

# Insight

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PAID PROMOTIONAL FEATURE

## Michelle-O-Gram's Legacy: "Thank you, you saved my life"

Michelle Blausler Standridge didn't miss an opportunity to remind others to get their mammograms, especially during the three years she herself was battling breast cancer. She knew that early detection could save lives.

The cost of mammograms can be prohibitive, which is why the Michelle-O-Gram charity was established in her name following her untimely death at age 36. With the approval of Michelle's husband and family, Joey Wiesbaum, RN founded the Dunnellon-based charity to carry Michelle's message and reminder to everyone regardless

of age, race, or finances. Michelle-O-Gram negotiated pricing (clients are responsible for just a \$25 co-pay) and has partnered with radiology centers and clinics like Advanced Imaging (Ocala), Inverness Medical Imaging (Inverness), and Medical Imaging and Therapeutics and Sand Lake Imaging (both in Lady Lake).

Through their partnerships and outreach, Michelle-O-Gram helps mainly women, but also men, whose lack of insurance or funds would otherwise prevent them from getting mammograms or follow-up examinations. Many have insurance with deductibles too

high for them to meet; others have no insurance. The high costs of these tests can lead people to ignore a cancer that then spreads. Recognizing the importance of early detection and follow-up tests, Michelle-O-Gram provides access to screening and diagnostic mammograms, breast ultrasounds and MRIs, BRCA gene testing and counseling, breast biopsies, and referrals for procedures and other treatments.

Michelle-O-Gram's website, [www.michelleogram.com](http://www.michelleogram.com), is a testament to their care. "One woman who felt alone, had no finances, turned to us and continues to call us to say, 'thank you, you saved my life.'"

You can find Michelle-O-Gram at Mobile Mammography (Dunnellon Woman's Club, October 5) and next year at the Southeastern Youth Fair hog sale (February 29), Southeastern Pro Rodeo (March 28), and Ocala Bunco Babes Tournament (April 4). Michelle-O-Gram has no administrative costs, so every donated dollar goes back into the community assisting those who need it. RBOI is a proud sponsor of this compassionate, lifesaving charity.



## Helping Each Other

RBOI's support groups are available at no charge to participants both during and after treatment. Our Breast Cancer Educational Group meets in our Lecanto office. Our Women's Cancer Group meets in our Ocala and TimberRidge offices and is available to people with breast cancer and gynecological cancer. Call us for more information.

by the numbers

# 2009

The year Michelle-O-Gram was founded

# almost 1500

Number of people served by Michelle-O-Gram

# 30 to 50

Age of most women who have used Michelle-O-Gram

# 6

Counties served by Michelle-O-Gram (Alachua, Citrus, Lake, Levy, Marion, and Sumter)



## Life-Saving Screenings Are Within Reach

The Florida Breast and Cervical Cancer Early Detection Program offers free or low-cost breast and cervical cancer screenings at many locations. Diagnostic funding is reserved for women screened through the program, which can help cover the costs of additional care.

Services provided include:

- Breast and cervical cancer screening exams (clinical breast exams, mammograms, and Pap tests).
- Care coordination to all clients with abnormal exams.
- Referral to the Florida Medicaid Program for eligibility determination, for women screened through the program and diagnosed with breast or cervical cancer.
- Paid breast and cervical cancer treatment through Medicaid for eligible women screened through the program.

To see if you qualify, call your County Health

Department or the American Cancer Society National Hotline at 1-800-227-2345 for more information. You can also call the Florida Cancer Program at 850-245-4330.

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