

February 23, 2007 Joyce Murtha Breast Care Center Celebrates 5th Anniversary

For Immediate Release

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Windber, PA - On Friday, February 23rd, 2007 at 11:00 a.m. the ceremonies will begin to commemorate a 5th anniversary and a new beginning for the Joyce Murtha Breast Care Center. Special guests include Mrs. Joyce Murtha, the center's namesake, her husband, the Honorable John P. Murtha (D-PA), Mrs. Elizabeth Edwards, wife of Senator John Edwards and breast cancer survivor.

Mrs. Murtha will announce the new focus of the Joyce Murtha Breast Care Center, a new dimension of care that is highly personalized, predictive, and proactive. This new dimension or "model" is a result of the collaboration with the Windber Research Institute, and is the first system that creates truly personalized medicine by bridging the chasm between clinical practice and scientific research.

Mrs. Edwards, diagnosed with breast cancer in 2004, will share her story of breast cancer survival and tour the Joyce Murtha Breast Care Center and Windber Research Institute.

Congressman Murtha will announce the successful accomplishment of several initiatives including the fusion of the Space & Missile Defense Command algorithms with the 4D Ultrasound and Digital Mammography technology with the hope of reducing the number of undetected tumors typical in either. The latest full-field digital mammography platform providing the best of GE's technology on a large field of view detector which no longer limits the ability to screen women with very dense or above average sized breasts. Concentia Digital and InforSense Limited will introduce software that allows the combined research work of the breast center and the institute to be readily available to scientists and pharmaceutical companies across the world. General Electric has provided the JMBCC with one of the first 3 Tesla breast coils for the MRI located here at the breast center.

The event will conclude with demonstrations of new equipment and tours of the world class facility.