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NORTHERN CALIFORNIA CANCER CENTER SEMINAR AT FORT MASON/SAN FRANCISCO SEPT. 16 TO TEACH SKILLS IN PERSONAL ADVOCACY FOR BETTER HEALTH CARE

FREMONT/SAN FRANCISCO, CA (September 9, 2009) – In trying times within this country’s health care system, the Northern California Cancer Center (www.nccc.org) is sponsoring a seminar at Fort Mason, San Francisco Sept. 16: “Playing It Safe —Personal Advocacy in a Dysfunctional Health Care System.” The event is for anyone interested in sharpening their skills to be a better advocate for their own and/or a loved one’s health and medical care.

The seminar, which also focuses on the financial and insurance challenges faced by many patients and families, is scheduled from 9:30 to 11:30 a.m. on Wednesday, Sept. 16, in the Marina Room at Fort Mason, San Francisco. Registration is \$25 per person; the student fee is \$5. Scholarships (financial assistance) are available. To register, please call 1-888/315-5988 or email education@nccc.org.

“The seminar will feature two individuals who have many years of experience working in the health care system. They will provide practical information to help people navigate the often complex medical and insurance worlds,” said Pam Priest Naeve, Community Education Director for Fremont, Calif.-based Northern California Cancer Center. “People will learn how, when and whom to press for information to better understand a course of treatment, to obtain a recommended service, or to advocate for themselves with their insurance company. This program is *not* limited to cancer issues. It is part of our goal to deliver health care information in words that the public understands.”

The conference will help people tackle questions such as:

- When do you need someone with you in the hospital? At a doctor’s appointment?

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- How do you disagree with your physician?
- When and how do you ask for a second opinion and not alienate your health care provider?
- How do you work with your insurance company if they decline payment for a recommended service?

Theresa Koetters, R.N., M.S., an assistant clinical professor at the University of California at San Francisco School of Nursing, will address the topic, “Personal Advocacy in a Dysfunctional Health Care System.” Koetters also works in a private oncology practice on the Peninsula, and has experience in hospital, home care and hospice environments.

Michele Francis, L.C.S.W., Chief Clinical Social Worker at UCSF Medical Center in San Francisco, will address, “Financial and Insurance Complications and Challenges.” Francis has broad experience in community, hospice and hospital care.

Registration is required. It is \$25 per person; the student fee is \$5. Scholarships are available. Call toll-free (888) 315-5988 or email education@nccc.org.

About the Northern California Cancer Center

The Northern California Cancer Center (NCCC) is the only center in the country dedicated solely to cancer prevention research. It is recognized nationally as a leader in researching the causes and patterns of cancer across the population and improving the prevention and detection of cancer. For more information, please visit www.nccc.org.

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