

# CANCER

## DISCOVERY & CARE

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**SOARING  
IN THE FACE  
OF CANCER**

## UPMC CancerCenter

Partner with University of Pittsburgh Cancer Institute



A Comprehensive Cancer  
Center Designated by the  
National Cancer Institute

The University of Pittsburgh Cancer Institute, working in conjunction with UPMC CancerCenter, UPMC's clinical care delivery network, is western Pennsylvania's only National Cancer Institute (NCI)-designated Comprehensive Cancer Center, reflecting the highest level of recognition by the NCI.

### **ON THE COVER**

*Donald Trent (left), a patient of UPMC CancerCenter's Mario Lemieux Center for Blood Cancers, with his brother, Larry, before a flight on Donald's plane.*

# CANCER

DISCOVERY & CARE

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## CHANGING THE FACE OF CANCER



In 1985, the University of Pittsburgh recruited Ronald B. Herberman, MD, from the National Cancer Institute to develop an oncology research center.

His vision, energy, and persistence led to what is now known as the University of Pittsburgh Cancer Institute (UPCI), western Pennsylvania's only National Cancer Institute-designated Comprehensive Cancer Center, which works in partnership with UPMC CancerCenter.

Dr. Herberman passed away unexpectedly in May 2013, but as you will read in this issue of *Cancer Discovery & Care*, his commitment to advancing cancer research and treatment continues not only at the University of Pittsburgh, but throughout our network of regional cancer centers and around the globe in Ireland, Italy, Kazakhstan, and Singapore.

At the heart of Dr. Herberman's legacy at UPCI and UPMC CancerCenter are those whom we serve: our patients. Every day we meet remarkable men, women, and children who soar in the face of cancer. They challenge each of us to confront adversity directly and with determination. Our magazine features survivors who have reignited old passions and created new ones following treatment; families who are creating lasting legacies in honor of loved ones affected by cancer; and physicians and researchers committed to improving the treatment of cancer through new initiatives in all facets of personalized cancer discovery and care.

With your support over the years, UPCI and UPMC CancerCenter have changed the face of cancer in our region. Your generous investment of time, talent, and funds has allowed us to challenge the way we view these diseases, unlocking innovative treatment options that are transforming medicine and extending — or even saving — lives, one at a time.

But our work is far from complete. The American Cancer Society estimates that 1,660,290 people will have developed cancer in the United States in 2013. Each of these individuals deserves the opportunity to soar in the face of his or her disease, and needs our ongoing support. All of us at UPCI and UPMC CancerCenter look forward to partnering with you as we advance the vision of Dr. Herberman to make a meaningful impact on the prevention and treatment of cancer.

**Nancy E. Davidson, MD**

A handwritten signature in black ink that reads "Nancy E. Davidson". The signature is fluid and cursive, with the first name being the most prominent.

Director  
UPCI and UPMC CancerCenter



# SOARING IN THE FACE OF CANCER



## SOARING IN THE FACE OF CANCER



In the fall of 2004, Don Trent, a mechanical engineer for US Airways and a pilot since the age of 16, learned the true meaning of “life takes a detour.” Until that point, he was living a hectic but happy life — working in a career that he loved, taking graduate courses, and spending time with his wife and two daughters, ages four and 10 months at the time. He maintained a healthy, active lifestyle, running and walking every day for exercise.



In October 2004, Don noticed a small lump on his scalp. As the weeks passed, the number of lumps increased. After the lumps became bothersome, he went to a surgeon to have them removed, who in turn sent his tissue samples to the lab for evaluation. After subsequent testing Don was diagnosed with acute lymphocytic leukemia (ALL), a cancer of the blood and bone marrow that progresses rapidly and creates too many lymphocytes, a type of white blood cell.

Don spent most of 2005 receiving oral and intravenous chemotherapy treatment at Hillman Cancer Center under the care of Dennis J. Meisner, MD, FACP, medical oncologist, UPMC CancerCenter. After the physically and mentally demanding treatments, Don was able to return to work in late November 2005, almost a year to the date after his diagnosis. As his treatments ended, he began to regain his stamina and strength.

In November 2007, Don suffered a relapse. His next option for treatment was to undergo a stem cell transplant through the Stem Cell Transplantation Program of UPMC CancerCenter.

### An experienced program

Approximately 150 stem cell transplants are done annually at the Stem Cell Transplantation Program of UPMC CancerCenter, the largest provider of stem cell transplantation services in western Pennsylvania. The stem cell transplantation team is comprised of health care professionals from various disciplines, including medical and radiation oncologists, advanced practice providers, nurses, psychologists, pharmacists, dietitians, physical therapists, and social workers. The team works to develop and deliver stem cell transplantation therapies for adults with cancer and non-cancerous disorders, and collaborates to determine each individual patient’s course of treatment. In addition, investigators in the program are focused on improving the effectiveness of transplants in patients, reducing or eliminating potentially harmful side effects that may be associated with a transplant, and using a patient’s stem cells to treat their disease.

A stem cell transplant requires administration of chemotherapy to kill cancer cells, followed by the infusion of healthy stem cells into the body to replace diseased stem cells. It is a standard treatment for certain blood cancers, including leukemia, myeloma, and lymphoma. There are two commonly accepted and widely used types of stem cell transplantation: autologous and allogeneic. In an autologous transplant, the patient’s own stem cells are harvested prior to high doses of chemotherapy, and then returned back into the patient after chemotherapy to help the immune system recover. During an allogeneic stem cell transplant, physicians collect and transplant stem cells from a donor who has compatible genetic markers on their white blood cells — referred to as a human leukocyte antigen (HLA) match — to the patient.

### A second birthday

Don prepared for a stem cell transplant under the care of Mounzer A. Agha, MD, clinical director, Stem Cell Transplantation Program and director, Mario Lemieux Center for Blood Cancers at UPMC CancerCenter. Although it was admittedly a scary decision for Don, he was grateful for his physician’s guidance and support.

“Dr. Agha discussed the risks and benefits of the transplant process and procedures. He straightforwardly explained what I was facing, and I decided to go for it,” said Don.

The search for a donor began immediately, starting with Don’s brother and sister. They underwent HLA testing, in which their blood was drawn and tested to determine if they were compatible. Fortunately for Don and his family, they didn’t have to wait long for a donor, as it was determined his brother, Larry Trent, was a compatible match.

In February 2008, Don was admitted into UPMC Shadyside, where he received high doses of chemotherapy in preparation for his allogeneic stem cell transplant. On February 19, he received his transplant from Larry.





**“WE ALL CALL FEBRUARY 19 MY ‘SECOND BIRTHDAY.’ NOW, I CELEBRATE IT EVERY YEAR.”**

**DONALD TRENT**

“My brother and I have always had a good relationship, but it is even more special now post-transplant. I am forever grateful and honored that God chose my brother to give me a second chance at life,” said Don.

After the transplant, the stem cell staff continued to care for Don, testing his blood to track progress and make sure his immune system recovered. Although the recovery was long and took a physical and emotional toll on Don, little by little he made progress. Throughout, he tried to remain positive with the help of his family, friends, faith, and cancer care team. In early 2009, Don was able to return to work, restoring a sense of normalcy in his life.

“I have a first-hand understanding of the trials and struggles one must go through during a critical illness, and profound respect for all the caregivers who provide that much-needed lifeline of support,” said Don. “I know that life will never be the same again, but I embrace the ‘new life’ with which I have been blessed and the challenges and opportunities that lie ahead.”

