

# ENHANCING WOMEN'S HEALTH IN GREATER CINCINNATI

Waiting six weeks to find out the results of your mammogram is unacceptable, but 15 years ago, it was not unusual. Thanks to the commitment of two local families and a dedicated community, the bar has been raised for women's health.

Cris Collinsworth  
Proscan Fund  
Board Of Directors

- Troy Blackburn
- Robert Brant, Esq.
- Karen Cassidy
- Cris Collinsworth
- Holly Collinsworth
- L. Thomas Hiltz, Esq.
- Ellen Knue
- Carol O'Brien
- Penny Pomeranz
- Stephen J. Pomeranz, M.D.
- Meggan Sulfsted
- W. Russell Wilson, Esq.



(From left to right) Pink Ribbon co-chairs Nancy Fehr and Karen Cassidy, CCPF Executive Director Maggie Fennell, and Pink Ribbon Co-chairs Penny Pomeranz and Holly Collinsworth at the 2013 Pink Ribbon Luncheon.

1997

1998

1999

2000

2001

**1997:** Penny Pomeranz received poor mammography experience inspiring her to raise the bar for women's health.

**1998:** Taylor Pomeranz completed high school research paper on breast cancer.

**2000:** Opening of the ProScan Pink Ribbon Center Red Bank under ProScan Imaging.



Cris Collinsworth and Olympic medalist Dara Torres at the 2008 Pink Ribbon Luncheon.

Driven by a frustrating mammogram experience, a high school research paper on breast cancer and a passion for serving their community, Dr. Stephen and Penny Pomeranz, and Cris and Holly Collinsworth launched the Cris Collinsworth ProScan Fund (CCPF). Before long, the two families had engaged hundreds of community members to join them in their mission to improve women's health.

"The Pink Ribbon movement in Cincinnati has been inspiring to watch from the beginning," said Holly Collinsworth. "The love and support when all forces gather at the Pink Ribbon Luncheon each October is palpable. Each year my favorite tables are put together by survivors who were empowered from the previous year to give back and help to better the cause."

As founders of ProScan Imaging, Penny and Dr. Pomeranz were no strangers to the field of medical imaging. Along with the Col-



## PROSCAN *pink ribbon centers*

The ProScan Pink Ribbon Centers offer screening and diagnostic mammography, breast and general ultrasound, breast biopsy, bone densitometry, Vertebral Fracture Assessment, and Total Body Composition.

### Red Bank

4850 Red Bank Expressway  
Cincinnati, OH 45227  
Phone: 513-527-7750

### Tri-County

11594 Springfield Pike  
Suite 26  
Cincinnati, OH 45246  
Phone: 513-772-7750

#### *Open House:*

October 8, 2014  
4:30-7:00pm

### Over the Rhine

5 East Liberty Street  
Cincinnati, Ohio 45202  
(Inside The Crossroad Health Center)  
Phone: 513-241-CURE (2873)

2002

2003

2004

2004

**Spring 2002:** Launch of the Cris Collinsworth ProScan Fund.

**Fall 2002:** First Annual Pink Ribbon Luncheon with over 600 guests.

**October 30, 2003:** Second Annual Pink Ribbon Luncheon.

**October 4, 2004:** Third Annual Pink Ribbon Luncheon.





**Above:** The Pink Ribbon Luncheon is one of the largest afternoon fundraisers in Greater Cincinnati and supports the Pink Ribbon Programs.



**Above:** Martina McBride's emotional performance at the Pink Ribbon Luncheon in 2012 ended with the audience standing and holding hands as they swayed to her single "I'm Gonna Love You Through It".

### The Pink Ribbon Committee

- Karen Cassidy
- Holly Collinsworth
- Lori Daniels
- Nancy Fehr
- Ellen Knue
- Carol O'Brien
- Penny Pomeranz
- Meggan Sulfsted
- Lynnette Wyler



Pink Ribbon Committee Members (from left to right) Meggan Sulfsted, Karen Cassidy, Holly Collinsworth, Lori Daniels, Ellen Knue, Nancy Fehr, Lynnette Wyler, and Penny Pomeranz at the 2012 Pink Ribbon Luncheon.

