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ELECTRONIC PHOTO (rjennings@excelahealth.org)

Pictured in the mammography suite at Excela Health Latrobe Hospital with Norma Samide (orange jacket), manager, Latrobe Area Hospital Charitable Foundation and mammography technologist Lori Aguilante Oleyar (pink) are Positively Posh committee members (from left) Diana Kreiling, Debbie Newingham, Elizabeth Naidu, Phyllis Ruffner and Donna McClure. The 2011 Positively Posh shopping event generated $11,125, which was matched dollar for dollar by the Richard King Mellon Foundation.

POSITIVELY POSH EVENT ENHANCES PATIENTS' MAMMOGRAPHY EXPERIENCE AT EXCELA HEALTH LATROBE HOSPITAL

LATROBE, PA, April 2, 2012 … The patient experience for women receiving mammography services at Excela Health Latrobe Hospital has been improved thanks to fund-raising by the Latrobe Area Hospital Aid Society through its newest event, Positively Posh. This unique shopping experience inaugurated in 2010 enabled the hospital auxiliary to refurbish the waiting area in the mammography suite on the Ground Floor, provide comfortable and discreet patient gowns to be worn during testing, and contribute to the conversion from film to digital mammography across the health system**.**

The most recent Posh event also benefited from matching funding from the Richard King Mellon Foundation, which was channeled through the Latrobe Area Hospital Charitable Foundation as part of a special donor appeal in support of digital mammography..

This year, Positively Posh proceeds will be earmarked for the critical care units at Excela Latrobe. The 2012 event has been set for November 3 at the Fred Rogers Center, Saint Vincent College, Latrobe. For more information or vendor consideration, call the Positively Posh! Hotline, 724-537-1563.