

NEWS FOR IMMEDIATE RELEASE

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Impressive Cancer Resource in the Roanoke Valley

It's not a place you would look for, or even think about, until you or a loved one needed it. But, when you're facing the loss of your breast due to cancer, the importance of such a resource suddenly becomes a reality. Seven years ago Second to Nature opened in Roanoke to handle the special needs of cancer survivors. And since then they have helped many women in the Roanoke Valley and beyond with their after breast surgery needs such as bras and breast prostheses.

Owner Rebecca Whitehill attributes their growth to being willing to listen to her patients and create the experience they are looking for. "Our patients have told us they want a large selection of products to choose from," she says, "but they don't want to sacrifice one-on-one personal service. That's the balance we strive to achieve."

With a 1200 square foot store, the selection of products is impressive. Hundreds of bras line the walls, in addition to swimsuits, and compression garments. They carry products from most major manufacturer of bras, prostheses. In addition to the large selection of in-stock products, custom made breast prostheses are available. Second to Nature is one of the leading providers ABC Custom Breast Prostheses. This is amazing technology, the patient comes in for a 3-D scan of her chest, and a custom breast prosthesis is created that fits to her body just like a puzzle piece. For patients who have had lumpectomies or reconstruction, there is often still some asymmetry. A partial prosthesis can be made that evens out breasts for a completely natural look.

Another important factor for most cancer survivors is insurance coverage. Medicare, Medicaid and most private insurers pay for bras and prostheses. Most stores require you to pay for your items up front, and mail the receipt in, but if you're not going to an in-network provider, chances are you will not get reimbursed. We encourage anyone who is shopping for these products to make sure they're provider is IN-NETWORK with their insurance plan. Second to Nature is in-network with many major insurance companies and accepts assignment on most items. This means if your bras, prostheses, or compression garment is covered by insurance, you don't have to pay for it up front. You only pay deductibles and co-insurance, and they will file your claim for you. The lower out of pocket costs make getting the products they need available and affordable to cancer survivors.

Second to Nature is located in the Woodhaven Office Park 5450 Peters Creek Road Suite 111 Roanoke.