2005



2006



**October 6 and 7, 2005:** Fourth Annual Pink Ribbon Luncheon.

**October 17, 2005:** The ProScan Pink Ribbon Center in Over the Rhine opened.

**Fall 2006:** CCPF was the recipient of \$100,000 raised at the Reach Prep Classic supported by the Anthony Munoz Foundation, Marvin Lewis Community Fund, Reach Event Marketing and National City Bank.

**October 3, 2006:** Fifth Annual Pink Ribbon Luncheon.





Photography by Daniel Smyth



Photography by Wes Battoclette

The interior of the ProScan Pink Ribbon Center Tri-County.

**“The staff members understand the anxiety and fear associated with getting a mammogram and do everything possible to make a patient’s visit as comfortable as possible.”**

**– Holly Galinger, Senior Manager of Women’s Imaging Operations**

linsworths, they used their expertise to do what no other organization in Cincinnati had done up to that point: establish a freestanding women’s imaging center. CCPF would allow all women, regardless of race and socioeconomic background, to have equal access to quality breast health services.

The first ProScan Pink Ribbon Center on Red Bank Road was one avenue through which CCPF engaged passionate community mem-

bers. Penny’s close friend and architect, Nevine Noujaim, designed the center’s interior to create a warm, spa-like atmosphere. Her work set the tone for a collaborative effort that involves board members, committee members, friends, and community working together toward a common goal.

In 2005, CCPF opened the second ProScan Pink Ribbon Center in Over the Rhine. Just this year, CCPF opened a third center, the ProScan Pink Ribbon Center Tri-County. Continuing Noujaim’s legacy, Karen Cassidy, a member of the CCPF Board and Pink Ribbon Committee, lent her talents to design the Tri-County center, where the ambience is similarly cozy and serene.

The warm interior of the ProScan Pink Ribbon Centers is not the only thing that makes them unique.

“The team working at the Pink Ribbon Centers have all experienced breast cancer personally or through someone close to them,” said Holly Galinger, Senior Manager of Women’s Imaging Operations. “The staff members understand the anxiety and fear associated with getting a mammogram and do everything possible to make a patient’s visit as comfortable as possible.”

2007

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**Spring 2007:** CCPF received \$150,000 Charlotte R. Schmidlapp Fund, Fifth Third Bank, Trustee grant to support the Pink Ribbon Empowerment Program (PREP) over three years.

**October 2, 2007:** Sixth Annual Pink Ribbon Luncheon.

**October 15, 2007:** The Marvin Lewis Community Fund donated two vans for the Cruisin’ for a Cure Program.

2008

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**October 2, 2008:** Seventh Annual Pink Ribbon Luncheon.

2009

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The centers operate solely for the good of the community. All revenue generated at these centers goes right back to the Pink Ribbon Programs, which in turn benefit those most in need of breast care.

“The community supporting us comes full circle at the ProScan Pink Ribbon Centers,” says CCPF director, Maggie Fennell. “For example, when an insured patient receives her mammogram at one of our centers, she is helping us to provide more free mammograms to underprivileged patients through the Mammogram Match Program.”

This concept is evident in all of the Pink Ribbon Programs. Sent to women newly diagnosed with breast cancer, the Pink Ribbon Bags are filled with items that provide comfort and hope to recipients as they begin their healing journey. The items in the Pink Ribbon Bags were hand-picked by breast cancer survivors, including Pink Ribbon committee member Nancy Fehr, who wanted to draw from their own experience to help others.

Mammogram Match provides free mammograms at the ProScan Pink Ribbon Center to women who could not otherwise afford them.

The Pink Ribbon Empowerment Program not only provides breast health education to women, but also teams up with other community members to provide education on physical and mental health needs.

**Right:** The guest speaker/performer at the 2009 Luncheon, country music star Lee Ann Womack, inspired the “Gems & Jeans” décor.



2010



2011



2012



**October 4, 2010:**  
Ninth Annual Pink Ribbon Luncheon.

**January 2011:** CCPF received \$25,000 Jacob G. Schmidlapp Trusts, Fifth Third Bank, Trustee grant to support PREP and the ProScan Pink Ribbon Center Over the Rhine.

**October 6, 2011:**  
Tenth Annual Pink Ribbon Luncheon.

**February 2012:** CCPF received \$25,000 Jacob G. Schmidlapp Trusts, Fifth Third Bank, Trustee grant to support PREP and the ProScan Pink Ribbon Center Over the Rhine.

