



Pennsylvania Department of Health

Pennsylvania Insurance Department

FOR PLANNING PURPOSES ONLY
Friday, October 24, 2025

Media Contacts: Mark O'Neill, DOH, ra-dhpressoffice@pa.gov
Adrian Sipes, PID, ra-in-press@pa.gov

MEDIA ADVISORY — MONDAY IN WILKES-BARRE — Shapiro Administration to Tout AI Breast Cancer Screening Technology and Innovations in Pennsylvania, Encourage Annual Screenings

Monday, leaders from the **Pennsylvania Department of Health** and **Pennsylvania Insurance Department** will visit the Geisinger Wyoming Valley Medical Center in Wilkes-Barre to promote state-of-the-art screening advancements in Pennsylvania and encourage women to schedule their annual mammogram.

More than 13,000 women were diagnosed with breast cancer in Pennsylvania last year. Programs like Geisinger's new AI pilot program build on breast cancer prevention services by using AI to identify patients at the highest risk and assist them in scheduling their annual mammogram.

Breast Cancer Awareness Month is observed in October, during which health care providers, advocates, and community members promote early screening to reduce the risk of the disease. Breast Cancer is the second leading cause of cancer death in women, and if found early, it can be easier to treat and increase the chances of survival.

WHO: Secretary of Health Dr. Debra Bogen
Pennsylvania Insurance Department Policy Director Caroline Beohm
Geisinger Northeast Region Chief Administrative Officer Ron Beer
Geisinger Northeast Region Division Chief of Hematology/Oncology Ahmad Hanif

WHEN: MONDAY, October 27, 11:00 AM

WHERE: Geisinger Medical Office Building at Geisinger Wyoming Valley Medical Center

950 E Mountain Boulevard
Wilkes Barre, PA 18711

MEDIA RSVP: Media interested in attending must RSVP with the name of the reporter and photojournalist to ra-dhpressoffice@pa.gov.