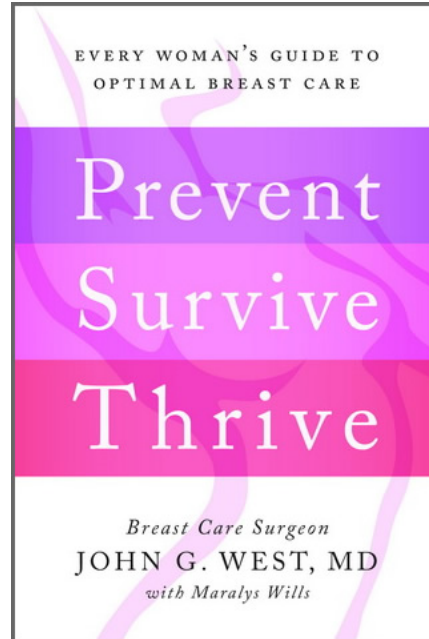


## Ask the doctor October 2015: A New Book on Breast Care



I have an announcement to make and I purposely waited until Breast Cancer Awareness Month to make it. I have a book on breast care set to be released in Aug. of 2016. I realize it is a bit early to make this announcement, but I will explain the reasoning for doing so at the end of the article.

I have been writing monthly "Ask the Doctor" articles for more than 5 years. During that time period I have covered most of the major controversies in breast care. I have often thought about organizing the 60+ articles into a book on breast care, but it was not until a year ago that I gave the idea serious consideration.

I had finished a long conversation with a patient who was just diagnosed with breast cancer. After reviewing her treatment options and answering all of her questions, like so many patients, she looked completely bewildered.

There was a distinct pause in the conversation, and she then looked me straight in the eye and asked, "Doc, just tell me what you would do if I were your wife".

The idea of writing a book hit me like a lightning bolt. This is the question every woman wants answered, and they want the answer from someone they trust. They want someone with years of experience and a passion for providing optimal breast care. I can give this kind of advice to my own patients, but what about other women who do not have access to a breast care specialist?

The answer seemed obvious. I needed to write book providing women with the same advice I would give to members of my own family. The title for the book seemed clear to

me at the time, “What I’d Tell My Wife” with the tag line “A breast surgeon’s advice to the women in his life.”

I outlined about 25 chapters (now 32 chapters). The focus was on controversial issues of breast care but also included a description of the many recent advances in early detection, risk reduction, and prevention. It was written to be an easy read with plenty of stories about some of my most interesting and challenging patients.

I guess I was lucky. Within a few weeks of sending out my proposal, I got an agent and a publisher. They liked my ideas but did not like the title. They said it was too long. We went with “Prevent Survive Thrive” with a tagline of “Every woman’s guide to optimal breast care”.

The book will be on the shelves in August of next year. I want to make every effort to get the word out now, and I need your help. Any ideas that could help in marketing my book would be greatly appreciated. I think social media is likely to be the key to success, but I am open to any suggestions. If you have any ideas how to make the book a best-seller, I would appreciate hearing from you.

You can contact me directly at: [jwest@breastcare.com](mailto:jwest@breastcare.com) or call on my office backline: 714 619-3308.

Thanks in advance for your support....

John West MD