

Dear Breast Care Medical Professional,

Why Pink Ribbon Consulting?

As a Stylist in a luxury lingerie store, I had a lovely, 60ish year old woman walk in asking me for a nursing bra...for herself. She was very embarrassed and explained she was preparing to have breast cancer radiation seed therapy and was told to find a nursing bra for 'easy access' to her site. Her next stop was a maternity store (can you imagine how stressful this must have been?), but thankfully, I could refer her to a breast care boutique for specialty bras.

I was livid that an Oncology team, associated with a highly-regarded cancer institute, was completely unaware of specialty bras for this patient or that she had insurance benefits to cover their expenses...that her medical team sent her out looking for a nursing bra instead of to a specialty breast care boutique. This is why I started Pink Ribbon Consulting. I know, from over 20 years in the breast care industry, that medical teams have limited resources to understand the breast care industry and the innovative products constantly being introduced to breast cancer patients.

Thank you for taking the time to visit my website.

After conducting countless physician in-services for all specialties that touch a breast cancer patient, I know you want to provide the best products available for your patients but your resources for understanding this product line are very limited. You have the daunting task of saving patients' lives and fighting their cancer.

I want to help you help your patients, through treatment and forever after, by educating you about the abundant choices that manufacturers of breast care products provide for your patients. These products are created for patients to use during radiation and chemotherapy and following breast surgery and reconstruction. They ease emotional stress during treatment and recovery and offer women the opportunity to look and feel 'normal' by re-creating their own personal look...how they looked before the devastating diagnosis of breast cancer.

I am well versed with all the global manufacturers of breast care products; all have their strengths and weaknesses; all offer unique products that you are probably not aware of and because of complex insurance reimbursement regulations, your patients may not be given all the choices they deserve.

My services can be tailored to your needs. Some of the ways I can help you help your patients are:

- Modify your pre- and post- op patient instructions to include breast care products and their use, *according to your practices' protocols.*
- Provide garments for your office to do a 'fitting' so the patient can order correct sizing, either from you or from me (no insurance filing can be provided). Of course, a local specialty boutique may be an option for your patients, too. Please note: the *timing for delivery* of the post-op camisole is critical, so that insurance covers this item.
- Do you have a need for a garment that does not currently exist? I can facilitate a meeting between you and a breast care vendor to discuss your idea. These manufacturers constantly conduct R & D and strive to bring new products to market, but each company has its strengths and weaknesses.
- Presentations/in-services to your practice/group.
- Presentations/in-services to section meetings and conferences.
- Consultations with your patients, based on a monthly fee or per patient fee, to include your specific protocols and cover general breast care industry product and insurance questions.
- Although I feel strongly that information should be initiated and provided by the medical care team, so that unfortunate mistakes are not made by the patient regarding product use, you can refer patients to me for a consultation.
- Create your own program! I am here to help you help your patients. A one-time meeting, quarterly updates or on-going.

Thank you,
Betty Fendrick Alterman

Menu of Discussion Points for Medical Professionals*

Learn:

- The codes to use when writing a prescription for breast care products.
- Products that are made specifically for post-op recovery, drain management and covered by insurance.
- Products that are made specifically for radiation therapy.
- Products that are made specifically for chemotherapy treatment.
- Medicare and other payer benefits.
- Where your patients can find prostheses and bras.
- The difference between a shell, partial and swim form.
- The indications for adhesive nipples, a shell, partial and full form.
- The difference between a silicone breast form and a non-silicone breast form.
- The indications for a silicone vs. non-silicone breast form.
- Understand if your patients are getting the best choices for products.
- The importance of an accredited facility (boutique/DME) and Certified Mastectomy Fitter.
- Who are the leading manufacturers of post breast cancer products; their unique products.
- How many breast forms and bras Medicare and other payers provide to your patients.
- What the Rx requires so insurance covers your patient's products? (Insurance form template can be provided)
- The Medicare/Insurance requirements regarding delivery to the patient of the post-op camisole (for drain management).
- Breast care products covered by Medicare/Insurance for reconstruction following mastectomy.

*Benefit coverage changes constantly and is different with every payer and state. Breast Cancer Insurance Benefits Services, Consulting Company cannot be responsible for changes in coverage. All information is given with the sole intent to educate the client and help them understand post-breast cancer diagnosis insurance benefits when pertaining solely to post-op garments, external breast forms, bras, wigs, and skin care products.

***All products must be approved by the physician before using.**