



**\*\*\*PRESS RELEASE\*\*\***

**FOR IMMEDIATE RELEASE**

March 7, 2024

**MEDIA CONTACT**

adela.mcvicar@efkgroup.com

207-838-2408

**UNIVERSITY HOSPITAL LEADS THE WAY WITH THE LAUNCH OF A STATE-OF-THE-ART MOBILE MAMMOGRAPHY UNIT**

*Addressing Preventative Care Gaps in Newark, University Hospital Unveils a Cutting-Edge Mobile Cancer Screening Bus*

**NEWARK, NJ** — Today marks a significant milestone as University Hospital proudly introduces its new \$1.2 million state-of-the-art mobile mammography bus. This initiative made possible through a \$500,000 investment from the Connie Dwyer Breast Cancer Foundation, a generous \$400,000 grant from The Healthcare Foundation of New Jersey, and additional support, is poised to bridge critical healthcare gaps for women throughout Essex County, where the incidence of late-stage breast cancer diagnoses remains alarmingly high. The newly unveiled mobile unit is a substantial upgrade, replacing the original bus that faithfully served the community for over 15 years.

Ed Jimenez, President and CEO of University Hospital, expressed his enthusiasm for the launch, stating, "We recognize the numerous challenges our community faces in accessing preventative care. With the introduction of this new unit, complete with a dedicated care team and 3D mammography capabilities, we aspire to reach more individuals and ultimately save more lives."

Anticipated to serve approximately 4,000 underserved women annually, the new bus is equipped with cutting-edge breast imaging technology, a bilingual care team, and a private examination room. The expert clinician team onboard is dedicated to enhancing access to crucial screenings and reducing the incidence of late-stage disease within the community.

Earlier this year, University Hospital unveiled its commitment to increasing breast cancer screening rates by 20% for community members at higher risk. The mobile mammography bus represents the latest stride in the hospital's ongoing mission to tackle persistent breast cancer disparities in Newark. As a safety-net institution, University Hospital frequently encounters patients seeking treatment for breast cancer at advanced stages. According to the American Cancer Society, the survival rate drops significantly from 99% for early, localized disease to just 24% for late-stage, distant disease.

Katrina Schirmacher, Executive Director of the Rutgers Cancer Institute of New Jersey at University Hospital, reflected on the program's impact since its inception in 1996. "University Hospital and Rutgers New Jersey Medical School have collectively screened over 27,500 medically underserved women. The new bus is poised to strengthen our outreach efforts, connecting with more residents for preventative screenings and offering additional services to our community members."

The launch of the new mobile mammography unit underscores University Hospital's unwavering commitment to advancing healthcare equity and fostering a healthier future for the residents of Newark and beyond. The hospital's deep commitment to community health is strongly bolstered through the generous support of key partners.

"The importance of the mobile mammography bus cannot be overstated," expressed Connie Dwyer, founder of the Connie Dwyer Breast Cancer Foundation. "We are proud to have worked closely with University Hospital on this initiative and to build upon the success of our past collaborations. This initiative reflects our foundation's mission to enhance access to quality breast cancer screenings among vulnerable women. We hope to see this program make a lasting impact on the lives of women in Newark, contributing to a healthier and more equitable future for all."

Michael Schmidt, CEO and Executive Director of The Healthcare Foundation of New Jersey, noted: "We are pleased to have provided a \$400,000 grant to fund the purchase of the new breast cancer screening mobile unit and 3D mammography system which will change the lives of so many women. As a public non-profit hospital focused on the residents of Newark, University Hospital and its history of service to the community aligns closely with the mission of The Health Care Foundation of New Jersey."

##

### **About University Hospital**

University Hospital is one of the nation's leading academic medical centers and is the only New Jersey certified Level 1 Trauma Center for Northern New Jersey. University Hospital is the principal teaching affiliate of the Rutgers New Jersey Medical School. Together Rutgers and UH focus on taking exceptional care of patients, training the next generation, and advancing science to discovery. The hospital is located in University Heights along with the Rutgers Biomedical and Health Sciences Center which includes Rutgers New Jersey Medical School, Rutgers New Jersey Dental School, and Rutgers School of Nursing. For more information about University Hospital, please visit [www.uhnj.org](http://www.uhnj.org).

### **About the University Hospital Foundation**

The University Hospital Foundation was formed in 2015 to accelerate University Hospital's vision to improve the health of our vulnerable community for generations to come and has raised more than \$7.2 million dollars in that time. The Foundation raises critical funds for the hospital's life-changing programs.

### **About the Connie Dwyer Breast Cancer Foundation**

Through sponsored facilities and a grants program, the Connie Dwyer Breast Cancer Foundation serves underprivileged and vulnerable women by ensuring the availability of top-quality breast-health services that include screening, diagnosis, treatment, and follow-up care. In addition, CDBCF provides financial support for programs that provide resources, education, advocacy, and empowerment for the women we serve. [www.cdbcf.org](http://www.cdbcf.org)

### **The Healthcare Foundation of New Jersey**

The Healthcare Foundation of New Jersey is an independent, endowed grant-making organization dedicated to reducing disparities in the delivery of healthcare and improving access to quality healthcare for vulnerable populations in the greater Newark, NJ area and the Jewish community of Greater MetroWest NJ.