



FOR IMMEDIATE RELEASE

February 12, 2004

Philadelphia, PA: Deborah A. Sandrock, M.D. has been named Physician of the Year 2003 by the Pennsylvania Resource Organization for Lactation Consultants (PRO-LC). Dr. Sandrock accepted the award today at PRO-LC's member meeting, held at Chestnut Hill Hospital.

PRO-LC is a professional organization whose 85+ members in southeastern Pennsylvania work with breastfeeding mothers and infants. Most members are International Board Certified Lactation Consultants (IBCLC). PRO-LC is a state affiliate (chapter) of the International Lactation Consultant Association (ILCA).

The Physician of the Year Award is PRO-LC's highest honor, presented each year to a physician or physician practice in "recognition of outstanding advocacy which supports, promotes and protects breastfeeding."

In accepting her award, Dr. Sandrock thanked PRO-LC, and described herself as "a breastfeeding enthusiast" who hopes her example will encourage other pediatricians to commit the time to advocate for their breastfeeding patients. Dr. Sandrock acknowledged all the lactation consultants she has worked with and learned from (currently, at Abington Hospital; earlier, at MCP Hahnemann Hospital). Her active participation currently on Abington Hospital's "Breastfeeding Steering Group is an excellent way for pediatricians to work with lactation consultants."

Dr. Sandrock was nominated by PRO-LC member Colleen Ditro, BSN, IBCLC, who said, "Dr. Sandrock has always been very supportive of breastfeeding and the lactation consultants at Abington Memorial Hospital. She always encourages moms to continue with breastfeeding even if they are having difficulty. She rarely suggests formula: only in cases of medical need. She is always willing to listen to the lactation consultant and her plan of care and to come to a middle ground. The lactation consultant always feels comfortable approaching her with any breastfeeding issues.

"When we decided to start a Breastfeeding Steering Group at Abington which included physicians, Dr. Sandrock was one of the first physicians we thought of. She always attends our meetings and gives great input. Last year, she was instrumental in planning our collaborating conference with Dr. Ruth Lawrence and Dr. John Quennan. She helped facilitate the planning and was always there with answers to questions. She encouraged other physicians to attend.

"That is why I think Dr. Sandrock should be PRO-LC Physician of the Year 2003. Abington has

come a long way with breastfeeding and will continue on this great journey with Dr. Sandrock's support.”

Dr. Sandrock has been with her current pediatric practice since 1996. Earlier, she had a residency and fellowship at St. Christopher’s Hospital for Children in Philadelphia. She loves to teach: she has served on the faculties at MCP Hahnemann School of Medicine and the University of Pennsylvania Medical School.

Dr. Sandrock was presented with a framed certificate; she also received one-year memberships in ILCA, PRO-LC, and the Academy of Breastfeeding Medicine (an organization of physician-only members who support breastfeeding). Additionally, Dr. Sandrock was given a copy of two important resources: the *Philadelphia Breastfeeding Resource Handbook 2003*, and *Medications and Mothers’ Milk 2004 (11th edition)*, by Thomas Hale, R.Ph., Ph.D.

Congratulations to this year’s winner of the PRO-LC Physician of the Year Award:

Deborah A. Sandrock, M.D.
PRO-LC Physician of the Year 2003
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