



WESTERN NEW YORK Health

wnyhealthmag.com

Advertorial Feature Page

Distinguish yourself from the competition with a powerful advertorial in WNY Health! This one-of-a-kind opportunity allows you to provide your clients and prospective customers with valuable health information in an article, while your advertisement dominates the page beneath.

FORMAT - Full page dedicated to your message

1/3 (10" x 4.17") page reserved for your submitted editorial
2/3 (10" x 8.46") page reserved for your advertisement

SPECS

- Professional page & ad design included.
- Article must be no more than 575 words, not including the article heading. Articles must be submitted in Microsoft Word format.

INVESTMENT

Full color page: \$1,046
B&W page: \$746

Learn more about WNY Health by contacting your Metro Group Sales Executive.

ExCel – trying to prevent breast cancer!

Worldwide, every 30 seconds a woman is diagnosed with breast cancer. A new research study, ExCel, is trying to see if breast cancer can be prevented. ExCel is examining whether a medicine, exemestane (also known as Aromasin™), can help prevent breast cancer in women who have not had breast cancer. Exemestane has been used in more than 10,000 women with breast cancer for over five years. It has helped to prevent the re-occurrence of breast cancer in these women.

UB researchers are asking for volunteers for the ExCel study. To be eligible, women must be postmenopausal AND not on hormone replacement therapy.

If you join ExCel, the benefits are:

- You will receive a breast examination every year
- You will receive a bone density examination if you have not had one in the past year, and
- You will receive individual and personal attention from a study nurse assigned to you.

Once enrolled, women will be randomly assigned to one of two groups and will take one pill a day for five years:

- **Group A will take exemestane (also known as Aromasin™)**
- **Group B will take a placebo**

Neither you, the study staff or physicians will know which pill each woman is taking. Women will be asked to return to the clinic for follow-up visits, two in the first year and then annually for five years. All visits take place at the Women's Health Research Center on the South Campus of the University at Buffalo (UB).

The ExCel study is being conducted throughout the United States, as well as in Canada, Spain and France. Please consider joining the ExCel study and help us find a new way to prevent breast cancer! For more information about the ExCel research study call (716) 829-3128.

Worldwide, every 30 seconds another woman is diagnosed with breast cancer*

The ExCel research study is testing a certain treatment that may prevent breast cancer, the most common form of cancer in women. The study is being conducted by the National Cancer Institute of Canada Clinical Trials Group. Join the more than 4,500 postmenopausal women from many countries who will participate in the ExCel research study.

*Projected figures from the World Health Organization, 2004.

For more information about the ExCel research study

Receive the Healthcare Training Local Employers Prefer

As the state of medical assistance evolves, employers are looking for more different kinds of skills, handling both administrative and clinical duties and quickly adapting to other medical specialties to offer health professionals a large structure to specialize in particular areas, with the support of department administration.

Medical administrative assistants provide administrative support to doctors, nurses, and other healthcare professionals, including scheduling medical appointments, handling correspondence and scheduling appointments.

According to Jeff Teale, Director of the Western New York College of Health & Straton College, "Our health, nursing and medical administrative assistant degree programs were developed with the help of our employers."

Western New York College offers a variety of programs to help you find a way to prevent it by volunteering to be a part of the ExCel research study.

Earn a Medical Assisting Degree (not just a certificate) in as few as 16 months

Bryant & Stratton College
Personal. Educators. Lifetime Success.
Since 1854

Work in a doctor's office, hospital, clinic, nursing home or other healthcare facility

- Learn from experienced healthcare professionals in small classes
- Medical Assisting program is certified by the CAAHEP (Commission on Accreditation of Allied Health Education Programs) on recommendation of the American Association of Medical Assistants
- Regional accreditation and our generous transfer credit policy help you transfer credit to or from other colleges

GET THE HEALTHCARE CAREER YOU WANT. CALL TODAY!

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