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EXPERT ALERTS

- Updating the TSA's Security Program

EXPERT ROUNDUP

- Breast Cancer Awareness Month (continued)

MEDIA JOBS

- Senior Articles Editor - Life & Style Weekly (NJ)
- Reporter – Des Moines Register (IA)
- Metro Reporter – Bay Area News Group (CA)

OTHER NEWS & RESOURCES

- Spotlight: Jen Christensen, CNN
- Blog Notes: Art, Fashion and Health Care Blogs
- Media 411: The Blurred Lines of Sponsored Content

EXPERT ALERTS:

Updating the TSA's Security Program Alan (Avi) Kirschenbaum CEO, Kirschenbaum Consulting Professor, Technion-Israel Institute of Technology "As the TSA is not divulging how they will randomly give a green light for certain passengers to get PreCheck permits, the costs of this decision-making process is unknown. However, as it is based on a risk assessment, this means there are employees working on attaining these risk assessments, which are dynamic in nature. This means the costs are not a one-time deal; they require highly-skilled employees working continuously to assess risks. Then there is, of course, the fee for having the privilege of starting the PreCheck process, a payment which is a transparent cost. But it would appear that applicants also have to submit fingerprints (more employees) and be interviewed (more employees). Then there is all the administration to keep this system running (even more employees). It simply does not seem reasonable that this fee (\$85

,
\$100

) would cover these costs. And, if not, who is paying for it?" The Transportation Security Administration (TSA) is now expanding its PreCheck security program so that they won't have to remove certain clothing items and even be allowed to keep a laptop in their carry-on bag. What are the hidden costs involved in this program, and will it actually reduce queuing time and passenger frustration? Professor Kirschenbaum and co-author Dr.

Carmit Rapaport

examine the relationship between how passengers act in the security queue and the cost of security in a new article, "Reducing Airport Security Costs: The Passenger Behavior Factor," in the summer issue of

[General Aviation Security magazine](#)

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EXPERT ROUNDUP: Breast Cancer Awareness Month (continued)

Following are additional experts who are available for interviews related to breast cancer. To view the original roundup, which was distributed last week, click [here](#).

Robin Newman, OTD, OTR/L, CLT, CDRS Clinical Assistant Professor, University of Illinois Occupational Therapist, NorthShore University Health System "For many people, a breast cancer diagnosis and functional limitations associated with the aggressive treatments can come when they are still parenting young children or working full-time. When cancer treatment is over, the battle continues. Breast cancer survivors often experience unique occupational challenges in self-care, work, and leisure activities. As an occupational therapist, I help them figure out how to make adjustments and compensate for the new cognitive and physical changes they are living with." Newman is a clinical assistant professor of occupational therapy at the University of Illinois at Chicago and an occupational therapist at NorthShore University Health System. She recently piloted a newly created self-management program for breast cancer survivors entitled, "Take Action," which focuses on maximizing occupational performance in women who experience cognitive difficulties following completion of chemotherapy. Newman is available to discuss breast cancer survivorship, breast cancer rehabilitation, "chemo brain," lymphedema, and driver rehabilitation in relation to cancer diagnosis. Bio:

<http://www.aota.org/Publications-News/ForTheMedia/Experts/Newman.aspx>

Media Contact:

Katie Riley

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Marisa Weiss, M.D. Founder, President Breastcancer.org Dr. Weiss is the founder, president, and guiding force behind Breastcancer.org, the world's most utilized online resource for expert medical and personal information on breast health and breast cancer -- reaching 30 million people globally over the past 13 years. Dr. Weiss currently practices at Lankenau Medical Center, part of the Main Line Health Hospitals of the Thomas Jefferson University Health System in the Philadelphia area, where she serves as director of breast radiation oncology and director of breast health outreach. She also served on the National Cancer Institute Director's Consumer Liaison Group from 2000 to 2007. Dr. Weiss has more than 20 years of experience as a breast cancer oncologist, and is regarded as a visionary advocate for her approach to informing and empowering individuals to protect their breast health and overcome the challenges of breast cancer. Dr. Weiss is the author of four critically acclaimed books on breast cancer and breast

health and is frequently called upon to comment on the latest breast cancer research and news, with appearances on "

