**Dr. Eagan’s specialty lung cancer is the deadliest of all cancers in the United States and one of the most preventable. Like all cancers, early detection is key to its treatment, and a healthy lifestyle is critical to its prevention.**

*When you deal with the end stages of a disease like cancer, with a few exceptions we haven’t seen a lot of advances in the last 30 or 40 years,* said Dr. Eagan. *“Out of the advances come in the early stages, in better detection, prevention and education. That’s where we can make a difference.”*

Serve a market area of more than 1.5 million people just south of Los Angeles, St. Joseph Hospital’s oncology department has long been one of the largest and most respected in the region, working under a system of service line management. That’s why I chose to discontinue a “cancer diet” offering the same recipes and obtaining exclusive rights to The Heart Diet,® and then slightly modifying it to become The Answer is Prevention.®

Dr. Eagan uses the hospital’s resources to develop educational outreach to both the general public and to primary care physicians. As a noted authority on lung cancer, Dr. Eagan is also a committed team player.

*To do what I do, you have to be part of a system. That’s why I chose to discontinue actual clinical practice, and why the hospital chose to employ someone to do the service I provide,* he said. *“Strategically, our first concern is early detection, followed by prevention. And one of our main goals is to get as much information as we can into the primary care office. And our more and more going through primary care physicians. We want to educate those physicians in the best way to practice subspecialty medicine. We want to make sure...*
**Network News**

**From the Desk of Susan Levy**

**President, H M S, Inc.**


**Dates Set for 1997 Roundtable**

The 1997 Roundtable, bringing together top strategists in the Partners in Prevention network, will be held July 9-11 in Seattle, and it promises to be one of our most productive sessions ever. We hope you’ll reserve the dates and plan to attend.

老头每两年一次，Roundtable convenes the most powerful health marketing network in the country — our own PIP membership — to pool their knowledge and to exchange ideas that keep our programs on the cutting edge. This year’s agenda includes a dynamic mix of guest speakers and hands-on work sessions, with PIP strategists presenting case studies from throughout the U.S.

The 1997 Roundtable will be held at the fabulous Bell Harbor Conference Center, on Seattle’s waterfront. A complete program and registration packets will be distributed to PIP members early in the new year.

**Senior Consultant Joins HMS in Orlando**

Fam M’Connell, a management consultant with more than 20 years experience in the healthcare industry, has joined HMS, Inc., as senior consultant based in Orlando, Fla. She will support clients in Florida, Georgia, North Carolina and South Carolina.

M’Connell has worked as a senior officer or consultant with several management consulting organizations in the southeast U.S. In Orlando, she can be reached at 407-668-5121.

**Good Health Begins at Home**

A new study shows that 65 percent of Americans are not getting enough exercise to produce even minimal health benefits. In another national survey, half of all adolescents had two or more risk factors associated with chronic disease.

Healthy Kids, Healthy Families® demonstrates and kids how to improve their health with simple changes in diet and exercise. It puts health education where it needs to be at home, in the hands of families.

The program’s centerpiece is a 24-page booklet that has been completely revised for 1997 with updated text, an immunization chart and new illustrations showing a broad diversity of children involved in everyday activities.

We’re also offering three new options for customizing the booklet with special insertions, from 4 to 16 pages.

**In the Field**

**Philosophy**

People who undergo health risk assessments feel strongly about discussing the results with their own physicians. That’s what the Cancer Center of Southwest Washington Medical Center learned this year in a survey of some of its patients. So beginning in November, two oncology nurses using laptop computers will administer health risk assessments in the offices of primary care physicians and produce the results on-site so that physician and patient can discuss the information.

The pilot project was organized by Sharon Berry, nurse oncology coordinator at Southwest Medical Center, who also oversaw distribution of 10,000 Healthy Habits booklets each year to the hospital’s medical staff and at community events.

**You’re Getting Baylor**

It took 1,500 volunteers, 200 medical staff and two booths the size of small houses. When all was said and done, Baylor Health Care System scored nearly a flawless outing at the Texas State Fair in Dallas this fall.

A total of 250,000 E.H. Diets were handed out during the 24-day fair as part of a huge display sponsored by Baylor’s Senior Health Center using the theme “You’re Not Getting Old, You’re Getting Baylor.”

In addition to volunteers, medical and medical staff conducted thousands of wellness assessments, using computerized Point-of-View booths that quickly processed the data on-site.

A variety of other health screenings and educational talks rounded out the program.