It has been more than five years since his transplant, and Don is doing well. He is back to exercising regularly, and in the few years following his transplant, he and his two daughters took up skiing, a new hobby. In 2011, Don returned to flying — his passion — with family and friends. He continues to share his story in hopes of helping those going through a similar journey.

“I would like to encourage anyone facing a critical illness to surround themselves with family, friends, and the new friends you will meet as you go through your treatments. Even when you don’t want to,

make yourself get up every morning, put your feet on the floor, and determine that you will not surrender to self-defeat. Do not lose hope, and hold tight to the promises of your faith.”

**The Mario Lemieux Center for Blood Cancers: A seamless transition**

As a patient of the Stem Cell Transplantation Program of UPMC CancerCenter, Don felt like he was in the best hands and receiving the best care possible to combat his aggressive disease. In January 2013, UPMC CancerCenter, in partnership with University of Pittsburgh Cancer Institute (UPCI), seamlessly transitioned the Stem Cell Transplantation Program onto the fourth floor of Hillman Cancer Center with the opening of the Mario Lemieux Center for Blood Cancers.

Reinforcing the already strong commitment and resources of the Stem Cell Transplantation Program, the new center accommodates patients’ needs for flexibility and provides easier access to the latest blood cancer therapies and clinical trials. Funded in part by gifts from the Mario Lemieux Foundation, the Hillman Foundation, and the Henry L. Hillman Foundation, the center provides outpatient treatments, including biologic therapy, chemotherapy, cord blood transplantation, radiation therapy, and stem cell transplantation, for patients with blood cancers and other types of blood disorders.

**An environment of hope and comfort**

“The vision for the Mario Lemieux Center for Blood Cancers came to us because we wanted to establish a unique patient experience,” said Dr. Agha. “We changed the care model completely, so patients can relax and feel like they are our priority from the moment they walk onto the floor.”



## SOARING IN THE FACE OF CANCER



To accomplish this, the center was designed to give patients and families a comfortable and tranquil healing environment. Instead of a waiting area, patients are directed to private, calm exam rooms, where everything from registration to check out is done. Instead of sitting on a traditional exam table, patients relax in a recliner as they talk with their doctors, have blood drawn, and review their test results.

Upon exiting the elevators, patients and visitors are greeted with natural light, calming earth tones, and natural surfaces, giving the open and airy space a spa-like feel. While there, patients and their family members can take a break from their visit and enjoy the outside terrace, with seating, shade, and a putting green, designed by Nathalie Lemieux, vice president of the Mario Lemieux Foundation. In addition, the center is paving the way for improved

patient experiences with an “edutainment” system that combines entertainment and relevant health care information. This system gives patients access to television shows, movies, news, information about their health condition, and more.

### Personalized medicine through research collaboration

Dedicated to delivering more effective, safe, efficient, and individualized care, the center has implemented a new care model. With UPCI’s groundbreaking research and the latest information management technologies essential for personalized medicine at the centerpiece, the clinical team, which includes researchers, meets with a patient as a group to offer new protocols that fit their diagnosis, giving the patient an opportunity to explore more options, a key goal for the center. With the variety of clinical trials available, the center is on track to become a top research program for blood cancers.

“The Mario Lemieux Center for Blood Cancers and UPMC CancerCenter provides physicians with a state-of-the-art facility that helps them take care of patients in an excellent way,” said Dr. Agha. “But, it also provides the patients and their families with a personal environment that helps them go through what can be a very trying and difficult process.” ■

For more information about the Stem Cell Transplantation Program at UPMC CancerCenter or to take a virtual tour of the Mario Lemieux Center for Blood Cancers, visit [UPMCCancerCenter.com/OneTeam](http://UPMCCancerCenter.com/OneTeam).

## PROGRAM RECOGNIZED FOR DEDICATION TO PATIENT NEEDS AND HIGH STANDARDS OF CARE

The Stem Cell Transplantation Program at UPMC CancerCenter has been awarded a three-year re-accreditation by the Foundation for the Accreditation of Cellular Therapy (FACT), reflecting the program’s commitment to quality clinical care and laboratory practice in cellular therapy.

To receive re-accreditation, program leadership submitted an application that successfully demonstrated its acceptance and adherence to FACT’s strict standards, which emphasize the clinical use of cellular

therapy products collected and processed with rigorous controls. FACT officials then visited the Mario Lemieux Center for Blood Cancers to administer an on-site inspection of the program’s staff and processes. Re-accreditation was awarded effective July 2013.

“FACT’s re-accreditation of the Stem Cell Transplantation Program is external validation of what we strive for — the quality and excellence of our services to provide the best benefit to our patients,”

said Stanley Marks, MD, director of clinical services and chief medical officer of UPMC CancerCenter, chief of the division of hematology/oncology at UPMC Shadyside, and clinical professor of medicine at the University of Pittsburgh School of Medicine. “We are extremely excited to be recognized again by such a prestigious organization.”



# EXPANDING UPMC CANCERCENTER'S GLOBAL FOOTPRINT

For more than two decades, UPMC CancerCenter has been recognized as a leader in cancer care delivery and research throughout western Pennsylvania. With that solid foundation, UPMC has been actively involved in establishing and managing several facilities around the world in order to meet the needs of international patients.

## Ireland

The first of the international cancer centers was the UPMC Whitfield Cancer Centre in Waterford, Ireland. A year after its opening in 2006, UPMC assumed management responsibilities of the cancer center at Beacon Hospital, Dublin. The radiosurgery program at UPMC Beacon Hospital was recently recognized for excellence in delivering stereotactic radiosurgery treatment.

## Italy

UPMC manages the UPMC San Pietro Fatebenefratelli (FBF) Advanced Radiotherapy Center in Rome, Italy, which offers stereotactic radiosurgery via the same state-of-the-art platform operating in the Mary Hillman Jennings Radiation Oncology Center at UPMC Shadyside in Pittsburgh. The facility fulfills an unmet need for advanced radiotherapy treatment options and promotes UPMC's recognition among the international scientific and academic community.

## Kazakhstan

Nazarbayev University in Kazakhstan selected UPMC in 2012 to conduct a study related to the development of a national oncology treatment and research. The university and local government have since extended the relationship with UPMC to include assistance with design of the new facility and training of staff.

## Singapore

In the fall of 2012, the Asian Centre for Liver Diseases & Transplantation (ACLDT) in Singapore, one of Asia's foremost liver centers, joined with UPMC to develop a Comprehensive Transplant Centre (CTC) to treat liver, kidney, and bone marrow diseases. The CTC will specialize in transplant immunology, transplant, infectious diseases, and intensive care of immunosuppressed patients. The two organizations will collaborate in the planning and design of the CTC, which will serve as a regional hub, extending services to other countries in southeast Asia.





# LIVING A LEGACY; ADVANCING A CAUSE

A cancer diagnosis can affect a person in many different ways. Some people may look to the past to rekindle old friendships, others may take the opportunity to live in the moment, and some may look for ways to create hope for patients in the future.

Since 2007, Ray Lamont, a retired medical researcher from Albuquerque, N.M., has faced and beaten cancer six times. His latest diagnosis of an inoperable head and neck cancer metastasis at the base of his neck came in January 2013. Since his initial diagnosis, Ray has endured grueling treatments that have included maximum doses of radiation administered simultaneously with aggressive chemotherapy drugs and multiple surgeries, including a surgery to remove his sciatic nerve, the longest nerve in the body, which was engulfed in tumors.

