but one of the few to represent “the full retail price,” including the charge for both hospital and doctor services.

In the “Quality Reports” section of the site, people can, for example, click on breast cancer and learn that the five-year survival rate for patients with Stage 1 breast cancer who were treated at DHMC is 93%, compared with a national average of 87%. They can check the numbers of previous patients who have chosen specific treatment options, such as lumpectomy, mastectomy, or simultaneous breast reconstruction and learn about the satisfaction rates of each group of patients. “A Typical Patient’s Journey: The Comprehensive Breast Program” offers a step-by-step guide from diagnosis to treatment options.

And clicking on the new “Charges for Health Care Services” section reveals, for instance, that a low-complexity new-patient office visit costs $94, a bilateral diagnostic mammogram costs $413, and a breast biopsy costs $6,700.

Further, the site provides information about payment options and financial aid for medically necessary services for patients who are under- or uninsured. Those who do have insurance are directed to a toll-free phone number that allows them to talk with a financial counselor to determine their out-of-pocket expenses ahead of time.

**Improvement:** “We are in the business of continual improvement,” Mastanduno says. She would like to see more disease-specific information on the site. And, she adds, “we would love it if there were a calculator patients could use that would let them input their insurance information and give them a read-out of their expenses.”

In the meantime, patients are noticing the new information. In April alone, Mastanduno says, there were 450 hits just on the “Charges for Services” link.

**Catherine Tudish**
new Norris Cotton Cancer Center-North in St. Johnsbury, Vt.

Lead gift commitments made during the quiet phase of the campaign included $5 million from Dean LeBaron to build a commons to connect Borwell Research Building to future research facilities; $5 million from Jennifer and Peter Brock for the genetics department; $5 million from the Theodora B. Betz Foundation to study brain tumors at Norris Cotton Cancer Center; $3 million from Johnson & Johnson for a psychiatry department project to help people with severe mental illness gain independence by obtaining community-based employment; and $2 million for scholarships from Dr. Norman Payson, a 1973 graduate of DMS.

Difference: Payson, former CEO of Oxford Health Plans as well as a DMS Overseer, also spoke at the launch. “Today,” he said, “in health-care policy, practice, medical education, patient empowerment, understanding of disease, advances in diagnosis and treatment, this medical center and medical school are making a difference.”

“What we export from the Upper Valley are the ideas, the models, the practices,” noted DHMC’s senior nurse executive, Nancy Formella, who rounded out the slate of speakers. “The care and the innovations in care, the improved treatments and therapies—they start right here in this community and they work every day to benefit the patients of our region” . . . and, ultimately, the world.

Laura Stephenson Carter