[The Dr. Oz Show](#)

" to speak out on

Angelina Jolie's

double mastectomy, and CNN's "

[OutFront With Erin Burnett](#)

" to provide her comments on a recent study that found younger women are at greater risk of getting diagnosed with breast cancer. Furthermore, Dr. Weiss is also a member of the Wall Street Journal's Ask the Experts panel and serves as a regular blog contributor to The Huffington Post. Media Contact:

Matt Coppola

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mcoppola@coynepr.com

Dr. Rachel Goble Breast Surgeon Rex Surgical Specialists, Raleigh, N.C. "Prevention is the key! Women should start performing breast self-exams in their 20s, have a clinical breast exam by a physician every 1-3 years starting at age 25, and have annual clinical breast exams and annual mammograms beginning at age 40. Always alert your doctor of any concerning changes in your breasts." Dr. Goble is a board certified breast surgeon who works closely with other breast surgeons, oncologists and other specialists at Rex Cancer Center. She completed her breast surgical oncology fellowship at Moffitt Cancer Center in Tampa, Fla.

, after her general surgery internship and residency at Kettering Health Network, Grandview Medical Center in

Dayton, Ohio

. She also received her undergraduate degree with honors from the University of Kentucky

and her medical degree from Kentucky

College of Osteopathic Medicine. Media Contact:

Alan Wolf

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Dr. Kamakshi Zeidler Diplomate, American Board of Plastic Surgery Dr. Zeidler is certified by the American Board of Plastic Surgery, the highest distinction for a plastic surgeon. She practices aesthetic and reconstructive plastic surgery in the Los Gatos, San Jose, and greater

South Bay Area

. Dr. Zeidler received a bachelor of arts degree with honors from Rice University

. She obtained her doctorate of medicine at the University of California San Francisco School of Medicine, one of the top five medical schools in the country. At UCSF, Dr. Zeidler graduated at the top of her class and was inducted into the prestigious Alpha Omega Alpha Honor Society. After medical school, she continued her career at UCSF, completing both general surgery and plastic surgery training. During her training, Dr. Zeidler was acknowledged with UCSF's Julius R. Krevan's award for outstanding clinical care of her patients. She then completed an additional advanced microsurgical clinical instructorship at Stanford University Medical Center where she perfected her skills in cutting-edge breast reconstruction techniques. Dr. Zeidler is one of very few women surgeons in the Bay Area formally trained in microsurgical breast reconstruction, has authored numerous medical journal articles, and has lectured nationwide. As a physician whose family is affected by the breast cancer gene, Dr. Zeidler is dedicated to treating patients with breast cancer, and is continuing her academic research with new technologies that will improve the process of breast reconstruction. She also specializes in aesthetic plastic surgery of the face and body. After training at UCSF and Stanford, she became partners with world-renowned aesthetic plastic surgeon Dr. R. Laurence Berkowitz. During her first few years in practice, she worked closely with him to develop techniques of achieving outstanding results for her patients. Dr. Zeidler's philosophy of both reconstruction and aesthetic surgery is to create a fantastic final result that is natural. Dr. Zeidler will have keen insight on breast reconstruction options after mastectomy and can speak to Angelina Jolie's traditional expanders. Website: <http://www.zeidlerplasticsurgery.com/press/> Media Contact: Erich Sandoval, erichsandoval@gmail.com

