



**PHOTO OPPORTUNITY:** September 9, 2014

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**RUSSIAN DELEGATION TO BUILD AND TEST PAPER AIRPLANES**

*Exercise will be more than flight of fancy*

**WHAT:** You can learn a lot from paper airplanes. That's the intent behind an exercise designed for a delegation of Russian medical professionals next week.

World Services of La Crosse is hosting the delegation as part of its Bridging Cancer Care project with Gundersen Health System. The visiting Russian medical professionals will be building and testing paper airplanes to see the practical side of implementing a continuous improvement cycle.

**WHEN:** Tuesday, September 9, 2:30 p.m.

**WHERE:** Gundersen Health System, Onalaska Clinic  
3<sup>rd</sup> Floor Dermatology Conference Room 3A

**WHO:** Sandra McCormick and Maureen Jameson of World Services of La Crosse will be onsite media contacts. Delegates come from four hospitals in the Saratov and Moscow oblasts and will be available for interviews.

**WHY:** World Services of La Crosse is hosting the delegation in a long-term effort to improve cancer care in Russia, where the disease occurs at much higher rates than in the U.S. The project, Bridging Cancer Care, began in 2011 through a grant from Bristol-Myers Squibb Foundation. Progress has been so remarkable that Bristol-Myers Squibb Foundation in December named both the Saratov and Moscow oblast projects Centers of Excellence. Work now is expanding into a larger region.