

THE GW CANCER INSTITUTE CHRONICLES

GW Cancer Institute.org

Winter 2010

GW Researcher Receives NCI Grant to Study Cancer Care Price Distribution

The George Washington University Medical Center received a \$1.17 million grant over three years from the National Cancer Institute (NCI) Research Project Grant Program to help fill the gap of information on the distribution of prices for cancer care. The research will seek to inform patients,



Avi Dor, Ph.D., professor of Health Policy and Economics in the Department of Health Policy in the School of Public Health and Health Services

consumers and third-party payers about the trade-offs in making health care choices on the basis of price or in terms of potential quality of care. The primary investigator on the grant is Avi Dor, Ph.D., professor of Health Policy and Economics in the Department of Health Policy in the School of Public Health and Health Services (SPHHS).

Dr. Dor noted, "This is an opportunity for us to identify the dispersion of prices, the impact of insurance on prices and the role of outcomes aggregated to the level of hospital, by breaking down the pricing of surgical procedures for cancer treatment." Through the grant, Dr. Dor will examine the

NCI Grant continued on page 4

GW Cancer Institute Hosts First Annual Survivorship Symposium *EagleBank Partnership Helps GWCI Meet Cancer Survivor Needs*

With improved cancer treatments, earlier detection and an aging population, the United States has become home to an unprecedented number of cancer survivors. This news – though good – is muddled by the fact that this growing cohort comes with an expanding list of needs. At GWCI's First Annual Survivorship Symposium, held



Featured speakers at the First Annual Survivorship Symposium included, from left, K. Scott Baker, Craig Earle, Renee Cole, Kimlin Ashing-Giwa, Lisa Campbell, Linda Jacobs, Caroline Huffman and Karen Syrjala.

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GWCI to Lead NCI's Mid-Atlantic Geographic Management of Cancer Health Disparities Program

In recognition of its extensive work in eliminating cancer disparities in minority and vulnerable populations, the GW Cancer Institute (GWCI) was recently selected to serve as the coordinating body for the National Cancer Institute's (NCI) Mid-Atlantic Region (Region 1) Geographical Management of Cancer Disparities Program (GMaP). This strategic initiative, funded through the American Recovery and Reinvestment Act (ARRA), will drive forward Region 1 collaborative project planning, including future large-scale, multi- and trans-disciplinary "Center-level" GMaP grant applications in 2011.

The goal of this program, led by GWCI Executive Director Steven Patierno, Ph.D., is to create a state-of-the-art regional network dedicated to cancer health disparities (CHD) research, training and community interventions. Through GMaP, Region 1 participants will be better equipped to address the disparities in cancer risk, screening, treatments, and outcomes for ethnic and racial minorities.

Eventually, GMaP will build a region-based "hub" for the support and efficient management of integrated regional research and training

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FROM THE DIRECTOR

As you read this edition of *GW Cancer Chronicles*, with articles about our trans-disciplinary approach to cancer care, the Hematology/Oncology Division and the new infusion center, the Breast Care Center's Annual Survivor's Luncheon, and the first annual Survivorship Symposium, I would like you to reflect on the lives of two important members of our cancer community who recently passed away — Cyrus Katzen, D.D.S., and Jeanette A. Michael, J.D. '75. Through their support and by their example, each played an integral role in shaping cancer care at The George Washington University.

Cyrus Katzen died July 12 at age 91 after a long battle with adrenal cancer. Dr. Katzen became a firm believer in GW's medical programs while his first wife was treated at GW Hospital during her 10-year cancer battle. In April 2009, the Katzen family helped establish the Dr. Cyrus and Myrtle Katzen Cancer Research Center, a state-of-the-art new state-of-the-art cancer treatment facility. Their generous gift also will go a long way toward the development of innovative approaches to battling cancer and the recruitment of top doctors.



Steven Patierno, Ph.D.

Jeanette A. Michael received the Spirit of Life Award during the Sixth Annual GW Cancer Gala. She was first diagnosed with breast cancer in 2002. A strong and courageous woman — whether in the community, the boardroom, or her personal life —

Jeanette's seven-year battle with cancer was nothing short of inspirational. Her legacy of fearless determination is reflected in programs such as Healing with Basketball and the first annual Survivorship Symposium, as well as in the faces of those attending Breast Care Center's Annual Survivor's Luncheon.

While we will miss their presence, the impact of Dr. Katzen and Jeanette Michael will be with us for generations.

Sincerely,

Steven Patierno, PhD
Executive Director

Avon Foundation Grant Supports Biomarker Research



The George Washington University received a \$300,000 grant from the Avon Foundation for Women to support research into a particular biomarker found in 80 percent of invasive ductal breast tumors and metastasis. Dr. Patricia Berg, professor, GW's Department of Biochemistry and Molecular Biology, accepted a check as part of the Avon Walk D.C. Closing Ceremony.

"The Avon Walk for Breast Cancer is extremely meaningful to all participants, including women with breast cancer, survivors, relatives of breast cancer patients, and others walking to support the cause of breast cancer," said Dr. Berg. "Avon's support of breast cancer research gives an important boost to those of us looking for ways to improve early diagnosis and treatment of this disease, which kills about 40,000 American women each year."

The Foundation's support will allow Dr. Berg and her team to research this biomarker and determine its use as a marker in risk assessment and as a predictor of disease progression. Carol Kurzig, president of the Avon Foundation, presented the check to Dr. Berg, as well as five other area organizations.

Grant Funds Study of Environmentally Induced Asthma, Inflammation and Lung Cancer

GW researchers Drs. Stephanie Constant and Steven Patierno have been awarded an R21 grant to study allergic asthma caused by exposure to hexavalent chromium, or Cr(VI), and how it relates to chronic lung inflammation and cancer. The grant is dually funded by the National Institute of Environmental Health Science and the National Cancer Institute. Chromium, a compound used in industrial and urban areas, has been



Stephanie Constant, associate professor of Microbiology, Immunology and Tropical Medicine

identified by the Environmental Protection Agency as one of the greatest potential threats due to its carcinogenic potential in some forms. In industrial settings workers are exposed to Cr(VI) in its particulate form, which can increase the risk for causing respiratory irritation and lung cancer.

"This research is important because the particulate forms of Cr(VI) are very difficult to work with and there are no adequate models for studying chromium-induced respiratory irritation," said Dr. Constant, Ph.D., associate professor of Microbiology, Immunology and Tropical Medicine and co-principal investigator on the grant. "With this model we will be able to elucidate the relationship between allergic inflammation and lung cancer."

