EXCELA’S PINK PUSH DURING OCTOBER HELPS DEBUT TEXT FOR MAMMO SCHEDULING OPTION

GREENSBURG, PA, October 28, 2016 ... Excela Health employees are doing their happy dance this month as part of the health system’s pink push promoting both Breast Cancer Awareness and the introduction of Text for Mammo, a new Excela scheduling feature that takes away another excuse for avoiding this important annual screening. Text-friendly pink gloves replaced the sterile ones that are part of the care team’s regular attire to allow employees from every discipline to “Push It” to the beat of Salt-N-Pepa. Their fancy footwork is accompanied by some cellphone smarts to encourage the text MAMMO to 24587. Members of Excela’s Centralized Scheduling team are responding to these messages.

As the first in the region to screen every woman with 3D technology, Excela Health now offers this national first – texting for mammography appointments through a secure link.

“In an age of digital saturation we were looking for a quick, convenient way women could schedule this important test without phone calls or waits,” noted Jennifer Miele, Excela Health vice president of Marketing and Communication. “Now, there’s one less excuse to skip a 3D mammogram; it’s a screening that improves cancer detection significantly.”

Excela Health also offers “Walk-in Wednesdays” (9 a.m. to 5 p.m.), a no appointment, no doctor’s order means of getting a 3D mammogram. For those who prefer a more traditional way to schedule a mammogram, calls to Excela
Health’s Centralized Scheduling Department (724-689-0100) result in an appointment weekdays, evenings and Saturdays.

Excela Health performs 3D mammograms, also called Digital Breast Tomosynthesis, at its hospitals located in Greensburg, Latrobe and Mount Pleasant as well as Excela Square at Norwin, North Huntingdon.

To view the Excela #pinkpush video visit Excela Health’s Facebook page, https://www.facebook.com/ExcelaHealth/