December 2016

Over the course of December, VCU Massey Cancer Center was featured in at least 32 news clips from many different media outlets. Harry Bear, M.D., was interviewed for his research about hormone therapy as an effective treatment for breast cancer patients with a low risk of recurrence. Egidio Del Fabbro, M.D., provided expert commentary on palliative care and Priti Shah, M.D., spoke on issues related to dense breast tissue and mammography. Also in December, Massey patients were greeted with holiday carols from a former patient, and a local news station provided coverage of Massey patients receiving necklaces for Christmas.

Please continue reading for further December 2016 highlights.

CITED RESEARCH


Harry Bear, M.D., Ph.D., was interviewed about his research findings that breast cancer patients with a low recurrence score could be effectively treated with hormone therapy alone.

EXPERT COMMENTARY


Egidio Del Fabbro, M.D., provided expert commentary on the benefits of palliative care.

WTVR CBS 6: “Va. one of 27 states requiring doctors to address breast density,” December 8, 2016

Breast imaging radiologist Priti Shah, M.D., explained the relationship between breast tissue density and cancer risk.

CENTER NEWS

Richmond Times-Dispatch: “LINC provides area cancer patients help with their legal and financial troubles,” December 31, 2016

A newspaper mentioned Massey in an article about the Legal Information Network for Cancer.

A community calendar promoted support groups hosted by Massey’s Cancer Research and Resource Center nine different times.


Massey was mentioned in an article about the board chair of a legal aid organization.


A community calendar advertised a health and wellness program presented by Massey’s Cancer Research and Resource Center of Southern Virginia on five separate occasions.


A newspaper detailed a healthy eating workshop presented by Massey’s Cancer Research and Resource Center of Southern Virginia in two issues.

WRIC ABC 8: “Local cancer survivor sings at VCU Massey Cancer Center,” December 26, 2016

Richmond’s ABC affiliate featured a segment on a cancer survivor who sang to Massey patients for Christmas. WWBT NBC 12 also provided coverage.


A news segment showcased Massey patients receiving necklaces for the holidays.


An article mentioned the Massey Street of Hope. The Richmond Times-Dispatch provided additional coverage.


A Richmond radio station highlighted Massey and its involvement in the Ukrop’s Monument Avenue 10k.


A newspaper recognized a company for its contributions to Massey.


An article underlined the goodwill efforts of longtime Massey Advisory Board member, volunteer and advocate Becky Massey.
**Richmond Times-Dispatch:** “Notable Gifts: Walk raises more than $322,000 for type 1 diabetes research,” December 3, 2016

A newspaper mentioned a business’ charitable contributions to **Massey**.

**Brunswick Times-Gazette:** “Cancer Center presents program on childhood cancer,” December 2, 2016

An article promoted a childhood cancer meeting hosted by **Massey’s Cancer Research and Resource Center of Southern Virginia**.

**Richmond Times-Dispatch:** “In My Shoes: One little lady’s simple obituary creates a lasting impact,” December 1, 2016

A newspaper profiled a **Massey volunteer**.