Ringin' up a Mileage Milestone at Avon Breast Cancer Walk

Glenda Hall, executive coordinator, Resource Management and Medical Center Safety, Bio-Security and Emergency Management, reached an impressive milestone during the Annual Avon Walk for Breast Cancer, May 2-3. She has logged more than 400 miles while completing 10 Avon charity walks. Beginning in 2000, when it was known as the Avon Breast Cancer 3-Day and walkers traveled nearly 60 miles, Hall has put her best foot forward in the fight against breast cancer.

A team from the GW Cancer Institute hosted a cheering station along the final leg of the walk to support the walkers who each have raised at least \$1,800 to participate.

"I'm sure it meant a lot to all of the walkers, but it especially meant a lot for me," recalled Hall. "In the 10 years doing this walk, I have not experienced the strong swell of emotion that I felt as I approached the GWCI cheering



In pink, Glenda Hall joins other Avon walkers at the finish of the two-day event to celebrate.

station. When I got to 24th and I streets, and saw the banners and the people, I was really touched."

The support from GWCI and her fellow walkers, says Hall, is what sends her back out each May, despite

the bugs, blisters, and occasionally bad weather. "It gets into your soul. I've already signed up for next year."

The Avon Foundation granted GWCI \$500,000 over two years to increase mammography services in medically underserved areas of DC through the GW Mammovan. The program is focused on Southeast D.C., east of the Anacostia River.

Race for the Cure

Sixty-five members of the GW community, including friends, patients, students, alumni, faculty and staff teamed up for the third time to form GW Colonials for the Cure, joining nearly 45,000 others for the 20th annual Susan G. Komen National Race for the Cure®, June 6. Overall the 5K run/walk raised \$4.3 million to fund breast cancer research



and community health programs for the medically underserved in the National Capital Area.

Among the GW groups dedicating their efforts to raising awareness and money for the fight against breast cancer were members of the GW Cancer Institute, Public Health Alumni Association, Public Health Student Association, GW Alumni Association, GW Division of Development and Alumni Relations, MFA Breast Care Center and the GW Hospital.

GW Medical Center "Linked in Pink"

Wearing jeans to work and supporting a good cause? Sounds like a win-win situation. And for the 200-plus GW Medical Center faculty and staff who participated in "denim day" Oct. 9, it was. But the real winners were the 13 individuals who received mammograms thanks to the money raised in anticipation of this causal — not casual — Friday.

"Denim day is just one of the many opportunities for the Medical Center to demonstrate its commitment and support of women who have been diagnosed with this curable disease," said provost and vice president for health affairs John Williams, M.D., Ed.D., M.P.H.

With a \$5 donation, GW Medical Center faculty and staff chose a festive pink pin to accessorize their blue jeans and pink shirts for the day themed "linked in pink." Because early detection is the best defense against breast cancer, the \$1,050 raised from this event will benefit the GW Breast Care Center and will provide mammograms for those who otherwise would not be able to afford one.

"This year was a particularly impressive showing and just goes to show how a little can go a long way" said Glenda Hall, office manager of Laboratory Safety and Compliance and coordinator of denim day. "With continued collaboration and dedication here and across the country, we will conquer this beast."



NCI Grant continued from page 1

relationship between pricing and outcomes of three procedures, including colectomy (colon resection), lung surgery (resection) and a uterine (endometrial) hysterectomy, when associated with the diagnosis of colorectal, lung and uterine cancers.

Research in this area is significant, because it will shape not only individuals' decisions related to their cancer treatment, but it will also help shape future policy decisions that are made in a health care setting that is constrained by escalating costs.

"We are very grateful for the support from NIH for this important work and have every hope that the research will lead to a clearer understanding of the correlation between the quality of care patients are receiving and the prices charged for these surgeries at hospitals across the country," said Josef Reum, Ph.D., interim dean of SPHHS.

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programs. This central entity will conduct joint regional workshops to facilitate communication and dissemination, implement region-wide community interventions, and develop planning and decision-making processes for sustainability of CHD efforts.

GMaP Region 1 includes the GW Cancer Institute, Georgetown Lombardi Comprehensive Cancer Center, Howard Cancer Center, the Preventorium at Washington Hospital Center, John Hopkins Cancer Center, University Maryland Greenbaum Cancer Center, University of the District of Columbia, Hampton University and Bowie State University. GMaP Region 1 partners are engaged with NCI's Center to Reduce Cancer Health Disparities through Minority Institutions/ Cancer Center Partnership (MI/CCP), Continuing Umbrella of Research Experiences (CURE), the Community Networks Program (CNP), the Patient Navigation Research Program (PNRP), and Biospecimen Banking (BMAP).

Bringing the Fight Against Cancer to the Community's Front Door



The Office of Cancer Education and Outreach, led by Jacqueline Burgess, features specialists JoiAisha Bland and Nina Harrell bring cancer prevention to the Community.

They can be seen at health fairs, cancer screenings churches, and even barbershops. No matter where they are working, however, one thing is certain: Jacqueline Burgess, JoiAisha Bland and Nina Harrell are not at their desks. For these three women, reaching out to the community is not only a passion and a skill, it is also their job title.

As Education and Outreach specialists in The Office of Cancer Education and Outreach, Burgess, Bland and Harrell take an active approach to promoting cancer prevention. The team's umbrella programs the "Community-by-Community Cancer Control Campaign (Cx4)," uses outreach and social marketing to help African Americans gain a better understanding of cancer, increase their trust in the health care system and mitigate their aversion to screenings. For example, Burgess leads a Barbershop Cancer

Prevention Initiative, which partners with the American Cancer Society and local barbershops in Wards 4, 7 and 8, to educate African American males about prostate cancer prevention.

"Every day, I feel like my work is meaningful and has a direct effect on the quality of people's lives," says Harrell, whose specific interest in breast cancer prevention was sparked by her mother's own diagnosis. "I get to share my personal stories and hear theirs. I've developed a great rapport with the community, and I only see it growing in the future."

Work in the community, rather than the cubicle, is "rewarding, challenging, exciting, and never uneventful," says Bland, who works mainly in colorectal cancer prevention. It is also never needless. "The more you see and do in the community," says Harrell, "the more you see that needs to be done."

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on Oct. 15, this group's needs were the topic of discussion.

The symposium, themed "Cancer Survivorship Research and Health Disparities," was hosted by the GW Cancer Institute (GWCI) Center for the Advancement of Cancer Survivorship, Navigation and Policy (caSNP) in partnership with the EagleBank Foundation. Bringing together survivors, researchers, clinicians, caregivers, and community health workers, the symposium sought to improve cancer survivorship outcomes; the period of time following a cancer diagnosis.

