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A Survivor Story

Betty Reilly of Raleigh, NC lives life to its fullest. In spite of her breast cancer diagnosis in 1999 and recurrence in 2002, Betty keeps a very positive outlook on life.

"When you get the news that you have breast cancer, it's shocking... just like a punch in the gut. But you just have to figure out how to fight it and get on with it... there's too much living to be done to let yourself get down," said Betty.

Betty says that her initial diagnosis wasn't unexpected due to her family history of breast cancer.

"My mother, my aunt and both of my grandmothers had breast cancer, so I always had a feeling that sooner or later, I would be diagnosed because of my family history," said Betty. "The good news is that all of them survived breast cancer, so I found a little comfort in knowing that if I was ever diagnosed, I had a good chance of beating it too."

Betty had a lumpectomy and radiation in 1999, then a single mastectomy in 2002 when the cancer returned. Since that time, she wore a weighted silicone breast form that had to be placed in a pocketed mastectomy bra.

"I had such a horrible time trying to find a mastectomy bra that fit me, and I was stuck with one style. It felt like I was wearing my grandmother's bra. In fact, I think my grandmother wore one exactly like mine. They haven't evolved much in 50 years," Betty added.

Her frustration led her to search for a better option. Betty researched custom breast forms on the Internet and came across ContourMed. She said the laser scanning technology peaked her interest.

"I explored plaster casting for custom breast forms, but the retailers in my area had quit carrying that line for one

reason or another, and I really just wanted a simple process. That's why I looked into ContourMed," Betty said. In the midst of her research, a friend of Betty's in Boston also told her about ContourMed.

"She wears ContourMed forms and is thrilled with them. And she told me that getting fitted is terribly easy," said Betty.

Betty scheduled an appointment to be scanned for a ContourMed prosthesis and was fitted in less than a month.

"I love the freedom I have now," said Betty. "With ContourMed, I can wear my own bras that actually fit and look nice."

Clothes shopping has become a lot easier for Betty these days too. She says she loves that she can buy a regular swimsuit, choose more stylish necklines and wear tank tops.

"I mean, 58 years old is just too young to have so few choices," said Betty. "I don't have to worry about that now. In fact, I don't even give it a second thought when I shop now."

Betty says she also enjoys being able to wear sports bras now when she works out at the gym.

She does Pilates and meets with a personal trainer three times a week.

"I couldn't do that before... exercise bras weren't even an option," she added.

When Betty says that there's too much living to be done, she really means it. Her life is very full with family and friends. Betty and her husband live on a ranch and she rides horses every day. They have two grown children and four grandchildren.

Betty says she doesn't dwell on the fact that she's a breast cancer survivor much, she just lives life and enjoys every minute.



Betty Reilly
Raleigh, NC

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ContourMed® ConText

Reflecting Nature To Meet Women's Needs.®

Introducing the ContourMed Profile™

ContourMed introduced its newest product line, the ContourMed *Profile*, on April 1. The form is constructed from an innovative material that replicates human skin and emulates the consistency of human breast tissue, providing a tactile and realistic feel.

"At ContourMed, we are committed to listening to survivors and designing products to fit their individual lifestyles," says Mimi San Pedro, ContourMed president.

The *Profile* is available in three weight options and emulates the consistency of natural breast tissue to allow for a natural drape and movement. *Profile* utilizes ContourMed's patented 3-D laser scanning technology for a custom fit.

Over the past year, the *Profile* has

been tested on survivors across the nation and has met tremendous success. Breast cancer survivor Delores Lynch of Swansea, MA,

said, "It's so comfortable and it molds to any bra. I've been wearing breast prostheses for ten years now and the ContourMed *Profile* is by far the best." Lynch, who is the owner of Delores' Survivor's Wig, said she is pleased to offer the *Profile* to her customers.

As with all of ContourMed's products, the prosthesis is available in 16 skin tones and offers patients nine different nipple designs.

The *Profile* adheres to the chest wall naturally, eliminating the need for fixation devices or surgical mastectomy bras. The line is completely washable, hypo allergenic and fortified with vitamin E for skin conditioning.