Richard J. Bleicher, M.D. Associate Professor, Department of Surgical Oncology Program Director, Breast Fellowship Training Program Co-Leader, Breast Service Line Fox Chase Cancer Center Dr. Bleicher's fellowship subspecialty training was in surgical oncology at the John Wayne Cancer Institute, and his clinical practice is entirely confined to patients with breast disease. He serves on committee, as a site surveyor for, and on the board of directors of the American College of Surgeons' National Accreditation Program for Breast Centers (NAPBC). He is the current chair of the Society of Surgical Oncology's Technology and Communications Committee, and serves as a member of the Breast Steering Committee of the Radiation Therapy Oncology Group (RTOG). Dr. Bleicher's areas of clinical research in breast cancer have included breast imaging, decision making, evaluation-associated delays, disparities, and population-based and health services research.

Eric I. Chang, M.D. Assistant Professor, Division of Plastic and Reconstructive Surgery Fox Chase Cancer Center Dr. Chang attended Rutgers College for his undergraduate schooling and was selected for the competitive BA/MD program with UMDNJ-Robert Wood Johnson Medical School. He completed his general surgery residency at the same institution, as well as additional post-doctorate research fellowships at

New York University

School of Medicine and

Stanford University

. Dr. Chang's completed his fellowship in plastic and reconstructive surgery at UCLA Medical Center, followed by an additional fellowship in reconstructive microsurgery at MD Anderson Cancer Center in

Houston

. He has had significant training in free flap breast reconstruction with DIEP flaps at some of the largest volume centers in the country. In addition, a recent innovation in lymphedema treatment with vascularized lymph node transfers and lymphovenous bypasses is another one of his expertise which is only offered at a few institutions in the country.

Kathryn Evers, M.D., FACR Director of Breast Imaging Fox Chase Cancer Center Dr. Evers has been the director of breast imaging at Fox Chase for the last 14 years. In this role, she has been responsible for all screening and diagnostic breast examinations, as well as core biopsies performed with imaging guidance. During her time as a breast imaging specialist, the field has progressed from using only film-screen mammography, with the occasional ultrasound exam, for the diagnosis of breast disease to being a fully digital department with active breast ultrasound and MRI divisions. Dr. Evers has worked closely with colleagues in both the clinical and research areas and has collaborated in studies on diet and breast density in Chinese-American women. Her ongoing research interests are in early detection of breast carcinoma, the appropriate role of breast MRI and in identifying the appropriate imaging studies for particular clinical problems.

Sameer A. Patel, M.D., FACS Assistant Clinical Professor, Plastic and Reconstructive Surgery Fox Chase Cancer Center Dr. Patel is a double board certified surgeon (general surgery and plastic and reconstructive surgery) with fellowship training in microsurgery and complex reconstruction at the MD Anderson Cancer Center. He completed his general surgery and plastic and reconstructive surgery training at the Albert Einstein College of Medicine/Montefiore Medical Center in Bronx, N.Y. As a surgeon practicing breast reconstructive surgery, he counsels women regarding their surgical options on a daily basis, and has published on breast reconstruction for women diagnosed with breast diseases. He employs the latest techniques in breast reconstruction including transferring the patient's own tissue for reconstruction using microsurgical techniques. He also has additional expertise and interest in the surgical management of lymphedema after treatment for breast cancer, including new

surgical approaches such as vascularized lymph node transfer and lymphovenous bypass.

John Michael Daly, M.D., FACS Attending Surgeon, Department of Surgical Oncology, Fox Chase Cancer Center Dr. Daly is a surgical oncologist that cares for patients with breast cancer. He is also the Harry C. Donahoo Professor of Surgery, surgical director of the William Maul Measey Institute for Clinical Simulation and Patient Safety, and emeritus dean at Temple University School of Medicine. Dr. Daly attended medical school at Temple University and, following graduation, went to Houston, where he trained at the MD Anderson Cancer Center and remained there on the faculty. Following this, he and his family returned to New York, where he was on the faculty at Memorial Sloan Kettering Cancer Center for six years. Upon leaving New York, he came to Philadelphia as the chief of surgical oncology at the University of Pennsylvania hospital for eight years. Ultimately, he returned to Philadelphia as dean of the medical school at Temple University School of Medicine and professor of surgery, where he cared for patients with tumors of the gastrointestinal tract, as well as breast cancer. He became a surgical oncologist after training at the MD Anderson Cancer Center in Houston and has been one for over 25 years.