"Some of the same barriers that interfere with a person's ability to access screenings and quality care also interfere with their ability to access survivorship care," said Steve Patierno, Ph.D., executive director, GWCI. "Through this symposium, I hope that we can integrate the work that we do in the community with the growing and exciting world of cancer

"Some of the same barriers that interfere with a person's ability to access screenings and quality care also interfere with their ability to access survivorship care."

— Steve Patierno, Ph.D., executive director, GWCI

survivorship and eventually eliminate cancer disparities."

After an inspiring welcome from cancer survivor Laurel Wassner, a GW alumna and professional triathlete, Julia Rowland, Ph.D., director of the National Cancer Institute's Office of Cancer Survivorship set the stage for the day's discussions by outlining the current state of survivorship research and health disparities. "The field of cancer survivorship is not a new field; not even a baby field. It is a field right in the middle of its adolescence," she said. "But, as with any good adolescence, we must look back and ask, 'where did we come from, where do we need to go, how are we going to define ourselves



From left, Melekta Truneh, Mandi Chapman, Becky Beauregard, and Amina Gilyard celebrate following the conclusion of the first annual Survivorship Symposium symposium, themed "Cancer Survivorship Research and Health Disparities."

differently – and particularly, how do we measure our success?"

Both Rowland and Craig Earle, M.D., director of the Health Services Research Program for cancer care Ontario and the Ontario institute for Cancer Research, reminded the audience that "being cancer free does not mean being free of cancer" and drew upon current research revealing that many of this population's current

needs are not being met. "We must recognize cancer survivorship as a distinct phase of cancer care, complete with its own unique set of cross-cutting

issues," said Dr. Earle, who suggested that cancer can be used as a "teachable moment," or a time when people are more receptive to making healthy changes to their lifestyles.

Other speakers included Kimlin Ashing-Giwa, Ph.D., director of the City of Hope Center of Community Alliance for Research and Education and Lisa Campbell, Ph.D., associate director of the Center for Health Disparities Research at East Carolina University. Dr. Ashing-Giwa highlighted some of her own research showing that socioecological and cultural factors may be heavily proximal to health related quality of life, particularly among ethnic minority populations. Dr. Campbell proved this case by focusing on

the disparate treatment and outcomes of African American prostate cancer survivors.

The day's presentations culminated with a Town Hall moderated by Lydia Buki, Ph.D., associate professor of kinesiology and community health at the University of Illinois at Urbana-Champaign that asked, "How can researchers and clinicians promote optimal wellness for all cancer survivors and reduce disparities in health outcomes?" Despite their diverse backgrounds, all participants agreed that cancer survivors would benefit greatly from improved communication and collaboration between doctors and patients, between doctors themselves, and between clinicians and community workers.

A panel from Lance Armstrong Foundation Survivorship Centers of Excellence offered suggestions to other cancer centers based on the organization's own successes and mistakes. The panelists, led by moderator Caroline Huffman, director of navigation services of the LIVESTRONG Survivorship Center of Excellence Network, emphasized the need to involve primary care and mid-level practitioners, to individualize care plans, and – most importantly – to educate, empower and listen to the survivors themselves.

"We learned early on that we have to focus on what the survivors want, rather than what we think we can offer them," said Dr. Jacobs.

Celebrating Life, Inspiring Hope at GW Breast Care Center's Annual Survivor Luncheon

The clinking of glasses resounded through the pink-embellished Marvin Center ballroom on Oct. 8, as more than 200 breast cancer survivors celebrated life, friendship and hope. The traditional champagne toast, led by Cokie Roberts, Emmy Award-winning journalist and best-selling author, set the spirited mood for the Breast Care Center's Annual Survivor's Luncheon, which included speakers, slideshows and, of course, a delectable meal complete with pink-ribbon topped cupcakes.

"As strange as it sounds, cancer has given me many gifts. I have really learned to love myself."

—Laurie H. Turney,

the attendees, who ranged from the recently diagnosed to those who have been cancer-free for decades. All of them, however, were grateful for compassion and the innovation of the GW Breast Care Center.

As one of the doctors who had touched the lives many of those present, Christine Teal, M.D., director of the Breast Care Center, doled out hugs and smiles liberally to her patients and friends. When introducing the luncheon speaker, Laurie H. Turney, Dr. Teal said, "Laurie is truly a sister and a soul mate to me. She's a true inspiration and she is the reason I'm here. I hope she can inspire you the

"Here's to all of you, here's to the GW program, here's to the incredible work that GW does in terms of outreach ... and here's to carrying on into the future," toasted Roberts, who is a breast cancer survivor herself.

This year's event, which was more highly attended than ever before, honored the lives and the courage of



way that she's inspired me."

From behind the podium, Turney identified with the women in the crowd. "I am a three-time breast cancer survivor," she said. "I am a triathlete. I am a wife, a daughter, a sister and a friend. I am an avid gardener, an animal lover and a nurse. And I am every one of you. By sharing my story with you, I hope I can inspire you to go out and celebrate your lives."

Turney's story – which began with her father's breast cancer diagnosis when she was 17 – was one of strength. "Because of cancer, I lost my hair, but I gained an amazing strength," she explained. "Cancer has made me face challenges that I never would have; that I never would have thought I could have," she said in reference to the lawsuit she filed – and won – against her employer who terminated her job due to her cancer treatments.

Turney's story also was one of learning and love. "As strange as it sounds, cancer has given me many



Keynote speaker Laurie H. Turney offered inspiration to all, defining herself as a triathlete, avid gardener, animal lover, and nurse, and a wife, daughter, sister, and friend.

gifts. I have really learned to love myself," she said, after describing her empowering hair-shaving parties and her sharpened ability to listen to her body. "I also have been blessed with amazing friends. Learning who your friends are is another gift cancer gives you," she said.

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GWCI Offers Free, “Healing With Basketball” Clinics for Breast Cancer Survivors

The GW Cancer Institute recently launched Healing with Basketball, an exercise program for the long-term recovery and rehabilitation of breast cancer survivors at The George Washington University’s Mount Vernon campus through June 12.

Research suggests that by incorporating vigorous, continual physical exercise, women can improve breast cancer survival and reduce recurrence by 20–50 percent, yet only 32 percent of breast cancer survivors engage in activities such as running, aerobics or strength-training to build muscle.

The free exercise program consists of a series of monthly Saturday clinics, led by a team of a licensed clinical social worker and a personal certified trainer and basketball coach, providing a structured workout for women at all levels of physical ability. Breast cancer survivors will improve their overall muscle-tone and physical stamina while bonding with other survivors.