**September 27, 2012:**  
Eleventh Annual Pink Ribbon Luncheon.



# The Pink Ribbon Programs

The ProScan Pink Ribbon Centers offer women's imaging and other breast health services.

Mammogram Match provides free mammograms and other breast health services to eligible patients.

Cruisin' for a Cure transports patients to mammogram and treatment appointments.

The Pink Ribbon Bag is a complimentary gift bag distributed to newly diagnosed patients to provide comfort and hope.

The Pink Ribbon Empowerment Program (PREP) educates the community on the importance of breast health.

The Pink Ribbon Survivor Circle connects breast cancer survivors with newly diagnosed patients giving them hope along their healing journey.

The Pink Ribbon Luncheon is one of the largest afternoon fundraisers in Greater Cincinnati and supports the Pink Ribbon Programs. For more information or to purchase tickets, visit [www.pinkribbonluncheon.org](http://www.pinkribbonluncheon.org).



2013

2014

**March 2013:** CCPF received \$25,000 Jacob G. Schmidlapp Trusts, Fifth Third Bank, Trustee grant to support PREP and the ProScan Pink Ribbon Center Over the Rhine.

**October 3, 2013:** Twelfth Annual Pink Ribbon Luncheon.

**January 1, 2014:** CCPF received a \$25,000 grant from the American Cancer Society and the Kroger Company to support educating the Greater Cincinnati community on breast health.

**June 10, 2014:** New digital equipment installed at the ProScan Pink Ribbon Center, Over the Rhine.

**July 27, 2014:** Opening of the new ProScan Pink Ribbon Center Tri-County



Along with Dr. Bernie Siegel, GERALYN LUCAS, author of *Why I Wore Lipstick to My Mastectomy*, spoke at the 2005 Pink Ribbon Luncheon.

The Cruisin' for a Cure vans transport women to mammogram appointments and have teamed up with the Pink Ribbon Girls to transport breast cancer patients to treatment appointments. Katie Bullock, a breast cancer patient, saw the Pink Ribbon's sense of community when her Cruisin' for a Cure van driver, Jim, eased her anxiety on the way to chemotherapy.

**"I feel like this is my mission now, in life, is to comfort other women and help them to realize they too will get through this breast cancer, that we are all in this together."**

— Tammy Schroder

"He's just an amazing man" says Bullock. "He's got this amazing way about him, that if he thinks you're down, he just lifts you up."

By adding this personal touch when they drive patients, Jim and his fellow driver, John, give a face to the larger community that want women like Bullock to know they care.

The community keeps growing. Over the past year, CCPF has been developing its latest program, the Survivor Circle. The program

connects newly diagnosed breast cancer patients with breast cancer survivors. Tammy Schroder, a longtime supporter of CCPF and a breast cancer survivor, joined the circle to help give back to other breast cancer patients.

"When I was diagnosed, all I wanted to hear was you're going to be okay," Schroder explains. "So I feel like this is my mission now, in life, is to comfort other women and help them to realize they too will get through this breast cancer, that we are all in this together."

Receiving a mammogram has become a much more pleasant and empowering experience thanks to a dedicated community supporting CCPF.

"My involvement has been motivated by a personal desire shared by many to make life better for all tri-state women in whatever capacity possible," said Holly Collinsworth.

Successfully operating five Pink Ribbon Programs and three Pink Ribbon Centers, CCPF has brought women's health to the forefront in Greater Cincinnati. ❖

To join the Pink Ribbon's circle of love and support by attending the Pink Ribbon Luncheon, visit [www.pinkribbonluncheon.org](http://www.pinkribbonluncheon.org) or call 1-866-557-PINK.

# The Pink Ribbon Luncheon Speakers



2002

Vickie Girard



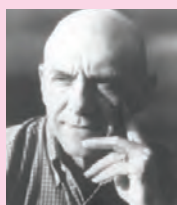
2003

Dr. Jerri Nielsen



2004

Anita Shreve



2005

Dr. Bernie Siegel



2006

Dr. Andrew Weil



2007

Diahann Carroll



2008

Dara Torres



2009

Lee Ann Womack



2010

Cat Cora



2011

Nora Ephron



2012

Martina McBride



2013

Guilliana & Bill Rancic