Plastic Surgery & Skin Specialists by BayCare Clinic to host B.R.A.s of the Bay

GREEN BAY – Federal law mandates coverage of breast reconstruction for breast cancer patients, even if the reconstruction is delayed until after treatment for cancer. It’s a law that many women aren’t familiar with.

That’s why Plastic Surgery & Skin Specialists by BayCare Clinic is hosting B.R.A.s of the Bay. B.R.A.s stands for breast reconstruction awareness. The Green Bay-based specialty clinic is hoping to spread the word about breast reconstruction rights.

“It’s our goal to help women clearly understand their rights under the law,” said Dr. Elizabeth A. O’Connor, a plastic surgeon with BayCare Clinic. “While breast reconstruction is considered elective surgery, undergoing breast reconstruction can have profound emotional and practical benefits. It can help enhance confidence and self-image after mastectomy.”

B.R.A.s of the Bay is part of a national effort to educate women about their rights under the law. The Breast Reconstruction Awareness USA Campaign is dedicated to building awareness around breast reconstruction options. According to its sponsoring organizations, the American Society of Plastic Surgeons and The Plastic Surgery Foundation:

- All women who are candidates for breast reconstruction should be made aware of the options available to them.
- All women who are candidates for breast reconstruction should be offered treatment in a safe and timely manner.
- Federal law mandates coverage of breast reconstruction for breast cancer patients, even if such reconstruction is delayed until after other treatments.

In a local effort to create awareness, the clinic has invited Green Bay-area businesses and individuals to decorate and display a bra in conjunction with National B.R.A. Day, which is Wednesday, October 16.

Online voters will be encouraged to choose their favorite bra at baycare.net/BRAday. Voting takes place October 1 until midnight on October 16.
The bras will be on display and raffled off on Thursday, October 17, during a public social event at Badger State Brewing Company, 990 Tony Canadeo Run, Green Bay. Tickets to the event are $20 and can be purchased online at baycare.net/AttendBRAday.

Eighty percent of proceeds raised during the event will go to Ribbon of Hope, a non-profit organization that is a financial, informational and emotional resource for breast cancer patients in northeastern Wisconsin. Twenty percent will go to the Breast Reconstruction Awareness Day USA organization.

Since its inception, the Breast Reconstruction Awareness Fund has raised more than $1,700,000 to support research, projects, programs and the charitable surgical care of women in need of post-mastectomy breast reconstruction.

About BayCare Clinic
BayCare Clinic, baycare.net, is the largest physician-owned specialty-care clinic in northeastern Wisconsin and Michigan’s Upper Peninsula. It is based in Green Bay, Wisconsin. BayCare Clinic offers expertise in more than 20 specialties, with more than 100 physicians serving in 16 area communities. BayCare Clinic is a joint partner in Aurora BayCare Medical Center, a 167-bed, full-service hospital. Follow BayCare Clinic on Facebook and Twitter.