Clinics will be held from 1 p.m. to 3 p.m. Feb. 13, March 20, April 10, May 15, and June 12. For more information, log on to www.gwumc.edu/gwci/healingwithbasketball.html



Patricia Kelly; Assistant Professor of Surgery Anita Pruitt McSwain, M.D., M.P.H., F.A.C.S.; Director of the Breast Care Center Christine Teal, M.D.; three-time breast cancer survivor Laurie H. Turney; *ABC News* and NPR Correspondent Cokie Roberts; and Director of Breast Imaging and Intervention, Professor and Vice-Chair of Radiology Rachel F. Brem, M.D., share the stage at the Breast Care Center’s Annual Luncheon. The annual event celebrates the lives and the courage of the hundreds of attendees, such as Lillian Vaughan (below), who ranged from the recently diagnosed to those who have been cancer-free for decades.

Luncheon continued from page 6

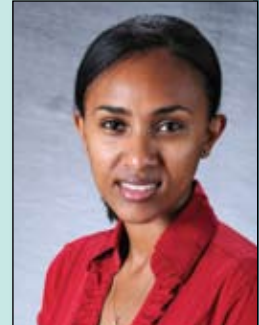
Finally, as promised by Dr. Teal, Turney’s story was one of inspiration. “We are unique and special women. We are a powerful symbol of hope and of strength. And we are sisters in this journey in search of the cure. We are survivors and we have to send a message to our sisters who still have a fight ahead of them – do what it takes, do whatever it takes, know that you did and live your life.”



The luncheon concluded with Roberts campaigning for “four essential pieces of legislation to make sure that we can continue on this road of having fewer people die from this disease, and fewer people living with this disease.” She discussed disparities in cancer detection and treatment, but also applauded the crowd for how far they have come. “All of you have made it through and you are an inspiration to the rest of the community. But, we have to keep working very hard to make this go away.”

Truneh to Spearhead caSNP Program

It wasn’t D.C.’s weather that lured Melekta Truneh, M.B.A., from her sunny residence in San Diego. Rather, it was the opportunity to head an innovative program on cancer survivorship that convinced her to engage in the cross-country trek.



Melekta Truneh, MBA, program coordinator for the Center for the Advancement of Cancer Survivorship Patient Navigation and Health Policy

Truneh, the program coordinator for the Center for the Advancement of Cancer Survivorship, Navigation and Health Policy (caSNP), is the newest member of the GWCI team. Her position was created to spearhead caSNP’s launch, made possible from a \$1.2 million grant from the Pfizer Foundation. As the program coordinator, she will oversee the Center’s ongoing activities, including organizing the annual Survivorship symposium, facilitating roundtables, prepping for patient navigation trainings, coordinating speakers and more.

Her hefty responsibilities, however, don’t seem to overwhelm Truneh, whose extensive experience managing events and programs for National University prepared her well for the job. “It’s exciting to be involved in such a young project,” she says. “I look forward to watching the program grow into something that will hopefully be a model for other cancer institutes”

What’s more, involvement in such a worthy cause simply makes her “feel good,” Truneh says. Hopefully, that warm feeling will be just enough to get her through DC’s long winters.

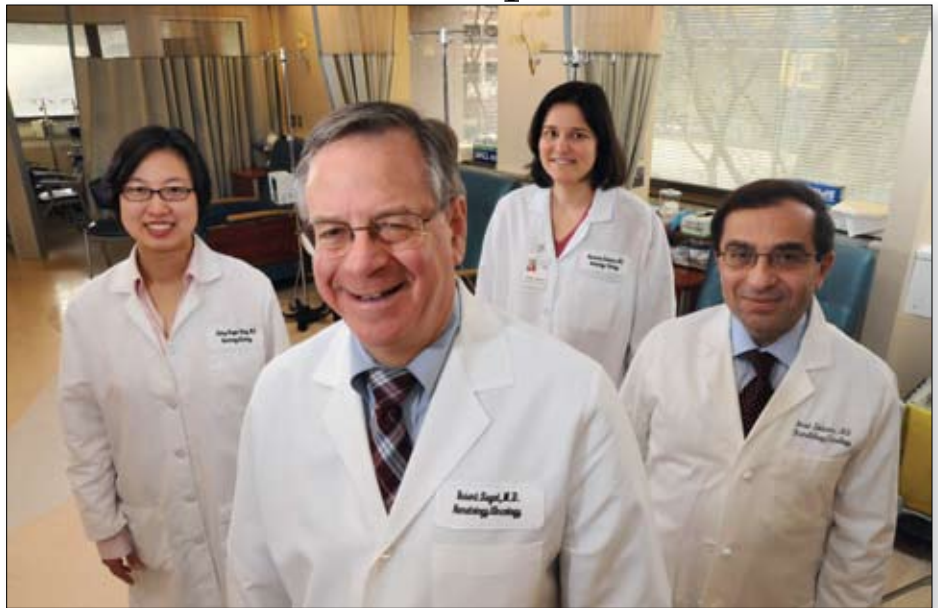
GW's Hematology Oncology Team: Offering Leading-Edge Personalized Medicine with a Compassionate Touch

The men and women of the Hematology/Oncology Division have a tall order to fill – beating cancer. But each day, the team, including Drs. Imad Tabbara, Jeanny Aragon-Ching, James Algren, Allen Mondzac, Eliot Perlin, Frederick Rickles and Alexandria Schwarsin, and lead by Dr. Robert Siegel, steps in to care for those patients who are facing the biggest challenge of their lives. Its not just a matter of GW's high technology, or GW's approach towards genetically personalized medicine, it a matter of trust and personal relationship.

Three short, devastating and fearful words, “You have cancer,” are the entrée through which the doctors in the Hematology/Oncology Division begin a journey with their patients. The division maintains six full-time and two part-time physicians who boast a variety of specialties, enabling the group to help a wide array of patients and take a comprehensive approach to treatment. GW's physicians and other professional staff work together to enhance patient care and address each case at every stage – from the initial diagnosis and treatment, to post-treatment support groups and follow-up.

During treatment, the GW team becomes a significant part of their patient's lives. “Getting to know my patients is one of the most rewarding parts of my job. There is a warm and trusting relationship that grows when spending so much time with patients,” said Dr. Robert Siegel, director, Division of Hematology/Oncology. He noted that the quality and longevity of these relationships helps you know that you've doing a good job.

Many members of the division chose Hematology/Oncology as their specialty because it enables them to combine science and technology – as well as working closely with people. “There are few other professions that enable you to encompass all of these skills into one job,” added Siegel.