“Despite my obstacles, I feel truly blessed,” said Ray. “I have been able to take advantage of and appreciate some of the best medical expertise and technology available.” With a “pay it forward” mentality, Ray, along with his wife of 44 years, Sarah, established a planned gift to benefit the University of Pittsburgh Cancer Institute (UPCI) in honor of Ray’s medical oncologist, Julie Bauman, MD, MPH, who was recruited to UPCI in September 2012.

A planned gift is the promise of future support to a charity and enables the donor to create a meaningful and permanent connection to a cause that is important to them. Planned gifts can be established as gifts by will or living trust, in the form of retirement plan benefits, or with a life insurance policy. They provide a way for donors to continue their legacy, offering the opportunity for their gift — and connection to the mission — to continue long after they’re gone. In addition to feeling connected to the cause, donors often consider a planned gift to motivate and encourage others.

“The goal of our planned gift is to let people know that there are a lot of great research opportunities available for head and neck cancers,” said Ray. “The advances in head and neck cancer treatment in the last five to 10 years have been marvelous, and UPCI and Dr. Bauman are at the forefront of these discoveries. We want to continue to encourage additional research.”

Ray and Sarah’s gift will support future research in the personalization of head and neck cancer therapies. Dr. Bauman and the research team are laying the groundwork for this type of research at UPCI, which involves identifying informative methods with the ability to match tumor characteristics, such as mutations in a certain patient, to a specific anti-cancer drug. Currently, Dr. Bauman and colleagues are developing clinical trial platforms to translate lab findings into clinical application.

“Ray is a keenly scientific and deeply spiritual man,” said Dr. Bauman, director of the Head and Neck Cancer Section and Thyroid Cancer Section in the Division of Hematology-Oncology, and co-director of the UPMC Head and Neck Cancer Center of Excellence. “We hit it off from the beginning for both of those reasons. Every aspect of his journey has been about identifying the meaning of his experience to enrich the lives of others.”

Since being diagnosed, Ray has established a head and neck cancer support group, and Sarah facilitates a cancer caregiver support group.

“We believe that those with a positive attitude seem to experience less pain and recover more rapidly,” said Ray. “I don’t know if that’s true, but we believe that’s a major factor in recovery from this type of disease. We hope to encourage others to defy the challenges presented to them.”

Ray and Sarah’s bequest represents a timeless way to forever align themselves with improving care for head and neck cancer patients in the future.

“We just think the world of Dr. Bauman and what she does,” said Ray. “That’s why we set up this planned gift to honor the great cancer research and clinical care at UPCI and UPMC CancerCenter.”



## LIVING A LEGACY; ADVANCING A CAUSE



### A Levin legacy

Levin Furniture originally opened its doors in 1920 and sold hardware items as well as furniture. Since then, the store in rural Mount Pleasant, Pa., has evolved into 23 furniture and mattress locations throughout western Pennsylvania and eastern Ohio. Since its humble beginnings, Levin Furniture has remained a true family business, growing as each new generation took the helm.

Sally Levin, the matriarch of the Levin family, came on board with her husband, Leonard, as buyer, merchandiser, advertiser, decorator, and design consultant. Sally was inspired to join the UPCI Council as one of its original members following her own lymphoma diagnosis and the death of her husband from complications of lung cancer. Since becoming a council member, Sally has had two more personal bouts with cancer.



In 2012, Sally's children established the Sally M. Levin Endowed Fund for Innovative Cancer Research to celebrate her accomplishments, both as a businesswoman and a cancer survivor. Created as a major legacy gift, the funds will provide seed money for research led by investigators with original ideas.

The fund will be especially helpful to young investigators, as research is costly, and there is a pressing need for funding that encourages innovative research. The idea is that the preliminary studies supported by the Levin Fund will help investigators to secure additional funding, such as federal grants.

"We feel, as citizens of the city of Pittsburgh, a special commitment to strengthening institutions that have a special role in the city. And certainly UPCI is a jewel, and one that needs to be supported by the community," notes Sally's son Robert. "We're really thrilled to be doing that."

### Leaving a legacy

Legacy and planned gifts play an important role in strengthening research and clinical programs and services at UPCI and UPMC CancerCenter. As long as cancer continues to be a major health care concern in this community and beyond, there will be a need for support to ensure that UPCI and UPMC CancerCenter remain world-class institutions. For more information about planned giving opportunities at UPCI and UPMC CancerCenter, call **412-623-4700**. ■

## PROVIDING A GOOD NIGHT'S REST

Cancer Sleep Clinic available at Hillman

Research suggests cancer patients are three times more likely to have trouble sleeping, and some sleep problems can last even after treatments have ended. This lack of sleep can cause depression, anxiety, irritability, and poor concentration, and can impact a patient's pain sensitivity and overall health.

Led by Amy Lowery, PhD, sleep specialist and clinical psychologist, and Behavioral Medicine Clinical Services Program, was initiated in 2012. The clinic was designed to address sleep problems in cancer patients by using behavioral treatments, which may be more effective and cause fewer side effects with longer-lasting benefits than taking medication alone.

"Sleep disturbances are increasingly recognized as a significant side effect of cancer treatment and can affect an individual physically and psychologically," said Dr. Lowery. "Sleep problems vary greatly from patient to patient. With a careful evaluation of the factors affecting a person's sleep, we can develop a plan to help the patient get a good night's sleep."

Ellen Ormond, PhD, associate director, Behavioral Medicine Clinical Service Program, feels the new service is an important expansion of the program's psychological services.

"I've felt for many years that taking care of people's sleep is one of the most important ways to improve the quality of both their physical and emotional life," said Dr. Ormond. "It is miserable to be awake during the night, and sleep deprivation depletes our resources for dealing with the challenges of life and for enjoying our day."

Common problems for which a cancer patient may seek out the Cancer Sleep Clinic include:

- Trouble falling asleep
- Waking up in the middle of the night or very early in the morning
- Feeling tired during the day

Although sleep problems often begin during treatment, they can develop into a disorder of their own. The Cancer Sleep Clinic offers the benefit of receiving treatment from a cancer and sleep specialist who understands the patient's unique needs.



Treatment at the clinic is designed to be brief and is available for patients, family members, and caregivers. The first visit involves a detailed interview to learn more about the patient's sleep behaviors, daily routines, diet, medications, and stressors. Some patients may be asked to monitor their sleep activity by keeping a sleep log at home or wearing a special watch that detects movement. An individualized treatment plan is then created for each patient, tailored to address his or her specific problem, and may include different behavioral and cognitive techniques. Dr. Lowery also teaches patients about sleep and how it can be affected by different things they do.

"On average, I see patients for approximately six sessions," said Dr. Lowery. "Some patients only need two to three sessions, while others continue to see sleep improvement with 10 to 12 sessions. Most importantly, patients come away with a greater understanding of how their sleep can be impacted and the tools they can use if it ever becomes a problem again in the future."

Depending on the nature of the sleep problems, other specialists in the program may become involved in the treatment plan. In addition, patients with signs of movement or breathing-related sleep disorders may be referred to a sleep physician.

Building on the clinic's success, Dr. Lowery is working to expand the service by presenting and offering services at local cancer community organizations, such as Gilda's Club and Cancer Caring Center.

### **UPCI's Behavioral Medicine Clinical Service Program**

The Behavioral Medicine Clinical Service Program is a team of psychologists and psychiatrists who help cancer patients and their families deal with emotional issues, such as worry and anxiety, sadness and depression, explaining a cancer diagnosis to children, stress management, survivorship and post-treatment issues, and more. When Dr. Ormond began at UPCI in 1988, having a behavioral medicine program embedded into a cancer center was rare. But since she was recruited, the program has grown and has become an important part of treatment for cancer patients, thanks to UPMC's strong commitment to the patient's quality of life.

