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**LRHC ANNOUNCES A “NO EXCUSES, GET SCREENED” CAMPAIGN
TO RAISE AWARENESS DURING NATIONAL BREAST CANCER AWARENESS MONTH**

Lexington, MO (September 28, 2009) — LRHC announces an innovative “No Excuses, Get Screened” campaign to raise awareness during October’s National Breast Cancer Awareness Month. The multi-pronged campaign is aimed at encouraging women to use early detection in the fight against breast cancer and encourages women not to delay scheduling a routine screening mammogram due to misperceptions about inconvenience, discomfort or cost. To further highlight the importance of early detection, LRHC is offering Saturday mammogram appointments; special gifts for all women screened in October and featured desserts every Friday in October. As part of the HCA Midwest network of hospitals, LRHC has also launched a new Web site at www.midwestbreast.com, which is geared to help women navigate the sometimes overwhelming information available on breast cancer.

“Early detection of breast cancer is vitally important when fighting the disease,” says Dr. Jay Crockett, LRHC Radiologist. “Our campaign acknowledges that while a screening mammogram isn’t something a woman eagerly awaits, our hospitals offer things like digital mammography with the use of MammoPads for increased comfort.”

In addition, LRHC is requesting examples of how a screening mammogram may have saved someone’s life as part of its National Breast Cancer Awareness Month activities. These stories as part of the HCA Midwest health system’s 2010 breast cancer awareness campaign in an effort to communicate the importance of routine mammograms.

Teresa Minnick, Radiology Director says the introduction of www.midwestbreast.com will help women find answers. The site includes a myth-busting Q&A that attempts to debunk any excuse for putting off a screening mammogram. It also includes extensive information about HCA Midwest’s comprehensive program of breast education, screening, diagnostics and treatment. “It is a one-stop shop concept that will assist women in learning the broad array of physician specialists, advanced technology, digital diagnostic services, breast lesion evaluation services and innovative breast cancer treatment services available throughout our health system and Midwest Cancer Care network.”

“We are proud that throughout Midwest Cancer Care LRHC can participate in a continuum of care to help ensure a multidisciplinary approach to cancer treatments,” says Bret Kolman, LRHC, CEO. “Our physicians and staff are committed to partnering with each cancer patient’s primary care physician to ensure the best possible outcomes and support for our patients not only during treatment but well into survivorship.”

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