The division specializes in a variety of cancers and blood disorders, including gastrointestinal cancers, prostate cancers, genitourinary oncology, neuro-oncology, lung cancer, Hodgkin's lymphoma, breast cancer, head and neck cancer, lung cancer, and hematologic malignancies. A particularly valuable treatment specialty is the bone marrow transplant program. Dr. Imad Tabbara, professor of Medicine, and his team are the only accredited

bone marrow transplant physicians in the Washington area. The Bone Marrow Transplant Unit does both Autologous and Allogenic transplants on patients with leukemia, lymphomas and selected tumors.

The unit also has special expertise in managing blood and coagulation disorders including sickle cell disease, hemoglobinopathies and myelodysplasia, and bleeding disorders such as hemophilia, thrombosis,

Cyrus Katzen

GW Cancer Institute Mourns Passing of Dedicated Friend and Philanthropist

The GW Medical Center and the GW Cancer Institute lost an important member of its cancer community when long-time benefactor Cyrus Katzen, D.D.S., died July 12 in his Chevy Chase apartment, after a long battle with adrenal cancer. He was 91 years old.

“The entire George Washington community is deeply saddened by the passing of Dr. Cyrus Katzen, a long-time friend whose family was connected to GW in countless



ways,” said GW President Steven Knapp in a statement following news of Dr. Katzen's death. “He will be sorely missed, but his legacy will live on through the healing and discovery that his generosity has made possible.”

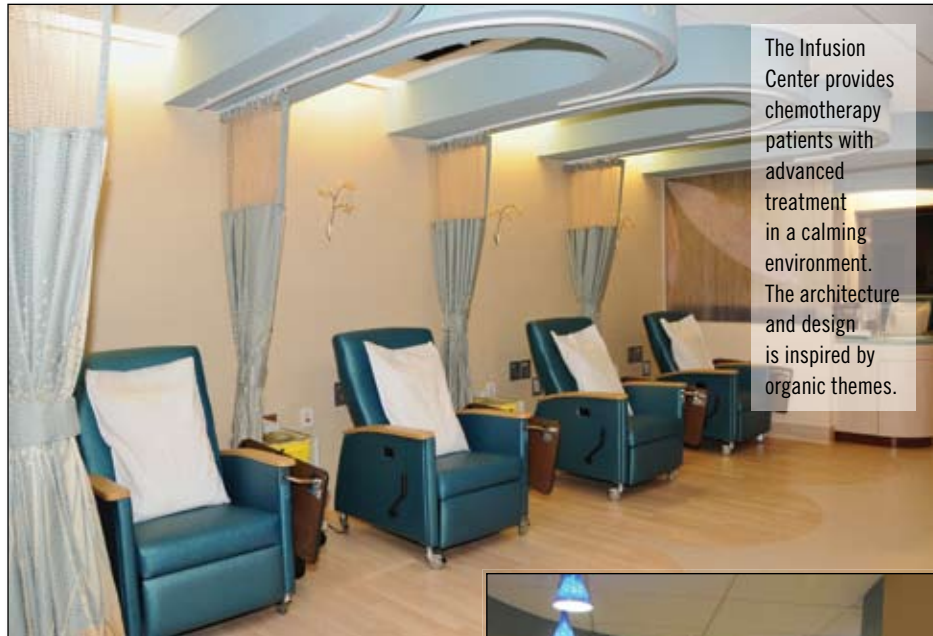
Dr. Cyrus Katzen played a significant role in the development of GWCI since its inception in 2003. He and his wife Myrtle served as principal benefactors of the annual Cancer Gala along with Dr. Bernard and Mildred Katzen. In April 2009, the Katzen family helped establish the Dr. Cyrus and Myrtle Katzen Cancer Research Center.

von Willebrand disease and platelet disorders.

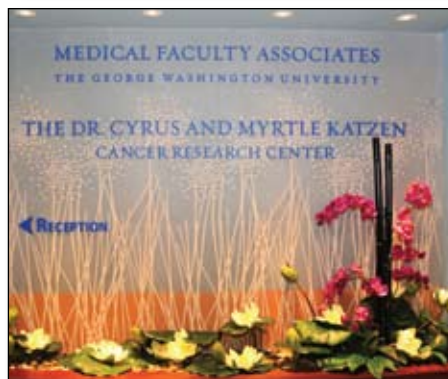
In the past year, the division of Hematology/Oncology experienced significant growth and added stability thanks to the opening of the Katzen Cancer Research Center. Due to this expansion of space and services, the division has been able to broaden its research capabilities and facilitate more clinical trials. In fact, four chairs within the newly renovated infusion center are designated specifically for clinical trials. The Katzen Cancer Research Center has enabled GW to continue to offer state-of-the-art therapies to more patients, expand the nursing team to attend to the vast needs of their patients and offer patients a relaxing, healing atmosphere as they receive what can be exhausting treatment. For medical students, the new expanded facilities have provided them with more opportunities to learn about personalized cancer medicine and targeted therapies and get hands-on experience learning about cutting-edge modalities for treating the various types of cancers.

The work of the Hematology/Oncology division, however, does not stop at the conclusion of treatment. The team works closely with the newly established survivorship center, which offers patients ongoing care after their initial treatment, under the watchful eye of their doctors. Cancer patients who receiving chemotherapy often develop other complications after their treatment, so GW physicians ensure that their patients are being cared for every step of the way.

Though patients undergoing treatment under the care of the doctors in the division of hematology/oncology are facing a major life challenge, the healing environment and the warm faculty and staff make the process easier to bear. Every step of the way, GW patients know they can count on this team of highly skilled doctors and the leading-edge facilities and treatment options available at GW.



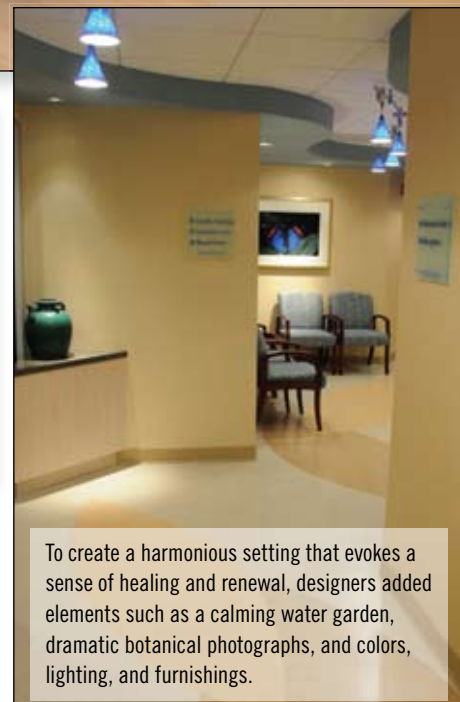
The Infusion Center provides chemotherapy patients with advanced treatment in a calming environment. The architecture and design is inspired by organic themes.



