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## **Dr. Daniel Fass, Radiation Oncologist**

Dr. Daniel Fass, radiation oncologist in Connecticut and Westchester County, N.Y., led the way as an early adopter of new technologies and in the development of advanced cancer treatments.

As director of radiation oncology at Greenwich Hospital in Connecticut, Dr. Fass was covered by *Channels 2, 4, 5* in New York, *Fox TV News* and a *PBS* documentary narrated by Walter Cronkite. We produced a video news release that was picked up nationwide.

When Dr. Fass established the Institute for Image Guided Radiotherapy at WestMed in Westchester County, New York, we arranged coverage in *Ryebrook News*, *Rye Chronicle*, *Rye Sound Shore Review*, *Westchester Business Journal*, *New Haven Register*, *Stamford Advocate*, *Greenwich Time*, *Norwalk Hour* and *Fairfield County Business Journal*. Interviews took place regularly on *WVOX* radio's "Good Morning Westchester."

*Connecticut News 12 TV* interviewed Dr. Fass on prostate screening. Our efforts led to coverage on *WNBC Channel 4* and *WWOR Channel 9* in New York. We placed a story on *Crain's Health Pulse*, a fax bulletin to medical professionals and institutions.

A national hit landed in *Coping with Cancer*, a popular reception room magazine. We obtained coverage in *Westchester Business Journal*.

### **Health Care Reform**

Dr. Fass was one of 150 physicians at the White House launch of the health care reform law. We helped him with op-ed articles for *Westchester Journal News* and *Greenwich Time* and an interview with *Hartford Business Journal*. We placed coverage in *Westchester Business Journal* and arranged appearances on *Connecticut News 12* and Westchester's *WVOX* radio. We placed Dr. Fass as health care reform spokesman in *New York Post*, in the *Phoenix Focus* magazine for Phoenix University alumni, and in *Investor's Business Daily*.