Production Department Expansion



New production staff members Tom Geisert, Linda Chu and Kevin Smith

To address growing product demand, ContourMed has hired three new production lab technicians. Production manager Tiffany Nguyen says the added staff will enable ContourMed to continue its commitment to efficiency, productivity and product quality.

"Because our products are designed with technology and art, these individuals possess the unique qualities we look for in our staff – technical expertise and creativity," said Nguyen.

In addition to the added staff, ContourMed has expanded its manufacturing facilities and added new equipment.

Come see the ContourMed *Profile* at the Essentially Women Show on May 3 in Lexington, KY.

ContourMed Product Lines

ContourMed now offers three product lines of its custom-made forms using the patented 3-D laser scanning technology. All three lines mirror the shape and size of the intact breast to provide symmetry and a realistic, lifelike appearance that replicates breast anatomy.

ContourMed *Classic*™

The *Classic* is ContourMed's original product design that fits comfortably to the chest wall. Sixty percent lighter than traditional off-the-shelf, silicone breast prosthetics, the *Classic* features a breathable, "stay put" backing.

ContourMed *Advantage*™

The *Advantage* provides the same features as the *Classic*, with added security for women with active lifestyles. The adhesive disc and magnetic technology enables the prosthesis to attach comfortably to the chest wall using nickel-plated magnets and 3M hypo allergenic adhesive for safe, direct-to-skin contact.


ContourMed *Profile*™

Created with an innovative material that replicates human skin, the *Profile* provides a tactile and realistic feel that emulates the consistency of human breast tissue. It naturally adheres to chest wall without fixation devices and is available in three weight options for added comfort and versatility.

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New Ads and Direct Mail Templates Now Available

"I finally found a breast form that makes me feel better — both physically and emotionally."



After a mastectomy, prosthesis weight and comfort are primary concerns. ContourMed breast forms are lightweight, soft and cool. And a simple three-dimensional, digital scan provides a custom fit that mirrors the intact breast and fits each woman's chest wall like a puzzle piece.

These lightweight forms are perfect for women with osteoporosis or lymphedema. And the form-fitting designs can help active women return to the activities they enjoy.

ContourMed helps breast cancer survivors feel and look more like themselves again. Call today to find out more.

ContourMed_®
www.contourmed.com
1-888-301-0520

*Reflecting Nature To Meet Women's Needs**

DATE, TIME
LOCATION
APPOINTMENT OR RESERVATION INFO
STORE LOGO
ADDRESS
PHONE

"Reconstruction wasn't an option, so I'm glad I have choices for a breast prosthesis that looks like me."



After mastectomy, many women choose not to have reconstructive surgery. Finding a breast prosthesis that meets their needs can be challenging. ContourMed offers three product lines to help women restore their natural look and way of life. Each prosthesis is custom-fitted using ContourMed's state-of-the-art laser scanning technology. They are lightweight, lifelike and offer 16 skin tone options.

Call today to find out which ContourMed custom breast prosthesis is right for you.

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New Retailers

Hanger Prosthetics & Orthotics
St. Cloud, MN

Lingerie Line
San Antonio, TX

Angelic Care
Woodbridge, NJ

Superior Medical Services
Woodbury, MN

Hanger P & O
Fort Worth, TX

Hanger P & O
Mequon, WI

District Orthopedic Appliance
Falls Church, VA

Madison Surgical Appliance Center
Madison, WI

Above The Heart
Boardman, OH

Hanger O & P
Tulsa, OK

Aurora Pharmacy
Sheboygan, WI

Victory Orthotic & Prosthetics
Johnson City, TN

Klemmt Orthopedic Services
Vesta, NY

Heide's Mastectomy Shop
Edina, MN

Heide's
Duluth, MN

Crockett Prosthetics & Orthotic Labs
Knoxville, TN

Bra and Girdle
Lakewood, NJ

Actra Rehabilitation Associates
Bloomington, MN

Sherry's Hope Chest
Aurora, IL

Retailer Spotlight



Mary Frances Rozak
Towne Medical Supply
Shrewsbury, MA

Mary Frances Rozak is continuing a family legacy as owner of Towne Medical Supply in Shrewsbury, MA. Her mother, Catherine Rossetti, who is a breast cancer survivor, started the company in 1967.