Katzen Infusion Center

Receiving a diagnosis of cancer opens a world of concern and stress for the patient, the family and friends. At GW, there is peace of mind in knowing that the most knowledgeable, respected and compassionate physicians and medical staff will lead the care plan. At the Dr. Cyrus and Myrtle Katzen Cancer Research Center, the environment has been specially designed to contribute to the healing process. Calming colors and sounds, beautiful architecture and furnishings, and relaxing chairs with built-in laptops and DVD players help to alleviate stress, rather than contribute to it.

The Center not only offers excellent care provided by respected physicians in a healing environment, but also fosters pioneering scientific research



To create a harmonious setting that evokes a sense of healing and renewal, designers added elements such as a calming water garden, dramatic botanical photographs, and colors, lighting, and furnishings.

and advanced education dedicated to improving the diagnosis, prevention, and treatment of cancer. To carry out this mission, it is equipped with four infusion chairs set aside to be used specifically for cancer research. The state-of-the-art facility and expanded space allow for more clinical research to take place at GW, which will expand the research agenda of the Medical Center's cancer division. In addition, the Center's research opportunities will enhance recruitment of top scholars in the field, increasing the depth of faculty with sub-specialties.

Taking on Colon Cancer from Prevention to Survivorship

When it comes to colorectal cancer, the GW Medical Center has built a team that is fighting the disease from pre-diagnosis to post treatment. This dynamic unit works tirelessly, focusing their energies on research, prevention, diagnosis, treatment and survivorship. They use the most cutting-edge surgery, offering laparoscopic surgical options to cancer patients. To help survivors learn how to continue living their lives after they've been through a cancer diagnosis and treatment, GW offers survivorship resources that include nutrition, psychiatry services and more.

GW's approach to addressing and defeating colorectal cancer starts at the cellular level, with research that is being conducted in conjunction with The GW Cancer Institute (GWCI). Dr. Norman Lee and his team are studying how genes are linked together in a network in order to better understand cancer progression – colon cancer specifically. By integrating genomics, molecular biology and computational biology, GW researchers are mapping gene networks responsible for invasion and the loss of cell-cell adhesion. As a result of this research, Dr. Lee and his team have identified a number of marker genes that are potential future targets for therapeutic intervention. Researchers are also studying cancer health disparities and believe that differences in cancer progression and severity among racial groups may be accounted for by these cancer networks. This is one example of how GW is using research to tailor medication for individuals, also known as personalized medicine.

Additionally, GWCI's Office of Education and Outreach team, with colorectal cancer activities led by



Dr. Vincent Obias with the de Vinci robot. He and his colleagues recently became the first surgical team in the District to perform colectomies using the de Vinci robot.

Below, Marie Borum, M.D., Ed.D., M.P.H., professor of Medicine and director, Division of Gastroenterology.

JoiAisha Bland, M.P.H., C.H.E.S., actively reaches out to the DC community and helps people better understand what colorectal cancer is and how they can screen for the disease. In addition, they work closely with the GW Department of Emergency Medicine, with Drs. Jennifer Lee and Stephen Davis, to educate patients about colon cancer prevention and also distribute Fecal Occult Blood Tests (FOBT) to patients who are eligible for the program. Through this partnership in the past year, GWCI has had face-to-face encounters with hundreds of patients in the Emergency Department of the GW Hospital. In addition, screening by colonoscopy was performed in collaboration with the Division of Gastroenterology with Marie Borum, M.D., Ed.D., M.P.H., professor of Medicine and director, Division of Gastroenterology, and Dr. Shokat Bashir.

When a patient receives the news that they have a polyp, or even worse, that they have colon cancer, GW is the best place for them to be. While the Medical Center has a large group of doctors who focus on this specialty, they have recently added Vincent Obias, M.D., a professor of Medicine and a highly trained and skilled colon and rectal surgeon. Dr. Obias has had years of specialized training in minimally invasive surgeries, making



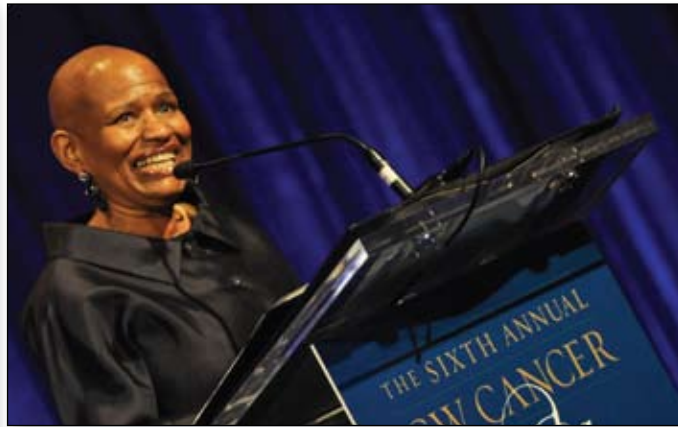
him a very valuable member of the GW team. For a patient who has colon cancer, the option of having laparoscopic surgery, or minimally

invasive surgery, has many benefits including: a lower hernia rate; less scarring; less recovery time in the hospital and at home; less pain; and a lower rate of infection. He and his colleagues recently became the first surgical team in Washington, D.C. to employ the de Vinci robot to perform colectomies – removing cancerous portions of the colon and rectum.

Once a patient has experienced cancer and been through the rigors of treatment, they may find it difficult to readjust to normal life. Experts working with and through GW's Cancer Survivorship Center offer help, including psychiatry, nutrition counseling, social workers, patient navigators and more.

This trans-disciplinary approach exemplifies the synergy generated when experts across the spectrum of cancer care continuum work together to defeat the disease in the person before them, while contributing to the knowledge-base that will someday conquer the scourge of cancer worldwide.

Taking on the “Big C” at the Sixth Annual GW Cancer Gala



Clockwise from top right: GW's own Rachel Brem, MD, received the Commitment to Overcoming Cancer from 2008 Cancer Gala awardee Robert Siegel, M.D. Jeanette A. Michael, J.D. '75 was a vision of courage as she accepted this year's Spirit of Life Award, presented by Dr. Steven Patrieno.



