

Harnessing Power Of Social Media May Help Breast Centers Educate, Inform Women.

[Aunt Minnie](#) (3/23, Yee) reports that at the recent National Consortium of Breast Centers meeting, surgeon Dr. Jay Harness of St. Joseph Hospital's Center for Cancer Prevention and Treatment in Orange, CA gave a presentation emphasizing the fact that "breast centers have a unique opportunity to educate and inform women in their communities" by harnessing the power of social media and embedding new video content. Dr. Harness said, "Videos expand your center's reach beyond your homepage, because patients and their families share them like crazy."