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**STURDY MEMORIAL'S BREAST CANCER CONFERENCE:
A UNIQUE WEAPON IN THE FIGHT AGAINST CANCER**

ATTLEBORO, MA, July 1, 2005 – The American Cancer Society estimates that half of all American men and one-third of American women will have a form of cancer at some point in their lifetime. Preventive action, screening, early diagnosis, and proper treatment dramatically increase patients' odds of survival. Sturdy Memorial Hospital is the area's leader in cancer care; the number one choice of patients in this community. Sturdy Memorial offers comprehensive cancer testing and treatment, including state-of-the-art surgical techniques and access to national clinical cancer drug trials. Sturdy Memorial also has a unique program, the Breast Cancer Conference, which ensures the highest level of quality cooperative care for all breast cancer patients.

Sturdy Memorial's Breast Cancer Conference began in January 1998 as a platform for radiologists, pathologists, and surgeons to optimize communication between each link in the chain of patient care. The conference instantly became a weekly meeting, fostering dialogue among experts in surgery, radiology and pathology to create a strong partnership for better cancer care. Each patient's case receives special attention; all elements, from mammography to surgery, to pathologic findings and staging are scrutinized by the Breast Cancer Conference team.

After reviewing the results of mammograms, ultrasounds, biopsies and other tests, the team discusses the best treatment options. Each specialist offers advice based on experience with similar cases. Recent studies and current clinical trials are also discussed. The patient's history, condition, wishes and quality of life are carefully considered. Each physician leaves the breast cancer conference with a comprehensive set of treatment recommendations tailored to their patient's needs.

"The Conference is a unique approach to cancer care that has clear patient benefits," says Dr. Richard Smith, Sturdy Memorial's Chief of Pathology and the

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Hospital's Cancer Physician Liaison, who initiated and facilitates the weekly meetings. "Detailed discussion and review of each case ensure that all aspects of each case are examined and all options are explored."

Sturdy Memorial's Cancer Care Program is approved by the American College of Surgeons' Commission on Cancer. To learn more about Sturdy Memorial Hospital's Cancer Care program, please call (508) 236-8020 or visit www.sturdymemorial.org.

Sturdy Memorial Hospital is a full-service, independent, financially stable, non-profit acute care community hospital in Attleboro, Massachusetts.

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