



Marketing Strategies

Turning Sound Strategy Into Dynamic Marketing

News Release

For immediate release

September 22, 2008

For more information contact

Marketing Strategies, Inc.

Denise Blackburn, APR or Sarah George, APR

(843) 692-9662

pr@marketingstrategiesinc.com

Coastal Carolina Breast Center Opens October 1

Murrells Inlet, SC--It seems only fitting that N. Craig Brackett, III, M.D., a board certified general surgeon, and one of the State's leading experts on breast health has chosen October, Breast Cancer Awareness Month, to dedicate his entire practice to the diagnosis and treatment of breast disease.

On October 1, Dr. Brackett will open Coastal Carolina Breast Center, the area's only surgical practice dedicated solely to breast health and the area's only practice to offer HALO, a new generation of breast cancer screening that can detect abnormal breast cells up to eight years before a mammogram may show an abnormality.

With a main office located at the Imaging Center at Waccamaw Medical Park in Murrells Inlet and a satellite office at the Frances B. Ford Cancer Center in Georgetown, SC, Dr. Brackett is realizing what has been a ten-year dream.

"I am a surgeon at heart and cancer has been my specialty. However it has taken years for me to realize that it is in the area of breast health that I can have the most impact upon the medical field, and the thousands of women who need my services. Every three minutes, a woman is diagnosed with breast cancer."

While the decision to focus on breast health was an easy one for Dr. Brackett, a member of the American Society of Breast Surgeons and the American Society of Breast Disease,

the hours of medical training and research have been demanding. In the last ten years, he has earned more than 1,000 hours of CME's in breast health.

Put simply, these are hours of continuing education involving conferences, lectures, outside assignments, and proficiency testing.

Dr. Brackett, who earned his medical degree at the Medical University of South Carolina in Charleston, SC and completed both his internship and his residency at the Medical College of Georgia Hospital and Clinics in Augusta, Georgia, has written numerous articles on the subject and has lectured at conferences throughout the U.S.

While breast cancer is at the heart of Brackett's practice, it is not the only service performed at Coastal Carolina Breast Center. Add to the list the treatment of benign cysts, fibroadenomas, and fibrocystic change. Although these are "routine", Brackett is quick to explain that nothing is routine to a woman experiencing an abnormality in her breast.

"If a woman calls our office and tells us she has found a lump, we do our best to see her as quickly as possible. With a core needle device, I can often provide a diagnosis the same day. It is heartless to make people wait days, and sometimes even a week, for results," he said.

Dr. Brackett's method of care, coupled with his policy that all women, regardless of their ability to pay are seen and treated, has turned heads in the medical field. "No woman should ever be turned away because of an inability to pay," he said. And in Dr. Brackett's practice, no woman ever has. Early detection and modern therapy with a combination of surgery, radiation and drugs, are key.

Dr. Brackett, who has treated an estimated 10,000 patients during his 14 years on the Grand Strand, is a strong proponent of breast preservation. He is the third specialist in South Carolina to start stereotactic core needle for biopsying abnormal mammograms. "This minimally invasive process avoids open surgeries (lumpectomies) 80% of the time," he said. In addition, he has done the most partial breast radiation for early stage breast cancer in the entire state.

"The area of cancer treatment in general, is extremely interesting," he said. "Research continues to make an impact, creating new drugs and new hope. It is exciting to be able to offer that hope to my patients."

And there is hope. Although the incidence of breast cancer is increasing, with one out of seven women developing invasive breast cancer at some point in their lives, mortality rates have decreased over the past several years due to early detection, improved treatment, and dedicated physicians like Dr. Craig Brackett.

Coastal Carolina Breast Center is currently accepting new patients. Appointments may be made by calling (843) 651-3308.