"The stigma about mental health in the late 1980s was larger," said Dr. Ormond. "At the time, people didn't talk about mental health, and it was always about medicine. If you look now, you see the importance of talking about the impact of cancer on our lives and relationships."

According to Dr. Ormond, the main benefits of having a behavioral medicine program at a cancer center are convenience and the specialized expertise. Each psychologist in the program is trained to work with patients, family members, and caregivers who have been touched by cancer.

"There are many medical factors that can affect our quality of life," said Dr. Ormond. "For example, some medications can increase anxiety or disrupt sleep. When a patient comes to us for anxiety, we can look at their prescribed medications to determine if something they are taking may be the cause of their increased anxiety. We are knowledgeable about the interactions of medicine and psychological factors and can work with the patient's oncologist to best manage all of the patient's symptoms."

### **Program's success marked with creation of new section**

The success of the Behavioral Medicine Clinical Service Program has resulted in an expansion, creating the Section of Psycho-Oncology within the Division of Hematology-Oncology. The new section is headed by psychiatrist Kevin Patterson, MD, who currently works with cancer patients and those with other medical illnesses.

In his new role as clinical director and director of the Section of Psycho-Oncology, Dr. Patterson continues to work with Dr. Ormond in expanding the psycho-oncology services offered to cancer patients and their families. In addition, he and Dana Bovbjerg, PhD, leader of the Biobehavioral Medicine in Oncology Program of UPCI, along with other research scientists, will work to develop novel clinical and translational research initiatives.

The Behavioral Medicine Clinical Service Program will be merged into this new section. The growth of the program, including the success of the Cancer Sleep Clinic, is a shining example of the program's continued benefit to cancer patients and their families.

**For more information about the Cancer Sleep Clinic or the Behavioral Medicine Clinical Service Program, visit [UPMCCancerCenter.com/behaved](http://UPMCCancerCenter.com/behaved) or call 412-623-5888.**





# LUNG CANCER: SPEAKING UP FOR A MISUNDERSTOOD DISEASE

At age 26, Scott A. Garett, of Washington, Pa., was what many would call healthy. A former high school and collegiate athlete turned competitive distance runner, Scott carried his love for athletics into adulthood.

He graduated in 2007 with a degree in mathematics from Waynesburg University, a small Christian university one hour south of Pittsburgh. He spent his professional time molding the minds of students in western Pennsylvania as a substitute teacher, most regularly at Washington High School in Washington, Pa. In his free time, he provided private tutoring and standardized test preparation and gathered with friends to train for short- and long-distance running events.

In September 2011, Scott was diagnosed with a Stage IV mixed-cell carcinoma lung cancer. That December, despite the best efforts of his oncologists, he lost his battle with cancer.

Never a smoker and always health conscious, Scott and his family were baffled by his diagnosis and its severity. They always thought of lung cancer as a smoker's disease. Upon his passing, his family and friends were moved by the outpouring of support, but troubled by the naiveté of the general public regarding the causes of lung cancer.

According to Mark A. Socinski, MD, director of the Lung Cancer Section of the Division of Hematology-Oncology at UPMC CancerCenter and co-director of the UPMC Lung Cancer Center of Excellence, people are often surprised to learn that while smoking is the leading cause of lung cancer, fewer than 10 percent of smokers are diagnosed with the disease. "Most of the public assumes that lung cancer is a smoker's disease but most smokers do not develop lung cancer, and approximately 25,000 U.S. citizens who are never smokers will develop lung cancer this year," said Dr. Socinski.

Armed with the drive to inform the community and help others battling the disease, Scott's family developed the Scott A. Garett Memorial Foundation, which strives to build awareness and raise funds on behalf of lung cancer research at the University of Pittsburgh Cancer Institute (UPCI). "We want people to understand that lung cancer is a disease that can affect anyone. We hope that supporting research efforts will help to find more effective treatment options for those currently battling this disease, as well as those who will battle it in the future," said Michael Garett, Scott's older brother.

The foundation's largest fundraiser, the Flying Monkey 5K, wholeheartedly reflects Scott's spirit and love of running. Since its first race in summer 2012, the event has raised more than \$25,000 for lung cancer research at UPCI.

## Continuing a legacy: a family's message

Dr. and Mrs. Jack Hill understand the loss the Garett family experienced in 2011. The Hills' daughter, Suzanne Hill Alfano, 38, passed away in 2001, just 13 months after her lung cancer diagnosis. Dr. Hill, a retired cancer specialist, knew the complexities of lung cancer and the often inaccurate stereotypes associated with the disease. "We know that smoking can cause lung cancer, but not everyone who gets lung cancer is a smoker," said Dr. Hill. "Suzanne never smoked, and without available, regular screening methods, it was too late to cure her cancer or determine what might have been the cause. People don't have the facts about lung cancer, and genetics research is still in its early stages."



## LUNG CANCER: SPEAKING UP FOR A MISUNDERSTOOD DISEASE

To make the public more aware of what a global health concern lung cancer is, the Hills created the Suzanne Hill Alfano Endowment for Lung Cancer Research to benefit lung cancer research at UPCI. The goal of this endowment is to support the lung cancer program's efforts to better understand the causes of lung cancer and to develop a reliable screening method and more effective treatment.

Dr. and Mrs. Hill have spent countless hours advocating for awareness that lung cancer is the number one cause of cancer death in both men and women and that it is not just a disease of active smokers.

"It's frustrating that most aren't diagnosed until the cancer is in its advanced stages," said Mrs. Hill. "If earlier screening methods, improved testing, and more advanced treatments were available, lives like our daughter's may be saved," she said. "Although CT scans can reveal lung cancer before other tests, a yearly CT scan for everyone is not financially practical. Our goal is to advance lung cancer research to a point where annual exams can help to protect patients and their families from finding out too far down the line."

### Lung cancer behind the scenes: in the lab and on the ground

According to Dr. Socinski, in addition to the stigma surrounding the disease, a focus on lung cancer is relatively new to the field of cancer research. "Lung cancer was not investigated and approached by oncologists as a treatable cancer until 1995, when a landmark paper showed that chemotherapy proved to be beneficial to lung cancer patients," said Dr. Socinski. "That's only 18 years of research, clinical trials, data collection, and attempting to understand the underlying biology of this very heterogeneous disease."

Although Dr. Socinski did not treat Suzanne or Scott, he said the funds being raised by their friends and families will make an impact for years to come at a better time in lung cancer research. Dr. Socinski and his colleagues at the UPMC Lung Cancer Center of Excellence don't want the history of lung cancer to be overshadowed by the impressive progress completed in this short time.

According to Dr. Socinski, the significance of understanding genetic mutations, such as the epidermal growth factor receptor (EGFR) mutation, a mutation known to cause cancer cells to rapidly divide, is paramount to the success of lung cancer research and treatment development. This knowledge feeds the widely adopted personalized medicine approach to lung cancer treatment, which at UPMC CancerCenter begins with the use of a standard eight-panel test of various genetic markers that can impact the type of treatment selected for each individual.

Dr. Socinski sees this as the future of lung cancer treatment. "The more we understand these genetic markers and potential cancer-causing mutations, the more effective our existing

treatments will be, and the more likely we will be able to develop alternative, targeted therapies," said Dr. Socinski.