Kathy J. Helzlsouer, M.D., M.H.S. Director, The Prevention and Research Center Mercy Medical Center, Baltimore Dr. Helzlsouer is a medical oncologist, clinical epidemiologist, and is adjunct professor of epidemiology at Bloomberg School of Public Health, Johns Hopkins University. She has more than 235 peer-reviewed publications and is internationally recognized for particular expertise in clinical epidemiology, cancer epidemiology and cancer prevention. Dr. Helzlsouer joined Mercy in 2004 to spearhead Mercy's efforts in clinical research and to expand clinical programs in cancer risk assessment and cancer survivorship. Dr. Helzlsouer is the past chair, Cancer Control Council for the state of Maryland; co-chair of the Evaluation Committee of the Maryland Cancer Collaborative; and past chair of

the Molecular Epidemiology Group of the American Association for Cancer Research. She is also a member of the PDQ Cancer Screening and Prevention Committee of the National Cancer Institute (NCI), associate editor for the Journal of the National Cancer Institute, and has served on numerous state and national committees, including the Institute of Medicine Committee on the Environment and Breast Cancer. Dr. Helzlsouer was honored with the

Martin D. Abeloff

Award for Excellence in Public Health and Cancer Control by the Maryland State Council on Cancer Control. The Abeloff Award is given annually to a Marylander who has contributed to reducing the incidence, morbidity and mortality of cancer through research focused on cancer control. Additionally, Dr. Helzlsouer received a citation from Governor O'Malley for her work on the state's Cancer Control Council and a service award for her contributions to Cancer Control efforts in

Maryland

. She was recognized by Baltimore Magazine as one of Baltimore's

"Top Doctors" in the genetics category. Media Contact:

Dan Collins

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dcollins@mdmercy.com

Kristin Byrne, M.D. Chief of Breast Imaging Lenox Hill Hospital Dr. Byrne is a board certified radiologist, specializing in women's imaging; all breast imaging modalities, including: mammography, ultrasound, MRI, contrast enhanced spectral mammography and all image guided interventional breast procedures; stereotactic biopsies, ultrasound biopsies, MRI biopsies and wire localizations. She has presented educational exhibits at national meetings for many years and has been a commentator for numerous Internet sites. She has also had multiple television interviews, such as FOX News, CBS and ABC News. Expert Contact:

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or

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MEDIA JOBS:

Following are links to job listings for staff and freelance writers, editors and producers. You can view these and more job listings on our Job Board: <http://bit.ly/pncjobboard>

See more listings [here](#) .

OTHER NEWS & RESOURCES:

Following are links to other news and resources we think you might find useful. If you have an item you think other reporters would be interested in and would like us to include in a future alert, please drop us a line at profnetalerts@prnewswire.com

- SPOTLIGHT: JEN CHRISTENSEN, CNN. This *SPOTLIGHT* belongs to Jen Christensen, a producer at CNN in Atlanta and the president of the National Lesbian & Gay Journalists Association. <http://bit.ly/17ZDFGy>

- BLOG NOTES: ART, FASHION & HEALTH CARE BLOGS: In this week's edition, Christine Cube reviewed blogs relating to health, fashion and health care. Check them out here: <http://bit.ly/1fuRO2A>

- MEDIA 411: THE BLURRED LINES OF SPONSORED CONTENT. The problem most consumers have with sponsored content is its ability to blend in too easily with the "real" editorial content of a publication. It creates a blurred line that makes it difficult for some consumers to distinguish the content from the advertising. <http://bit.ly/19c1RIS>

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