Nearly 550 people were on hand for the Sixth Annual GW Cancer Gala April 25. This year's honorees include Sen. Edward M. Kennedy (D-Mass.), Rachel Brem, M.D., and Jeanette A. Michael, J.D. '75, who received the Cancer Compassion Award, the Commitment to Overcoming Cancer Award and the Spirit of Life award respectively. CNN's lead political anchor and host of *The Situation Room*, Wolf Blitzer, served as master of ceremonies on the night and Grammy-award winning guitarist Al Petteway and Amy White provided the entertainment.

Serving as the Medical Center's most high-profile event, the Gala offers an opportunity to raise awareness and to thank supporters with a memorable event. Dr. Cyrus and Myrtle Katzen and Dr. Bernard and Mildred Katzen continued their long-standing commitment to fighting cancer, again serving as principal benefactors for the Gala.

Recalling a time when “cancer” was a taboo diagnosis, and spoken of only in whispers, James Scott, M.D., dean of the School of Medicine and Health Sciences, opened the evening by redefining “The Big ‘C’” “Tonight

we are here to celebrate and support the abundance of other “C” words that, together, become an even larger force,” he told the audience. Some of these words, Dr. Scott said, include, “Our commitment to care for our patients, survivors, and their families . . . ; our unique community of Washington, D.C. . . . ; and, of course, our cutting-edge research that will one day lead to a cure.”

In his remarks, GW President Steven Knapp noted the University's “strides in discovery, the development of new and better treatment, and the extension of our outreach to the areas of this great capital city where the disease has a disproportionate impact.”

The year saw significant developments in GW's battle against cancer, highlighted by a major commitment from Pfizer to support patient navigation, and Dr. Cyrus and Myrtle Katzen's \$10 million gift to establish the Dr. Cyrus and Myrtle Katzen Cancer Research Center.



Above, CNN's lead political anchor and host of “The Situation Room,” Wolf Blitzer, served as master of ceremonies. Top, Alexandra Llewellyn and her husband, author Tom Clancy, joined Drs. Henry and Rachel Brem, GW President Steven Knapp, and Diane Knapp. Top left, The Katzen family showed its continued support of the GW Cancer Gala and GWCI.

Cancer Gala

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Rachel Brem, MD; Robert Siegel, MD; Jeanette A. Michael, JD '75, GW President Steven Knapp; Diane Knapp; and Steven Patierno, Ph.D.

Cancer Gala *continued from page 11*

“We remain focused on fulfilling the primary goal of our primary mission, cancer research,” said Robert Siegel, M.D., professor of medicine, director of the Division of Hematology/Oncology, and chair of the board of directors of the Dr. Cyrus and Myrtle Katzen Cancer Research Center. “This gift has allowed us to dream about a improving the way we treat cancer.”

Liz Barrett, Pfizer’s U.S. Regional President for its Oncology Business Unit, was on hand to announce a three-year, \$1.2 million grant to establish the Center for the Advancement of Cancer Survivorship, Navigation, and Policy (caSNP) at the GW Cancer Institute (GWCI).

“The programs we are supporting are focused on cancers that disproportionately affect vulnerable populations. Barrett said. “Through this grant and other funding sources, the GW Cancer Institute is creating a citywide network of patient navigators. This partnership is perfectly aligned with the mission and values of Pfizer and our oncology business. Patient navigation programs are a cause that Pfizer has championed for many years now.”

Josef Reum, Ph.D., associate professor of Health Policy and Health Services Management and Leadership and interim dean, SPHHS, introduced a video from Sen. Mike Enzi, B.A. '66, gala co-chair, praising Sen. Kennedy’s eight-term senatorial career dedicated to improving access to and quality of care among medically underserved communities.

Unable to attend the event, Sen. Kennedy sent a letter of acceptance thanking the University for the honor. He described new legislation to provide greater federal support to cancer research, and expand access to prevention and early detection of the disease. “As well you well

know,” he wrote, “the miracles of modern science are opening remarkable new horizons for progress on all aspects of cancer, and I intend to do all I can to see that the benefits of that research are available to as many of our people as possible.”

Dr. Siegel presented the Commitment to Overcoming Cancer Award to GW’s own Rachel F. Brem, M.D., director of Breast Imaging and Intervention, professor of Radiology, and vice-chair, Department of Radiology. The award is presented to those who exemplify the GW Medical Center commitment to overcoming cancer through patient care, outreach, research, education, and/or policy work.

This year’s Spirit of Life Award went to Michaels, the former executive director, D.C. Lottery and Charitable Games Control Board and a member of The George Washington University Board of Trustees.

“The woman, the warrior, the winner – her accomplishments extensive; her resume impressive; and her battle with cancer inspirational,” said Dr. Patierno of Michaels in his introductory remarks. “Whether in the community, the boardroom, or among health advisors – Jeanette A. Michael is an extraordinary competitor.” Diagnosed in 2002 with stage III breast cancer, Michaels underwent a mastectomy, aggressive chemotherapy, and radiation. In moving detail, she displayed the courage and spirit that exemplifies Spirit of Life Award, describing how her cancer recently returned and spread throughout her body.

“Not withstanding the pain and sickness one must endure during a journey with cancer,” Michaels told the audience, “I am here to tell you tonight I am a blessed person. You don’t have to have cancer to travel a difficult journey in life, so I want everybody to spend a moment to realize just how blessed you are. When I wake up each morning I thank God that I am still here today.”

“This has been a really wonderful evening because it underscores just how important this work that the GW Cancer Institute and the GW Medical Center does on behalf of all of us,” said Blitzer as he closed the event. “I wanted to let you know that I cover a lot of news, much of it is disheartening or strident – disasters, conflicts, corruption, wars – it’s refreshing and inspiring to be part of a celebration of promise, of victory, of spirit, of cooperation, and of commitment.”

Breast Cancer Alumna Ann Norton, GWCI's Outspoken Screening Supporter

Last year was an emotionally grueling year for Ann Norton — but for all of the hardships, thanks to early cancer detection, it's a year that has ended with rave reviews. The executive director of the Washington Stage Guild unexpectedly lost her husband of John MacDonald last summer. Later that year, Norton was diagnosed with breast cancer, as she reluctantly honored her late husband's wish that she have a mammogram.

"One of the last things we discussed was that I needed a regular physical," recalled Norton. "And he said, 'And you need a mammogram.'"

Certain she was wasting her time and the test would reveal nothing, Norton scheduled a mammogram. When the results came back showing ductal carcinoma *in situ*, a common noninvasive form of breast cancer, in her right breast, Norton was caught off guard. "I was stunned. If anything I thought I should have a stress test for my heart [not a mammogram to detect breast cancer]."

Norton's doctor didn't hesitate with his referral. "He said, 'I know exactly who I want you to go to. I want you to go see Christine [Teal, M.D., assistant professor of Surgery and director, Breast Care Center] at GW,'" said Norton.