These types of advances are taking place in the lab formerly led by Jill M. Siegfried, PhD, former co-director of the Lung and Thoracic Malignancies Program at UPCI. "Once it became clear that there were genetic mutations causing lung cancer, it seemed natural to investigate those mutations against the previously known cancer-causing genetic mutations of other cancers, such as breast cancer," said Dr. Siegfried, who recently moved to become the Chief of pharmacology at the University of Minnesota.

Dr. Siegfried and her team built upon the knowledge that estrogen receptors are found in the lungs and in lung tumors, similar to those found in the mammary glands of breast tissue. She and her team began by targeting lung cancers found to be estrogen receptor (ER)-positive, just as certain breast cancers are ER-positive. "We know that estrogen is produced locally in lung tissue, and that inflammation, often caused by smoking, may cause the overproduction of estrogen," said Dr. Siegfried. "With this knowledge, we were able to identify a relationship between the overproduction of estrogen in the lung tissue and cancer, similar to the link between overproduction of estrogen and cancer in the mammary glands."

This discovery led to Dr. Siegfried's team using anti-estrogen treatments, and because these estrogen receptors are expressed equally in men and women, it shines a new light on both causes and potential treatments for lung cancer.

Currently, the team is participating in a Phase II clinical trial that combines the treatment, Erlotinib, an oral drug that targets epidermal growth factor receptor (EGFR), with anti-estrogens. "Hopefully, this advances to a larger, Phase III trial," said Dr. Siegfried. "That would give us more data to pull from, significantly changing our understanding of biological pathways that contribute to lung cancer, and how ER-related biomarkers can be used as a potential personalized treatment plan."

Similar to other cancers with decades more research, trials, and data, both genetic and hormone research for lung cancer can be the keys to research progress and treatment methodology, as well as the ability to more accurately screen for lung cancer at earlier stages, and potentially use cancer-associated biomarkers to detect tumors before they progress and spread.

### Taking the team approach for a chance at victory

As is the case for many cancers, it is often a combination of treatments that form the personalized approach to effectively battle a lung cancer diagnosis.

According to Arjun Pennathur, MD, surgical oncologist, Department of Cardiothoracic Surgery, a lobe resection, or complete removal of one lobe of the lung, is often the preferred method of treatment for most Stage I and II lung cancers. However, due to the advanced age of most lung cancer patients, such an extensive surgery is often too risky for the patient.

To overcome this hurdle, Dr. Pennathur teamed up with his medical and radiation oncology colleagues to develop treatment plans that include sublobectomies, a less-invasive option that involves only a partial resection of the lobe, either before or after chemotherapy or radiation treatments. These multidisciplinary treatment and research relationships have opened the door to personalized treatment plans and surgical techniques.

“UPCI really is at the forefront of innovative therapies for lung cancer patients,” said Dr. Pennathur. “I work closely with the investigators in the Lung Cancer Specialized Programs of Research

Excellence (SPORE), where we are currently studying tumor tissues for biomarkers that could identify potential gene expression data. This would give us knowledge of how certain tumors might behave and, therefore, insight to develop the best treatment plans.”

Dr. Pennathur also is collaborating with Dr. Socinski on a clinical trial, investigating the use of vaccines in lung cancer treatment and follow up care. The trial, still in its early stages, involves studying the genetic makeup of lung cancers. Based on the findings, a vaccine is used to kill the cancerous cells while developing antibodies against that specific type of cancer. These vaccine therapies are becoming more widely studied as neoadjuvant (before surgery or radiation) and adjuvant (after surgery) therapies.

With research always in progress, lung cancer treatment continues to improve and chip away at the staggering statistics that keep this cancer ranked as the number one cancer killer of Americans. ■



**“THE MORE WE UNDERSTAND THESE GENETIC MARKERS AND POTENTIAL CANCER-CAUSING MUTATIONS, THE MORE EFFECTIVE OUR EXISTING TREATMENTS WILL BE.”**

MARK A. SOCINSKI, MD, ARJUN PENNATHUR, MD, and JILL M. SIEGFRIED, PhD

# PUTTING THE “FUN” IN FUNDRAISING

It is estimated that during 2013, hundreds of thousands of women were diagnosed with breast, ovarian, cervical, or endometrial cancer. With such a large impact, women's cancers receive the attention of many charitable organizations built by the affected women, families, and friends. Here are some creative fundraising initiatives that benefit women cancer patients and research at UPMC CancerCenter and the University of Pittsburgh Cancer Institute (UPCI).

**Hackers for Hope Pittsburgh** hosted their annual golfing event on May 17, at the Longue View Club in Verona, Pa. At this event, 16 local “hackers,” sponsored by families, friends, and companies, played golf from 7 a.m. to 7 p.m., followed by evening activities that included dinner, dancing, and a silent auction.

On July 30, Green Oaks Country Club hosted **Tee Up for the Cure**, another golf event that raises money for women's cancer research at Women's Cancer Research Center. Before tee off, Dr. Carola Neumann and Dr. Priscilla McAuliffe updated attendees on UPCI news, and survivors were acknowledged.

In October, the **Breast Cancer Research Foundation** recognized their commitment to provide UPCI with four grants totaling nearly \$1 million in breast cancer research support. These grants extend to Sept. 30, 2014, and specifically fund the research efforts of principal investigators Nancy E. Davidson, MD, director, UPCI and UPMC CancerCenter; Adrian Lee, PhD, director, Women's Cancer Research Center, UPCI; and Steffi Oesterreich, PhD. In addition to these grants, UPCI continues to be the U.S. headquarters for the North American Breast Cancer Group/Breast International Group collaboration through foundation funding.

The **Pink Pamper** hosted its 6th annual Health and Beauty Fair for Charity in Pittsburgh on Nov. 3. The Health and Beauty Fair featured product vendors, auction drawings, and beauty professionals who volunteered their time to provide haircuts, manicures, massages, and many other services for a fraction of their normal price. The event raised funds to benefit several charities that directly benefit oncology patients, including the UPMC CancerCenter Patient Assistance Fund.

The Patient Assistance Fund was established in 2005 to help cancer patients across the UPMC CancerCenter network overcome some of the financial barriers associated with completing treatment. Since its inception, the fund has helped more than 3,400 patients at 32 different UPMC CancerCenter sites throughout western Pennsylvania. To learn more about how to support the Patient Assistance Fund, contact the development office at **412-623-4700**.

**The Fashion Footwear Charitable Foundation** supports research and education programs in the fight against breast cancer and is backed by members of the Fashion Footwear Association of New York Inc. (FFANY). During the QVC and Fashion Footwear Charitable Foundation's annual charity benefit QVC Presents “FFANY Shoes on Sale,” new footwear donated by designers is sold live on television to benefit breast cancer research. This year's benefit was held on Oct. 1. Last year, FFANY and QVC donated \$200,000 to UPCI as a leading breast cancer research institution in the United States.

All of these fundraising initiatives are made possible by motivated individuals who form a community of support and encouragement around women with cancer. Whether they are survivors, family, friends, or others with a passion for giving to those affected by the disease, these groups are an integral part of the fight against cancer. ■

To learn more about fundraising initiatives that benefit UPCI and UPMC CancerCenter, visit the Event section of **UPMCCancerCenter.com** or like us on **Facebook.com/UPMCCancerCenter**. For more information about supporting these and other events, contact the development office at **412-623-4700**.

