluating where improvements can be made,” said Gina Arnold, Breast Center Manager. “This program is important to our patients because it proves that our center is not only familiar with existing standards of care, but it is also utilizing new, more sophisticated technologies. It means that our patients can have a certain comfort level when dealing with our certified staff.”

The National Consortium of Breast Centers is proud to recognize The Breast Center at Sunrise as a Certified Participant in this program. The Breast Center at Sunrise will continue in its commitment to provide the highest quality care to its patients and begins the process to become a Certified Quality Breast Center of Excellence.

The National Quality Measures for Breast Centers™ were developed by referencing the Health Care Advisory Board's Clinical Quality Dash Board for breast centers published in the fall of 2004. The National Quality Measures for Breast Centers™ reflect more than five years of work, which has culminated in the adoption of more than 33 National Quality Indicators™.

“We are proud to be among the first group of participating breast centers in NQMBC’s distinguished program. Patient care is one of our highest priorities and we will always strive to find new ways to improve the care we stand behind,” said Dr. Lawrence Gardner, Medical Director of the Breast Center at Sunrise.

Breast centers who participate in the NQBC program are listed on the National Consortium of Breast Centers website at <http://www.breastcare.org/>.

The Breast Center is located at 3600 S. Maryland Pkwy in suite 250. For more information call, **702-784-7870**.

About the Breast Center at Sunrise:

The Breast Center at Sunrise is the only medical facility in Las Vegas to include every aspect of breast care and wellness under one roof. Featuring helpful and personalized services, the center cares for the needs of each individual patient with its one-of-a-kind nurse navigator, who guides patients through every step of the clinical, psychological and physical process. Supported by the

Susan G. Komen Foundation for the Cure, The Breast Center and its patients benefit from extraordinary amenities, programs and community partnerships including yoga, nutrition, breast self-exam lessons, lymphedema services, and a full library with books and materials relating to breast health. Patients of The Breast Center receive an advanced level of care as a result of the multi-disciplinary clinical team including medical oncologists, radiation oncologists, breast surgeons, radiologists and pathologists.

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