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2015 Susan G. Komen Columbus® Start Stage Sponsor Teams Up with Post House to Create Survival Stories

*Compelling videos tell three unique patient stories of incredible
courage in the face of this potentially deadly disease.*

May 12, 2015— Riverside Radiology and Interventional Associates (RRIA), the state's largest independent radiology group practice, and Post House (PH), an Emmy Award winning creative content company and video production boutique, have joined forces to share the stories of three courageous women who stepped up to tell their personal stories about fighting breast cancer and becoming breast cancer survivors, in recognition of this year's Susan G. Komen Columbus Race for the Cure. As part of their commitment to this year's race, the two organizations collaborated to create a series of patient videos featuring three different women and their courageous battle to beat breast cancer from beginning to end. The stories shared in these videos contain distinct messages in how each patient approached her diagnosis with breast cancer and the role her radiology team played in helping her overcome this challenging obstacle.

"Survivors all share the common thread of being diagnosed with breast cancer, yet everyone's story is unique from beginning to end," said Patti Carey, featured breast cancer survivor. "It is a story you wouldn't choose for yourself. Yet, once the story begins, you have the power to decide how you will handle it."

The videos are being distributed through a viral based communications strategy so that the messages contained in these stories will reach women over the age of 40 who should be receiving annual screening mammograms. Since mammography screening began at a national level over two decades ago, annual breast cancer mortality rates have declined by 30%. In addition, screening mammography often allows for earlier detection of breast cancer, which in turn affords women more treatment options, reduced surgeries, better cosmetic outcomes, and may eliminate the need for harsh chemotherapy.

“We applaud the willingness of these women to share their stories so that others facing similar challenges can learn how to effectively collaborate with their healthcare providers, including radiologists, to enable the best possible outcome for their situation,” said Doug Reader, president of RRIA. “We are encouraging everyone participating in the 2015 Susan G. Komen Columbus Race for the Cure to share these with others and build awareness about how early detection of breast cancer can ultimately save lives as demonstrated through these compelling videos.”

“These personal stories help us continue the conversation when it comes to breast cancer,” said Katie Carter, executive director at Susan G. Komen Columbus. “It’s important to be your own advocate and know your normal. We encourage women to talk to their doctor and learn about their family history.”

The videos were filmed at a location designed to capture the raw truth about how difficult each patient’s journey was. The PH team requested photos from each patient taken during their time dealing with breast cancer to be used as part of their story. The videos were then assembled to include key messages about breast cancer and the importance of aligning with a subspecialized breast imaging team.

“I speak for all of us at Post House when I say that it was a privilege to have this opportunity to work with these three incredible women and share their stories of surviving breast cancer,” said Kimberly Flaherty, director of marketing, PH. “We truly hope they resonate with other survivors and perhaps those just diagnosed to give them strength and a story of hope. And for those women who have not been affected, we really hope it motivates them to take the proper screening precautions.”

The videos can be viewed on RRIA’s website at www.riversiderad.com and the group’s social media platforms including Facebook, LinkedIn, and Twitter. The videos are also being distributed through PH at www.posthouse.tv. At both locations, people are being asked to share these videos with others who are at risk for breast cancer or who have been affected by breast cancer in some way.

“You need to be your own advocate during the journey, but you also need someone else for guidance. Choosing the right doctor is a big part of your experience and recovery,” Patti continued. “My hope is that someday, videos such as this won’t be needed any more because a cure for breast cancer will have been found. In the meantime, I expect that these videos will really resonate with many survivors and their support system of family, friends, and doctors.”

About Riverside Radiology and Interventional Associates

Riverside Radiology and Interventional Associates (RRIA) is Ohio’s largest independent radiology practice and the trusted healthcare provider for 24 [hospitals](#) and more than 35 [outpatient facilities](#) across the state. The breadth of this coverage, combined with the diversity of facilities—community based hospitals to tertiary medical centers—has enabled a level of experience, quality, and service that is

simply unparalleled. Learn more about the group's 90 subspecialized physicians at www.riversiderad.com.

About Post House: *Content Creators That Think Like Marketers*

Post House (PH) is an award winning creative content and visual production boutique located in Columbus, OH. Comprised of a talented group of visual storytellers with a unique marketing and advertising background, the team at PH collaborates with client partners to produce with a purpose. PH works with companies, brands and agencies from all around the world to right around the corner in central Ohio, delivering compelling video content. For more information and samples of work visit www.PostHouse.tv.

About Susan G. Komen Columbus Race for the Cure®

The Susan G. Komen Columbus Race for the Cure®, the nation's largest Komen race, will be held Saturday, May 16, 2015 beginning at 8 a.m. in downtown Columbus, OH. Your participation in this event helps provide significant funds and bring awareness about breast cancer to the local community. Details on how you can participate in the 23rd Annual Susan G. Komen Columbus Race for the Cure® are available at www.komencolumbus.org. All funds from the Komen Race for the Cure go to research, education, screening, and treatment programs.