# BREAST CANCER:

## At the Forefront of Personalized Medicine

More than 230,000 women will be diagnosed with breast cancer in the United States this year, a diagnosis that comes with treatment choices that can be overwhelming. But what if there was a best treatment for your breast cancer? And what if it was based on your genetics and specific cancer type in the hope of maximizing its effectiveness?

That's the promise of personalized medicine and research the University of Pittsburgh Cancer Institute (UPCI) is bringing closer to reality every day. Just eight months after UPMC announced a \$100 million, five-year project to create a unique warehouse of clinical and other data, UPCI researchers said they had found differences among some breast cancer patients, which eventually could provide a roadmap for developing these targeted, personalized therapies.

"Cancer is driving much of personalized medicine. Not only is cancer on pace to soon surpass heart disease as the number one killer of Americans, but it's an area where we give the same therapy to almost everyone — whether it works for them or not. With personalized medicine, we can do better," said Adrian V. Lee, PhD, a renowned expert in the molecular and cellular biology of breast cancer and director of the Women's Cancer Research Center at UPCI and Magee-Womens Research Institute.

UPMC launched its enterprise analytics effort with its research partners at the University of Pittsburgh last October with the goal of mining massive amounts of data — clinical, genomic, proteomic, imaging, and financial, to name a few — in the pursuit of smarter medicine. Traditionally, these data have resided in separate information systems, making it difficult, if not impossible, to integrate and analyze dozens of variables.

UPMC chose breast cancer research as its first test of this "big data" effort because researchers at UPCI had rich genomics data available on 140 patients. Their de-identified information previously had been obtained as part of a federally funded project called The Cancer Genome Atlas (TCGA), a multi-center effort to produce comprehensive genomic maps of the most common cancers. The University of Pittsburgh was the largest contributor of tissue to TCGA.

"We have so much data available to us and believe we can work to make diagnosis and treatment more precise and efficient," said Nancy E. Davidson, MD, director of UPCI and UPMC CancerCenter and a breast cancer researcher.

"For the first time, by electronically integrating clinical and genomic information on those patients previously treated for breast cancer, Pitt researchers found molecular differences in the make-up of pre-menopausal vs. post-menopausal breast cancer. While understanding those differences will require more research, the findings eventually could provide a roadmap for developing targeted therapies," notes Dr. Lee.

"Women with pre-menopausal breast cancer tend to have worse outcomes, but we tend to treat them the same as post-menopausal breast cancer patients. Understanding the genetic differences between these cancers will likely lead to findings for unique therapies in those patients," said Dr. Lee.

UPMC has partnered with Oracle, IBM, Informatica, and dbMotion. Its advanced analytic and predictive modeling applications for clinical and financial decision-making are expected to produce better patient outcomes, enhanced research capabilities, continual quality improvements, and reduced costs.

"Having this kind of detailed data allows us to ask questions we never asked before. And obviously, it will continue to grow. The more patients involved, the more we can learn from it," said Dr. Lee. According to Dr. Lee, researchers hope to add data from ovarian and head and neck cancer patients to the information warehouse starting next year.

Other new technologies are already bringing personalized medicine into clinical practice. In a newly expanded Clinical Laboratory Improvement Amendment (CLIA)-validated laboratory at the University of Pittsburgh, pathologists are sequencing cancer genomes for patients suffering from late-stage lung, colon, breast, and other cancers. The team, under the direction of Yuri Nikiforov, MD, vice chair of Pitt's Department of Pathology, has already done 100 tests using the new technology and hopes one day to be able to offer such testing to patients at any stage. ■

**"THERE IS NO QUESTION, THIS IS THE FUTURE OF MEDICINE."**

**YURI NIKIFOROV, MD**

RONALD B. HERBERMAN, MD



# REMEMBERING RONALD B. HERBERMAN, MD

Ronald B. Herberman, MD, dedicated his entire career to advancing cancer research and care by working diligently to identify new discoveries. His renowned studies played a major role in developing novel approaches to cancer therapy, which we at UPCI, and the cancer community as a whole, continue to leverage today.

And it was through his devotion and vision that Dr. Herberman helped to shape the University of Pittsburgh Cancer Institute (UPCI) into one of the nation's leading National Cancer Institute (NCI)-designated Comprehensive Cancer Centers.

Sadly, our long-standing colleague and friend, Dr. Herberman, founding director of UPCI, passed away suddenly in May 2013, at age 72.

"Ron's vision, energy, and tenacity were unparalleled. He truly laid the foundation for UPCI and UPMC CancerCenter to emerge as a world-class cancer center," said Nancy E. Davidson, MD, director of UPCI and UPMC CancerCenter. "He was a strong believer in the power of great science to make a difference in the complex set of diseases that we call cancer."

## Roots in immunology

Before coming to Pittsburgh to lead efforts to build what is now known as UPCI, Dr. Herberman, an internationally recognized tumor immunologist, spent 19 years at the National Cancer Institute's (NCI) Immunology branch, where his discoveries increased the cancer community's understanding of tumor development and progression, and led to novel approaches for preventing the spread of cancer.

"Dr. Herberman was a visionary leader who worked tirelessly, marshaling every resource in the fight against cancer," said Maryann Donovan, PhD, MPH, associate director of research administration at UPCI. "He was devoted to identifying cancer risk factors and prevention strategies, improving early detection, developing more innovative treatments, and enhancing options for cancer survivors."

## The beginning of a world-class institution

In 1985, Dr. Herberman was recruited to establish a cancer research center in Pittsburgh. With funds generously provided by the Richard King Mellon Foundation, Dr. Herberman wasted no time in creating his vision. He recruited promising researchers to start experimental research and founded the UPCI advisory council, comprised of Pittsburgh's prominent leaders, to provide advice and support. The center quickly became one of the fastest-growing cancer institutes in the country.

Within three years, Dr. Herberman had secured funding and designation from the NCI for UPCI as a Clinical Cancer Research Center. And by 1990 — only five years after establishing the institute — UPCI received the prestigious NCI designation of Comprehensive Cancer Center, a designation maintained under Dr. Herberman's leadership.

"Ron was unrelenting and single-minded in his commitment to UPCI, from our first meetings to discuss this new cancer institute in 1985, to our launch of proposals for Biological Response Modifiers Program funding in 1986 and our first core grant submission only a few years into existence," said John Kirkwood, MD, Usher Professor of Medicine, Dermatology and Translational Science and co-leader of the Melanoma and Skin Cancer Program at UPCI. "He served as a role model for selfless commitment to UPCI for all of our founding members, and all of its members today."



## REMEMBERING RONALD B. HERBERMAN



### Continued growth and advances

Dr. Herberman oversaw the expansion of UPMC's clinical oncology services into a growing number of network sites throughout western Pennsylvania and eastern Ohio — now known as UPMC CancerCenter. He spearheaded the opening of Hillman Cancer Center in 2002, a physical representation of the vision he had for UPCI in its earliest years: an environment with the latest technologies for scientific investigation, linked by physical and intellectual bridges to a hospital and outpatient treatment facility, where research could be applied in a clinical setting by some of the world's brightest researchers.

"Without his vision and drive, UPCI would not exist as we know it today," said Dorothy Mann, executive assistant to Dr. Davidson, former executive assistant to Dr. Herberman, and one of UPCI's first employees, as hired by Dr. Herberman.

"When I walk into Hillman Cancer Center now as a patient, I can smile and say that I knew and worked with the man who was behind creating this great institute. I am very encouraged, knowing that the research and treatment coming out of this facility is a result of Dr. Herberman's vision."

