



Memorial Sloan-Kettering  
Cancer Center

# Community MATTERS

Vol. 13 No. 1 • Spring 2013

NEWS FROM MEMORIAL SLOAN-KETTERING CANCER CENTER

## Resources

### Blood/Platelet Donor Program

212-639-7643

### Construction Information

212-639-4444

### To Make an Appointment

800-525-2225

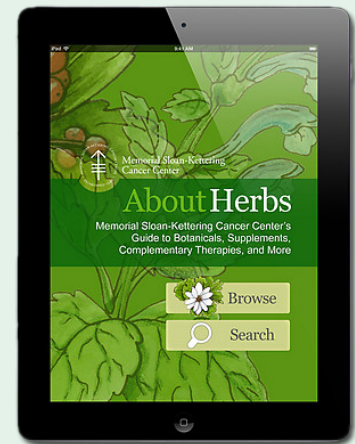
## Memorial Sloan-Kettering Debuts First Mobile Application

We are always looking for ways to make cancer-related information and news easily available to the community at large. Recently, Memorial Sloan-Kettering unveiled About Herbs, our first free mobile application for technology users.

The About Herbs app gives users quick access to comprehensive information about herbs, botanicals, dietary supplements, complementary therapies, and more. Users are able to search by product or service name, save their favorite listings, and forward a link to the information to others. About Herbs draws information from Memorial Sloan-Kettering's Integrative Medicine Service web pages, which offer information and resources regarding services that complement traditional medical care for anyone receiving cancer treatment.

Compatible with iPad®, iPhone®, and iPod touch® devices, the app includes evidence-based details about more than 260 integrative medicine products and services, including suggested uses, chemical structure, and side effects. Each listing can be viewed in two formats: one written for the general public and another for healthcare professionals.

"About Herbs makes this very popular content accessible on the go for healthcare practitioners and members of the general public alike," explains Barrie R. Cassileth, Chief of the Integrative Medicine



*Memorial Sloan-Kettering's About Herbs app, compatible with Apple® iPad®, iPhone®, and iPod touch® products, is being formatted for use on Android and other devices. The app has been listed in the top 100 free medical iPad® apps and in the top 200 free medical iPhone® apps since its launch in September 2012.*

Service. Efforts to develop this mobile app represent some of Memorial Sloan-Kettering's ongoing initiatives to serve the community and make health information resources more immediately available.

According to a recent study by the Pew Research Center, 70 percent of adults in the United States maintain a record of personal health information and many of these adults use a form of technology, such as a mobile device, to store their data. They use what they learn from this data to seek healthcare services or to ask questions of their physicians. "As more and more patients and caregivers continue to access health resources using their mobile devices, we are pursuing different strategies to offer expert cancer information in these settings," said Phoebe Johnson, Director of Online Communications and Technology. We invite our readers to search for and download "About Herbs" from the App Store<sup>SM</sup>.

## FREE COMMUNITY EVENTS

### CANCERSMART PROGRAMS

WEDNESDAY, APRIL 17

#### Regain and Retain Independence: Rehabilitation During and After Cancer

WEDNESDAY, MAY 22

#### Lung Cancers: New Understanding, New Therapies, New Hope

All CancerSmart talks will take place from 6:00 to 7:30 PM in the Rockefeller Research Laboratories building, 430 East 67th Street (between York and First Avenues). Please call 212-639-3074 or visit us at [www.cancersmart.org](http://www.cancersmart.org) to register for our programs. To view previous CancerSmart programs, please visit [www.cancersmart.org/webcasts](http://www.cancersmart.org/webcasts).

### MINORITY CANCER AWARENESS WEEK EVENT

#### Cancer Risk Reduction and Screening – Moving from Awareness to Action

WEDNESDAY, APRIL 17 • 9:30 – 11:30 AM

Adam Clayton Powell, Jr. State Office Building, 163 West 125th Street, 2nd Floor, Art Gallery Please RSVP by April 10 to [diversity@mskcc.org](mailto:diversity@mskcc.org) or 212-639-3294. Photo identification is required to enter the building.

*Seminar sponsored by Memorial Sloan-Kettering's Breast Examination Center of Harlem, Office of Diversity Programs, and Partnership for Community Outreach Program, and the Ralph Lauren Center for Cancer Care and Prevention.* ⚙️

# Review of New Facility Under Way

Memorial Sloan-Kettering and The City University of New York/Hunter College are planning to jointly build two facilities on 74th Street and FDR Drive. In an effort to keep the public informed about this large-scale project, both organizations are collaborating with the Upper East Side's Community Board 8 to facilitate public review of the proposed architectural design, construction schedule, and clinical and educational services planned at both buildings. To ask a question about the project, contact [communityaffairs@mskcc.org](mailto:communityaffairs@mskcc.org). ☼



## Community Input Needed

Memorial Sloan-Kettering Cancer Center is conducting a community health needs assessment in 2013 and we need your help. In order to identify cancer-related health needs that the community would like to see addressed in 2013 through 2015, we invite community members to complete our online survey at [www.mskcc.org/survey](http://www.mskcc.org/survey) by April 26, 2013 (date extended). ☼

**Go Green!** Memorial Sloan-Kettering grows greener every day. Help us to reduce paper waste by signing up to receive *Community Matters* via e-mail. Please send your e-mail address to [communityaffairs@mskcc.org](mailto:communityaffairs@mskcc.org) with a request for the online version of this quarterly newsletter.



Memorial Sloan-Kettering  
Cancer Center

Department of Public Affairs  
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[www.mskcc.org](http://www.mskcc.org)

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## FREE CANCER SCREENINGS

### Head and Neck Cancer Screenings\*

WEDNESDAY, APRIL 24

9:00 AM – 12:00 NOON

Breast Examination Center of Harlem

Adam Clayton Powell, Jr. State Office Building, 163 West 125th Street, 4th Floor  
*Photo identification is required to enter the building.*

THURSDAY, APRIL 25

9:00 AM – 12:00 NOON

Enid A. Haupt Pavilion

425 East 67th Street, 4th Floor, Suite 5  
(between York and First Avenues)

FRIDAY, APRIL 26 • 9:00 AM – 12:00 NOON

Brooklyn Infusion Center

557-1 Atlantic Avenue, Brooklyn, NY

\*No appointment necessary. For further information, call 646-497-9161.

### Skin Cancer Screenings\*\*

THURSDAY, MAY 2 • 9:00 AM – 4:00 PM

MSKCC Basking Ridge

136 Mountain View Boulevard, 2nd Floor, Dermatology Suite, Basking Ridge, NJ

*By appointment only.* To make an appointment, call 908-542-3400.

THURSDAY, MAY 23 • 4:00 – 7:00 PM

Rockefeller Outpatient Pavilion

160 East 53rd Street, 10th Floor  
(between Lexington and Third Avenues)

*By limited appointment only.* To make an appointment, call 212-610-0772. Phone lines open at 9:00 AM on Tuesday, May 14.

THURSDAY, MAY 30 • 9:30 AM – 3:00 PM  
MSKCC Hauppauge

800 Veterans Memorial Highway, 2nd Floor, Hauppauge, NY

*By appointment only.* To make an appointment, call 631-863-5100.

\*\*Individuals at increased risk for skin cancer are most likely to benefit from screening. Risk factors for skin cancer include family history of melanoma (two or more blood relatives), multiple atypical moles, and numerous actinic keratoses (scaly patches of skin, gray to pink in color, on sun-exposed areas of the body).