

RADIO ROUNDUP

a collection of features, oddities,
and helpful tips



**NORTH AMERICAN
PRECIS SYNDICATE, INC.**

350 Fifth Avenue, 65th Fl.
New York, N.Y. 10118-0110

176 WORDS, 60 SECONDS

WOMEN'S HEALTH

HERE'S IMPORTANT NEWS FOR BREAST CANCER PATIENTS. WHILE TREATMENT IS MORE EFFECTIVE THAN EVER, AN ESTIMATED TWO IN FIVE PATIENTS DON'T TAKE THEIR MEDICATIONS ACCORDING TO THE INSTRUCTIONS. IN THE BATTLE AGAINST BREAST CANCER, PATIENTS ARE INCREASINGLY PRESCRIBED ORAL MEDICATIONS, SUCH AS HORMONAL THERAPY, TO LIMIT THE RISK OF DISEASE RECURRENCE. ACCORDING TO THE AMERICAN CANCER SOCIETY, APPROXIMATELY HALF OF ALL NEW BREAST CANCER PATIENTS HAVE CANCER TYPES THAT MAY RESPOND TO HORMONAL THERAPY. RESEARCH HAS INDICATED THAT PATIENTS SHOULD STAY ON THESE DRUGS FOR FIVE YEARS TO GAIN MAXIMUM BENEFITS. HOWEVER, A RECENT SYMPOSIUM ON MEDICATION ADHERENCE AMONG BREAST CANCER PATIENTS FOUND THAT CANDIDATES FOR HORMONAL THERAPY MAY NOT BE REAPING THE FULL BENEFITS OF THEIR DRUG REGIMENS. ACCORDING TO SOME RESEARCH STUDIES, NONCOMPLIANCE RATES HAVE REACHED AS HIGH AS FORTY PERCENT. BREAST ONCOLOGY ADVOCATES AND EXPERTS AGREE THAT PATIENT SUPPORT MECHANISMS CAN AND MUST BE IMPROVED. HEALTH CARE PROVIDERS AND PATIENTS EACH PLAY PIVOTAL ROLES. THROUGH EDUCATION AND COMMUNICATION, THEY CAN BEGIN TO TAKE THE STEPS THAT WILL HELP SOME BREAST CANCER PATIENTS REDUCE THEIR RISK OF RECURRENCE.