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## **ASPS Marks Breast Reconstruction Awareness (BRA) Day with Team Approach**

*Angelina Jolie's treatment puts needed focus on every woman's right to a team*

HOLLYWOOD, FL - Thousands of board certified plastic surgeons, including the plastic surgeon who performed Angelina Jolie's breast reconstruction, are joining forces with breast centers, support groups and breast cancer survivors to send a powerful message. The second annual Breast Reconstruction Awareness (BRA) Day USA, organized by the [American Society of Plastic Surgeons \(ASPS\)](#) and [The Plastic Surgery Foundation \(The PSF\)](#), will take place on October 16, 2013 in hundreds of cities across the country.

"Last year, in our inaugural campaign, more than 100 plastic surgeons and breast cancer awareness supporters held BRA Day events around the country, said ASPS President Robert X. Murphy, MD. "This year we hope to greatly surpass the number of events in our effort to ensure every woman is made aware of her breast reconstruction options."

The Beverly Hills plastic surgeon for Angelina Jolie's recent [breast reconstruction](#) is among the surgeons driving [BRA Day](#) efforts. He will speak at a reception as part of the flagship BRA Day USA events held in the Hollywood, FL area. [Jay Orringer, MD](#), a member of the American Society of Plastic Surgeons (ASPS), was part of a team of medical experts who cared for Ms. Jolie. The event where Orringer will speak is organized by the Physician's Institute of Cosmetic and Reconstructive Surgery, Inc. & Memorial Cancer Institute in Hollywood, Florida and will take place at Acqualina Resort & Spa in Sunny Isles Beach, FL.

"I commend Ms. Jolie's courageous decision to share her personal story," said Dr. Orringer. "It has helped to spark important conversations and expand the discussion on this significant women's health issue."

Celebrities including Brooke Burke-Charvet, host of "Dancing with the Stars", and Alexia Echevarria of "Real Housewives of Miami" will also join plastic surgeons and health care advocates at the flagship events in Florida.

The BRA Day USA 2013 theme is the "team approach" to breast cancer care, emphasizing the need for all breast cancer care physicians and other health care providers to work together to provide the patient with an understanding of the various options and an individualized treatment plan. The team approach brings together a multidisciplinary group of medical professionals who work together from breast cancer diagnosis through recovery in an effort to optimize care for each patient.

Jonathan Weiser, MD, of Physician's Institute said, "We recognize that each woman receives the most comprehensive care plan, specifically tailored to her needs, when all breast cancer care physicians work together as a team. Our hope is for full collaboration of all team members

including plastic surgeons, oncologists, breast surgeons, radiologists, and OB/GYN's giving women the most powerful team possible.”

ASPS is also releasing new TV public service announcements featuring BRA Day spokesperson singer/songwriter Jewel and breast cancer survivors. View the PSAs here: <http://bit.ly/1cLVQUN>

Although health plans that offer breast cancer coverage are required to provide coverage for [breast reconstruction](#) and prostheses, the team approach is often underutilized. Many women, distraught by the news they have breast cancer, just focus on getting the cancer out of their body, but they give little thought to quality of life beyond cancer. ASPS hopes BRA Day will help make women aware they have options when it comes to breast reconstruction.

In an effort to make recovering from breast reconstruction easier for women, ASPS has created a [Breast Reconstruction Planner](#) that guides patients through the recovery process. The easy-to-access planning tool is available at no cost and offers tips from trained plastic surgeons. You can view or download the free guide here: [BRADayUSA.org/planner](http://BRADayUSA.org/planner).

For more information about Dr. Jay Orringer's presentation, access to the event or more on BRA Day USA, members of the media should contact: Shannon McCormick, (o) 614-932-9950 or © 614-477-2719, [shannon@mediasourcetv.com](mailto:shannon@mediasourcetv.com) or ASPS: 847-228-9900 [media@plasticsurgery.org](mailto:media@plasticsurgery.org)

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#### About ASPS:

The American Society of Plastic Surgeons (ASPS) is the world's largest organization of board-certified plastic surgeons. Representing more than 7,000 Member Surgeons, the Society is recognized as a leading authority and information source on aesthetic and reconstructive plastic surgery. ASPS comprises more than 94 percent of all board-certified plastic surgeons in the United States. Founded in 1931, the Society represents physicians certified by The American Board of Plastic Surgery or The Royal College of Physicians and Surgeons of Canada. ASPS advances quality care to plastic surgery patients by encouraging high standards of training, ethics, physician practice and research in plastic surgery. You can learn more and visit the American Society of Plastic Surgeons at [PlasticSurgery.org](http://PlasticSurgery.org) or [Facebook.com/PlasticSurgeryASPS](https://www.facebook.com/PlasticSurgeryASPS) and [Twitter.com/ASPS\\_News](https://twitter.com/ASPS_News).