

# International expert in breast cancer surgery joins Hoag

Hoag Hospital is pleased to announce Melvin J. Silverstein, M.D., F.A.C.S., as the new medical director of Hoag Breast Care Center.

Dr. Silverstein is internationally recognized for his expertise in breast cancer and is highly regarded as a pioneer in the field of oncoplastic breast surgery. Dr. Silverstein served more than 10 years as Tenured Professor of Surgery and the Henrietta C. Lee Chair in Breast Cancer Research at The Keck School of Medicine, USC.

“Dr. Silverstein’s expertise goes far beyond his innovative surgical skills,” affirms Vivian Dickerson, M.D., executive medical director of Hoag Women’s Health Services. “He is a proven leader in his field and has the vision to take Hoag’s breast program to the next level of greatness.”

Before joining the USC faculty, Dr. Silverstein founded the first free-standing breast center in the United States, The Breast Center in Van Nuys, California, which served as both a national and international model for breast center development and operation.

“Hoag Breast Care Center already ranks among the top breast centers in the nation,” asserts Dr. Silverstein. “My goal as medical director is to develop new components that will elevate the center’s patient care programs to world-class status.”

## Innovative surgical technique

One of those components is a relatively new surgical technique called oncoplastic surgery.

This innovative breast-conserving surgery combines oncologic surgery (removal of the cancer) with plastic surgery (reshaping of the breast). The result is successful cancer removal through scars that are minimal or hidden, while producing a breast shape and appearance that approximates the normal breast as closely as possible.

“Oncoplastic surgery allows the surgeon to achieve what at first appears to be two opposing goals – removal of the tumor (along with a wide margin of healthy tissue) and excellent cosmesis,” explains Dr. Silverstein. “By carefully planning and tailoring each surgery to the individual, we are able to successfully achieve both of these goals for the majority of women.”

Dr. Silverstein is a recognized expert in the field of oncoplastic surgery and is pleased to provide this new



Vivian Dickerson, M.D., executive medical director of Hoag Women’s Health Services welcomes Melvin Silverstein, M.D., F.A.C.S., medical director of Hoag Breast Care Center.

option to Hoag patients. As the medical director, Dr. Silverstein works closely with Hoag Breast Care Center surgeons, including it’s newest team member – Lisa Guerra M.D., a fellowship trained breast surgeon whose skills include oncoplastic surgery.

Hoag’s team of expert physicians will continue to ensure that Orange County residents have convenient access to the latest surgical options for breast cancer treatment. Additionally, Dr. Silverstein will be developing physician education and fellowship programs aimed at training other surgeons, both locally and nationwide, in state-of-the-art breast surgery techniques.

## Pioneers in the future of breast care

In addition to progressive surgical techniques, Dr. Silverstein is also committed to ensuring that Hoag remains on the leading edge with regard to all aspects of comprehensive breast care.

Other goals include elevating Hoag Breast Care Center’s participation in groundbreaking research, and in exploring new less invasive treatment options proven to improve patient outcomes, while decreasing overall treatment time and side effects.

“The future of breast care is constantly evolving,” emphasizes Dr. Silverstein. “The focus at Hoag will remain on bringing the latest advances in breast care to our community and beyond.”

## Celebration of Life

In recognition of National Cancer Survivors Day, an international Celebration of Life event, Hoag Cancer Center is offering a series of free community education classes, including a cancer patient art exhibit event, during the month of June.

“Due to early detection and major advances in cancer treatment, individuals are surviving longer, which sometimes give rise to unique survivorship issues,” explains Michael Krychman, M.D., medical director of Hoag’s Survivorship Medicine program. “Celebration of Life emphasizes that living a fulfilling life after cancer is possible, and reinforces a positive commitment to resolving issues of cancer survivorship.”

All Orange County residents who have, or have had a diagnosis of cancer, as well as their family members, are welcome to attend the lecture series. The art exhibit is open to all community residents. All events are free. To register, please call 800/514-HOAG (4624).

## Survivorship: Celebrating Life Through Art

Join us for a special Celebration of Life Art Exhibit event featuring the works of Hoag cancer patients, families and staff. There will also be raffle prizes and refreshments.

**Saturday, June 7 from 2-4 p.m.**  
Hoag Cancer Center

## Cancer and Genetics

Learn how hereditary cancer risk assessment and genetic testing can provide both you and your family with important, potentially lifesaving information. Presented by Hoag Cancer Center Genetic Counselor Jeanne Homer, M.S.

**Thursday, June 19, 6 p.m.**  
Hoag Cancer Center Auditorium

## Integrative Medicine and Complementary Care

Integrative Medicine includes a broad range of treatment approaches. Learn how these modalities can benefit cancer patients and survivors. Presented by integrative medicine expert Kelly McCann, M.D., M.P.H.

**Thursday, June 26, 6 p.m.**  
Hoag Cancer Center Auditorium

## Cancer Survivorship

Join us for an in-depth discussion on how cancer treatment and survivorship can impact overall health and quality of life. This class focuses on improving general health and well being, reducing risks for cancer recurrence, and optimizing intimacy with your partner. Presented by Michael Krychman, M.D., medical director of Hoag’s Sexual Health and Survivorship Medicine Program.

**Monday, June 30, 6 p.m.**  
Hoag Cancer Center Auditorium