



FOR IMMEDIATE RELEASE

CONTACT:
Jennifer Beard-Evans
954-675-6785
Jennifer.Beard@tenethealth.com

**NORTH SHORE MEDICAL CENTER FMC CAMPUS UNVEILS NEW CANCER
TREATMENT SERVICES THROUGH ONCOLOGY CENTER OF WEST
BROWARD**

FT. LAUDERDALE, Fla. -(September 23, 2011) – North Shore Medical Center FMC Campus is proud to announce its new cancer services provided at the hospital through the Oncology Center of West Broward. The Oncology Center of West Broward’s highly qualified team of radiation therapy professionals will provide patients of FMC Campus and the west Broward community with some of the latest treatment options in cancer care. This is an important service to the community as cancer cases are on the rise. Cancer is the second leading cause of death in the U.S., and in 2011 about 1,596,670 new cancer cases are expected to be diagnosed.

“FMC Campus is proud to offer its community advanced cancer treatment services through the Oncology Center of West Broward,” said Chief Administrative Officer Ben A. Rodriguez. “The Center’s very skilled team will work under the mission to provide accessible, quality therapeutic care in a compassionate, collaborative and efficient manner that enhances the well-being of each patient and his or her family.”

The Oncology Center of West Broward will provide a comprehensive, patient-centered approach to the entire treatment process. From initial consultation with the Center’s highly qualified radiation oncologists to the efficient treatment planning process utilizing the Eclipse treatment planning system and Elekta’s electronic medical record

and verification system, the Center's entire team is prepared to treat each patient with skill, experience and compassion. The Center offers a wide range of advanced technology and services provided by specially trained radiation therapists. Some of the radiation oncology treatment options available at the Center include:

- External Beam Radiation Therapy;
- IMRT (Intensity Modulated Radiation Therapy);
- MLC (multileaf Collimator);
- Wide Bore CT Scanner;
- IGRT (Image-Guided Radiation Therapy); and

For more information about the Oncology Center of West Broward, a service provided by North Shore Medical Center FMC Campus, please call 954-485-7707.

About North Shore Medical Center FMC Campus

North Shore Medical Center FMC Campus, part of Tenet's Miami-Dade/Broward Health Network, is a 459-bed acute care hospital founded in 1973 and fully accredited by the Joint Commission on the Accreditation of Healthcare Organizations. Located at 5000 West Oakland Park Boulevard in Fort Lauderdale in western Broward County, FMC Campus offers a broad range of medical and surgical services. Its Heart Institute of Florida, the hospital's center for cardiac services, is a Joint Commission Certified Advanced Primary Stroke Center, Accredited Chest Pain Center with PCI, and has received recognition from the American Heart Association's "Get With the Guidelines", for Gold Performance Achievement in Heart Failure, Coronary and Stroke. FMC Campus is also recognized by UnitedHealthcare as a Premium Specialty Care Center for cardiovascular surgery, electrophysiology, and interventional cardiology and by Blue Cross Blue Shield Florida Blue Distinction Center for Cardiac Care. FMC Campus's additional services include the Surgical Weight Loss Institute recognized by the American Society for Bariatric Services as a Bariatric Center of Excellence, neurology and neurosurgery, cancer care, orthopedics, urology, psychiatry, gynecology, imaging, pain center, sleep lab, wound care, and 24-hour emergency services.

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