

Just Book It



October was Breast Health Awareness month and as in past years, the Norfolk General Hospital site actively participated. The theme this year was “Just book it” and featured a Screen and Win promotion. Every lady booked through the OBSP program during October was eligible to enter, by referring someone else who had never had a mammogram. The goal of this peer to peer referral was to encourage people to have their initial Breast Screening which would then make them part of the automatic rescreen process in the future. The NGH radiologist group graciously donated a \$200.00 gift basket for our draw. Pictured above are Patti Mels (MRT) Mammogram Technologist, Karen Gagnon OBSP secretary, Linda Lennox draw winner and Linda’s mother Vera Overbaugh, a breast cancer survivor.