Dr. Herberman also served the greater University of Pittsburgh community in many ways, including as associate vice chancellor for cancer research, Hillman professor of oncology, professor of medicine and pathology at the University of Pittsburgh School of Medicine, and chief of the Division of Hematology-Oncology in the Department of Medicine. He also was devoted to the community as a whole, serving on the board of directors of Central Blood Bank of Pittsburgh, Family House, and the American Cancer Society, East Central Division.

After more than two decades, Dr. Herberman retired in 2009, so he could dedicate more time to his research interests, and was succeeded by Dr. Davidson. He then joined Intrexon Corporation in Germantown, Md., as chief medical officer for oncology, and remained there until 2012. At the time of his death, Dr. Herberman was serving as senior vice president and chief medical officer at TNI BioTech, Inc.

"He was a success in all he did, serving as an international expert in cancer immunology at the NCI, then as founding director of UPCI, and finally as chief medical officer for two different biotech companies. Few people can do so much across such diverse positions," said Dr. Davidson.

The University of Pittsburgh, UPCI, and UPMC CancerCenter extend our deepest condolences to Dr. Herberman's family. ■

**The Ronald B. Herberman, MD Lectureship Fund will be established in Dr. Herberman's memory and will be awarded at the annual UPCI Scientific Retreat. Contributions to this fund may be made by calling the development office at 412-623-4700.**

## A LASTING REMINDER

In recognition of his many contributions to UPCI and UPMC CancerCenter, the Ronald B. Herberman, MD, Research Staff Appreciation Award was established in 2009. The award honors dedicated UPCI research and staff members for outstanding performance and excellence

in providing service to the research community. It is presented during the annual UPCI and UPMC CancerCenter Oncology Award ceremony, celebrated in the Ronald B. Herberman Conference Center, housed on the second floor of the UPMC Cancer Pavilion in UPMC Shadyside.

The following individuals have received this prestigious award:

*Jeffrey Germuska, 2012*    *Chrissie Usher, 2010*  
*Thomas Williams, 2012*    *Nicole Webb, 2009*  
*Megan Seippel, 2011*



# COMMUNITY EVENTS PROVE TO BE STRONG ASSETS

One way in which UPCI and UPMC CancerCenter benefit from the generosity of its donors is through the many community events held throughout western Pennsylvania to support our cancer research and clinical care provided here.

UPCI and UPMC CancerCenter gratefully acknowledge the following events\* and their organizers, volunteers, and participants who worked so tirelessly to contribute to our mission.

## **Calla Lily Cup Golf Outing**

*Benefiting multiple myeloma research*  
July 2012

## **Pittsburgh Cure Sarcoma 5K**

*Benefiting sarcoma research*  
July 2012

## **Stampede in the Park 5K**

*Benefiting leukemia research*  
July 2012

## **Tee Up for the Cure Golf Outing**

*Benefiting breast cancer research*  
July 2012

## **Flying Monkey 5K**

*Benefiting lung cancer research*  
August 2012

## **Curtis Patterson 5K**

*Benefiting colon cancer research and UPMC CancerCenter Patient Assistance Fund*  
August 2012

## **Friends of Kathy Vetere Golf Outing**

*Benefiting breast cancer research*  
August 2012

## **Moniteau School District Senior Project Softball Tournament**

*Benefiting breast cancer research*  
September 2012

## **The Grey Ribbon Affair**

**Wine, Cheese and Chocolate Tasting**  
*Benefiting brain cancer research*  
October 2012

## **Fashions for a Cure Fashion Show**

*Benefiting UPMC CancerCenter Patient Assistance Fund*  
October 2012

## **Shoot for A Cure Target Shoot**

*Benefiting breast cancer research*  
October 2012

## **CMU Memorial Football Game Cynthia Lackner**

*Benefiting breast cancer research*  
October 2012

## **Pink Pamper Annual Health and Beauty Fair**

*Benefiting UPMC CancerCenter Patient Assistance Fund*  
November 2012

## **Pennsylvania Interscholastic Hockey League (PIHL) Outdoor Charity Series**

*Benefiting innovative cancer research*  
February 2013

## **Miles Against Melanoma Retro Trivia Night**

*Benefiting melanoma research and clinical programs*  
March 2013

## **Cookies4Chris**

*Benefiting colon cancer research*  
April 2013

## **Hoops for a Cure "All Star" Basketball Games**

*Benefiting the Nathan S. Arenson Fund for Pancreatic Cancer Research*  
April 2013

## **Race Against Cancer 5K**

*Benefiting UPMC CancerCenter Patient Assistance Fund*  
May 2013

## **Walk to End Brain Cancer 5K**

*Benefiting brain cancer research*  
May 2013

## **Hackers for Hope Golf Outing**

*Benefiting UPMC CancerCenter Cancer Family Registry*  
May 2013

## **Miles Against Melanoma Golf Outing**

*Benefiting melanoma research and clinical programs*  
May 2013

## **S.T.O.M.P (Saulle's Teddy Bear Official Memorial Parade)**

*Benefiting the Linda Saulle Endowed Memorial Fund for colon cancer research*  
May 2013

## **Wining Against Cancer Fashion Show**

*Benefiting brain cancer research*  
May 2013

## **Spend A Day at the Keys Golf Outing**

*Benefiting head and neck cancer research*  
June 2013

## **Miles Against Melanoma 5K**

*Benefiting melanoma research and clinical programs*  
June 2013

\*Events listed occurred from July 2012 through June 2013.

FACES of

# HOPE

A FUTURE without CANCER

At UPMC CancerCenter, partner with University of Pittsburgh Cancer Institute (UPCI), every philanthropic contribution — whether made as a donation, sponsorship, community-based event, planned gift, in-kind support, or volunteerism — helps us in our efforts to improve the lives of all cancer patients and survivors.

The Circle of Hope is a special recognition society that honors individuals, family foundations, and privately held companies who have committed a minimum of \$10,000 during a calendar year to support programs at UPCI and UPMC

CancerCenter. Growing from seven founding members in 2002 to 143 members in 2013, the Circle of Hope represents many millions of dollars in philanthropic gifts over an 11-year period.

As broadly as Circle of Hope membership spans in terms of geography — with 34 percent of all members living outside of Allegheny County — its collective return on investment is even more expansive. Cumulatively, annual renewals of support from these major donors have made a highly significant impact on progress in a broad spectrum of cancer research and patient care programs, making it possible for our scientific and clinical experts to pioneer advances that lead to improvements in cancer prevention, detection, and treatments.

**With tremendous gratitude, we thank all donors to UPCI and UPMC CancerCenter and extend a special salute to all Circle of Hope members for such extraordinary philanthropic leadership and, above all, for sharing our commitment to a future without cancer.**

## FACES OF HOPE: A FUTURE WITHOUT CANCER

On Sept. 14, 2012, more than 800 of the region's most influential community leaders and supporters gathered at CONSOL Energy Center for the 2012 Hillman Cancer Center Gala, *Faces of Hope: A Future Without Cancer*, to recognize millions of dollars raised for innovative cancer research and treatment, and to celebrate the advanced cancer research and patient care programs at Hillman Cancer Center and in the UPMC CancerCenter network. Dr. Mark Socinski was honored as the 2012 PNC/UPCI Director's Distinguished Scholar.

Gala leadership and supporters included honorary co-chairs Elsie and Henry Hillman, and Cathy and Sy Holzer. Event co-chairs were Becky and John Surma, and Christina and Carlos Cardoso. PNC was

the presenting sponsor. Chris Mann, finalist on the NBC hit television series "The Voice," and renowned trumpeter Benny Benack provided the evening's entertainment.