"My mother was truly one of the early pioneers in the post-mastectomy fitting industry," said Mary Frances. "She was unhappy with what was available for her and other breast cancer survivors, so she started Towne Medical as a division of our family pharmacy, which had been in the area since 1940."

After receiving a pharmacy degree in 1978, Mary Frances joined the family business. She worked with her mother for ten years before Catherine retired, passing the torch to Mary Frances.

"I like being able to utilize my training for the medical supply part of the business, but it's the patient contact and relationships that make my job worthwhile," said Mary Frances. "What we do here is from the heart and because of our love for people who need personal attention and support."

Mary Frances says her company addresses the specific needs of each customer and tailors solutions to fit each individual's preferences and lifestyle.

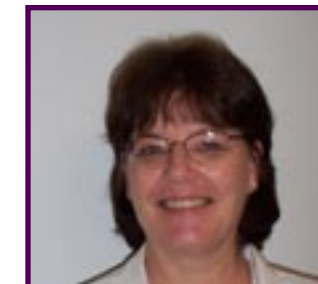
"That's why I offer ContourMed custom forms," said Mary Frances. "I provide a complete array of breast prosthesis products, from off-the-shelf to the ultimate — ContourMed — for my women who want nothing but the best."

"ContourMed was the best match for my patients and for my store. Relationships are so important in this business and dealing with a smaller company like ContourMed enables us to have the one-on-one attention and customer service that we need. That personal relationship is a lot like what we have with our customers here at Towne Medical," she added.

Introductory Offer for Profile

Retailers who schedule scanning events in April and May 2005 can take advantage of an introductory offer for the ContourMed *Profile*. ContourMed will take \$250 off the wholesale price for *Profile* forms sold in April and May. Retailers can also use co-op advertising credits to order samples. For more information, contact your sales representative or call ContourMed at 1-888-301-0520. Scanning dates are filling up, so don't miss out on this limited time offer.

Ask the Expert



by Laurie Bubenhofer
Washtenaw Medical Supply
Ann Arbor, MI

Q. How important is it to have customers pre-approved for a custom breast prosthesis and what paperwork do I need to get the claim paid by the customer's insurance?

A. It is very important to get a custom breast prosthesis pre-approved! You and your patient will want to know how much, if any, out of pocket costs there will be for her. Most insurances do say that pre-approval is "not a guarantee of payment," so we bill the insurance once the patient has been scanned, but we wait for payment before we send the order to ContourMed. That way there are no surprises to either party.

The local insurances that we have received payment from only require a prescription stating that the patient needs a custom-made light weight breast prosthesis. It is necessary, however, that the patient has tried a standard weight silicone prosthesis and found that the weight caused back or shoulder pain. Some insurances are reluctant to pay for a custom form for a new surgical patient. In these cases, a letter from the physician explaining, in detail, why he or she feels the patient would need a custom form without first trying a standard one. Your sales representative will have a list of detailed information that you can send to the physician suggesting what he or she should include in the Letter of Medical Necessity.



Maximum Exposure

by Anita Smith

I must admit, public relations isn't as complex as Einstein's theory of relativity, but the formula for getting great news coverage for your ContourMed scanning events is simple:

Testimonials + Local Angle = News

Television and newspaper reporters are always looking for good medical technology stories that can be localized to your area.

Anita Smith leads ContourMed's PR team. Contact her at 501-454-3374 or asmith@contourmed.com.

As you and your sales representative scan and fit women in ContourMed forms, keep an eye out for breast cancer survivors who might be willing to share their experiences with the media.

When you find that perfect spokesperson, your sales representative can take her photo, have her fill out a release form and get her contact information for media interviews.

Having a good survivor testimonial and the fact that your local store is offering this new technology for mastectomy patients can only help get coverage for your event. While there are no guarantees, having these elements in place can help us get even better public relations results.