Additional gamma radiation imaging found abnormal tissue in Norton's left breast as well. That information coupled with a family history of breast cancer — Norton's mother died of breast cancer in 1979 after battling the disease for a decade — led her to choose to

have a bilateral mastectomy and complete tranflap reconstruction.

Ultimately, Dr. Teal removed the cancer before it became invasive, and Norton was spared harsher chemo and radiation therapies. Just six weeks later she was a proud attendee of GW's Cancer Gala, spreading the word about early screening along with a friend and fellow "cancer alumnae," a term they each prefer to survivor.

"I was diagnosed with a regular mammogram, and that's why I've been so outspoken," Norton said. "If it were not for that, I would not have known I had cancer. It's my experience that makes me so adamant about the need for women to get mammograms regularly, and for men to get prostate exams. They are two things that, yes they're a pain in the butt, but it's really stupid not to do it. If you catch things early enough it could change everything. It's so easy."



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Cancer Compassion Award



RACHEL F. BREM, MD

Director of Breast Imaging and Intervention, Professor of Radiology, and Vice-Chair, Department of Radiology, The George Washington University Medical Center

Commitment to Overcoming Cancer Award



JEANETTE A. MICHAEL, ESQ.

Former Executive Director, D.C. Lottery and Charitable Games Control Board and Seven-Year Breast Cancer Survivor

Spirit of Life Award

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Brett Bernstein: Investing in a Dynamic Cancer Community

Since its inception in 2003, the GW Cancer Institute has made a commitment to invest in the Washington, D.C. community. The Institute has operated under the notion that through community outreach and awareness campaigns, laboratory and field research, and compassionate care from diagnosis through recovery GWCI can develop a portfolio of supporters to help achieve all of its mission goals

Brett Bernstein understands those principles of investment. As a Certified Financial Planner™, and the managing partner of a company – XML Financial Group, LLC. – listed among *Barron's* Top 1,000 financial advisors, he recognizes that investing is not about the big score. Rather, it's about a careful, consistent effort that fosters sustainable results. As Vice Chair of GWCI's Board of Advisors, Bernstein has followed the lead of the Institute and his own professional instincts to help methodically develop a community of support for GWCI and its mission.

Bernstein joined the Board of Advisors two years ago. Like many of his fellow members, it was long-time friend and associate Barry Watkins, chair of the GWCI Advisory Board, who shepherded Bernstein into the fold. Looking for an avenue to make an impact in the community, Bernstein explained how he wanted to get involved in a charity, but felt that most were so large they didn't offer much of a voice.

"Other organizations have such large boards and they're so rooted in the way they do things," Bernstein explains. When he spoke with Watkins about GWCI, Bernstein knew it was a natural fit. Like many others, cancer had affected

his family. All four of Bernstein's grandparents had passed away from different forms of the disease, and as an early teen his wife Jennifer watched her old brother battle cancer.

"Barry introduced me to Dr. Patierno," recalls Bernstein. "It was his passion and vision that sold me. What he's trying to accomplish, raising awareness about cancer issues, the research and health disparities, as well as with genomics and research, that just sold me as GWCI being a cause that I wanted to get involved with."

With youth comes energy, and that, says Bernstein, is just what a vibrant and facile organization needs to guide its development. Bernstein has helped recruit Robert Schless, Karl Salnoske, Rob Stien and Eric Dreisen, all who bring youth, vitality and contacts to the Advisory Board. While large financial donations are a major goal, the continued growth and success of the Institute requires the right people.

In addition, Bernstein says, to develop sustainability, the Institute needs to appeal to a younger donor base. By attracting people from a younger generation, he believes GWCI can create significant relationships, a genuine, long-term commitment in terms of effort and contacts as well as donations.

As an executive in his early 30s with two small girls, Bernstein understands how unattainable the thought of charitable giving can seem. He argues, however, that it's the commitment that should be significant, not necessarily the financial amount. With a little research, people might find there are opportunities to make an impact all around them.

For instance, Bernstein's wife Jennifer works for Bank of America/Merrill Lynch, which like many large companies has a matching program for charitable contributions. With hardly any effort they've been able to significantly increase their own charitable gifts.

He also points to smaller events, such as gold buying parties and wine tastings, others on the board have hosted as a way to raise both money and awareness. An easy idea is donating golf outings at a country club as an auction item. As a member of a country club it doesn't cost much, he says, but the impact can really add up. "It's so simple to bring people out and play golf, and while you're at it you can talk about the organization you believe in."

"Those are all perfect examples of making a bigger impact with your charitable donation," says Bernstein. "There are opportunities everywhere, you just have to make the most of them."

Brett Bernstein, vice chair, GWCI, managing partner, XML Financial Group, LLC



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Community Health Screenings Highlight Annual Foggy Bottom Block Party

Doctors, medical students, and staff of The GW Hospital, The GW Medical Faculty Associates, The GW Medical Center, The Cheney Cardiovascular Institute and The GW Cancer Institute took time out of their busy schedules on a cold afternoon to give free health screenings and health information at the seventh annual Foggy Bottom/West End Block Party Oct. 18.

Members of the neighborhood community surrounding GW, as well as students, faculty and staff lined up at the health tent outside of Ross Hall for free screenings and information including vision testing; grip and posture testing; nutritional assessments; blood pressure screening and stroke risk assessments; cancer information, including breast, colon and prostate; oral cancer screening; and automated external defibrillator demonstrations.

“Providing the community with free health screening tests and health information was a great pleasure for the School of Medicine and Health Sciences, The School of Public Health and Health Services, the MFA and the Hospital. The GW Medical Center prides itself on being a partner with the community and looks for opportunities, like the West End Block Party, where we can provide our expertise to help our neighbors. During this event,



Arjun Joshi, M.D., assistant professor of Surgery, observes during a oral cancer screening at the seventh annual Foggy Bottom/West End Block Party.

Below, Jacqueline Burgess and Nina Harrell, education and outreach specialists with GWCI's The Office of Cancer Education and Outreach offer visitors information about breast, colon, and prostate cancers.

hundreds of people received information and were screened, assisting them in maintaining their health and wellness,” said John F. Williams, M.D., Ed.D., M.P.H., provost and vice president for Health Affairs.

This was the first year that the Medical Center, the MFA and the Hospital participated in the Foggy Bottom/West End Block Party as a collaboration. More than 150 people, including GW President Steven Knapp, were screened during the three-hour



event, and many more chatted with experts and collected health information. The health tent was hailed a success and a great addition to the yearly event.