*Faces of Hope: A Future Without Cancer* highlighted the importance of supporting personalized medicine research that focuses on the development of treatments for all types and stages of cancer. The emphasis is on personalizing cancer care to ensure each patient receives the prevention, detection, and treatment strategies most appropriate for him or her.

Look for a recap of the 2013 gala, *Living Courageously: A Future Without Cancer*, in the 2014 edition of *Cancer Discovery & Care*.

## ENDOWED CHAIRS

A number of endowed chairs support the mission of University of Pittsburgh Cancer Institute, partner with UPMC CancerCenter. The income generated from endowed chairs enables our scientists, clinicians, and their teams to strengthen established areas of expertise, expand new initiatives, and forge new frontiers in science that benefit our patients and their families now and into the future.

The Claude Worthington Benedum Endowed Chair in Radiation Oncology  
The Jane and Carl Citron Endowed Chair in Colon Cancer  
The Richard M. Cyert Endowed Chair in Molecular Oncology  
The Gregory T.H. Davies Endowed Chair in Brain Tumor Research and Physician Education  
The Lawrence Ellis Endowed Chair in Hematology and Oncology  
The Bernard Fisher Endowed Chair in Surgical Oncology  
The Giant Eagle Foundation Endowed Chair in Cancer Genetics  
The Hillman Endowed Chair in Oncology  
The Arnold Palmer Endowed Chair in Cancer Prevention  
The Pittsburgh Foundation Endowed Chair in Innovative Cancer Research  
The Sampson Family Endowed Chair in Thoracic Surgical Oncology  
UPMC Endowed Chair in Cancer Prevention Research  
UPMC Endowed Chair in Cancer Virology Research  
UPMC Endowed Chair in Head and Neck Cancer Surgical Research  
UPMC Endowed Chair in Lung Cancer Research  
The Sandra and Thomas Usher Endowed Chair in Melanoma

## VISIONARY SOCIETY

These dedicated partners have given or helped to raise a cumulative total of \$1 million or more in support of cancer research and care.

American Cancer Society, Inc.  
Family and Friends of Nathan S. Arenson\*  
Claude Worthington Benedum Foundation  
The Breast Cancer Research Foundation  
Susan and Alan Citron  
Carl Citron\*  
DSF Charitable Foundation  
Flight Attendant Medical Research Institute  
Giant Eagle Foundation  
Teresa Heinz and The Heinz Endowments  
Harriett L. and Ronald B. Herberman, MD\*  
Highmark Foundation  
Elsie H. and Henry L. Hillman  
Hillman Foundation  
Henry L. Hillman Foundation  
Family and Friends of Albert P. Knowles\*  
New Era Cap Charitable Foundation and Family and Friends of David C. Koch\*  
Susan G. Komen for the Cure

The Mario Lemieux Foundation  
The Leukemia and Lymphoma Society  
McCune Foundation  
James S. McDonnell Foundation  
Richard King Mellon Foundation  
Metanexus Institute  
N.S.A.B. P. Foundation, Inc.  
Arnold D. Palmer 2003 Charitable Trust  
The Pittsburgh Foundation  
PNC Financial Services Group and PNC Foundation  
Myles D. Sampson\* and Family  
Sanofi-Aventis  
The David S. and Karen S. Shapira Foundation  
Sandra and Thomas Usher  
The V Foundation for Cancer Research  
Debi Wheeler  
Pete Wheeler  
Wheeler Family Charitable Trust  
\* deceased

## FAMILY LEGACY SOCIETY

Often, a personal experience with cancer or the loss of a loved one to the disease spurs a family or others to establish funds that honor a patient or caregiver through support of continuing efforts to better detect, prevent, and treat cancer.

Suzanne Hill Alfano Endowment for Lung Cancer Research  
Nathan S. Arenson Fund for Pancreatic Cancer Research  
Adriane R. Aul Memorial Fund  
The Keith F. Barket Mesothelioma Research Fund  
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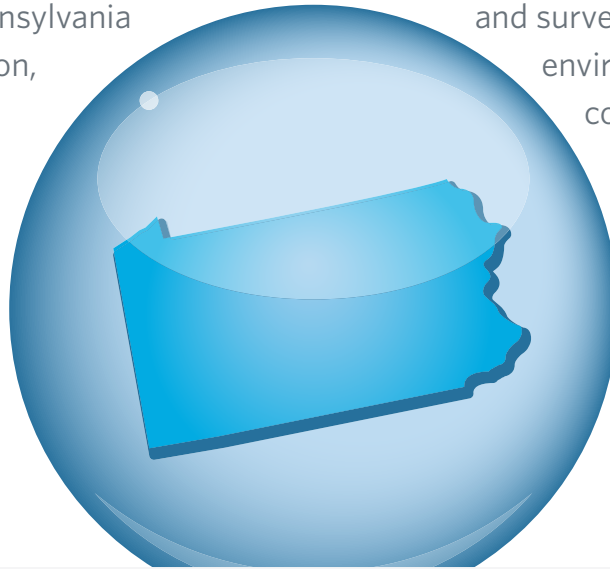
### UPCI HOSTS PENNSYLVANIA CANCER PLANNING SUMMIT TO ADDRESS CANCER NEEDS IN THE STATE

On April 11, 2013, UPMC CancerCenter and UPCI hosted more than 200 representatives in dozens of oncology fields from across Pennsylvania to develop a new cancer control plan for Pennsylvania.

“Building Bridges: Pennsylvania Cancer Planning Summit” was coordinated by the Pennsylvania Department of Health in conjunction with the Pennsylvania Cancer Control, Prevention, and Research Advisory Board. The five-year plan is required by the Center for Disease Control and Prevention. Although the group used the CDC’s guidelines to set the tone, representatives

strove to address the specific cancer needs of Pennsylvania residents, ensuring homegrown action.

Stakeholders gathered in the Herberman Conference Center at UPMC Cancer Pavilion, UPMC Shadyside, to discuss statewide and national perspectives on cancer. Smaller breakout sessions focused on epidemiology and surveillance, interventions, environmental approaches, and community and clinical links, including initiatives to promote cancer health equity for all, the implementation of evidence-based interventions, and sustaining programs created under the new plan.



### NEW JOINT VENTURES BRING ADVANCED CANCER CARE TO BUTLER COUNTY

In an effort to increase access to high-quality oncology care north of Pittsburgh, UPMC CancerCenter partnered with Butler Health System (BHS) in 2013 to form Butler Health System Medical and Radiation Oncology, bringing one of the nation’s most advanced cancer treatment networks to patients in the Butler region.

Butler Health System Radiation Oncology welcomed patients in April 2013. The joint venture acquired Butler Radiation Oncology Associates, along with two well-respected radiation oncologists from the practice, Victor Onufrey, MD, and Hung-Chi Ho, MD, who work in conjunction with UPMC CancerCenter experts to deliver advanced radiation technology and comprehensive care.

Complementing these services, Butler Health System Medical Oncology, located in newly renovated space in Butler Memorial Hospital, opened its doors in July 2013. Recently recruited medical oncologist and hematologist Rushir J. Choksi, MD, provides consultations, and chemotherapy and biotherapy treatments.

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For information about supporting cancer research efforts and patient care at UPMC CancerCenter and the University of Pittsburgh Cancer Institute, contact us at **412-623-4700**.



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