

UPMC CancerCenter, partner with University of Pittsburgh Cancer Institute

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CANCER

DISCOVERY & CARE

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PRESERVING HOPE

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 NCI.

CANCER DISCOVERY & CARE

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FOR ONE, WE ARE MANY. FOR MANY, WE ARE ONE.



A close look at our 2012 edition of *Cancer Discovery & Care* magazine reveals a subtle but important change in our organizational name.

UPMC CancerCenter, partner with University of Pittsburgh Cancer Institute, represents the totality of UPMC oncology services, from our comprehensive medical, radiation, and surgical services delivered through our network of more than 30 locations, to our specialty women's, pediatric, and multidisciplinary programs. It also embraces the work of our research partner, the University of Pittsburgh Cancer Institute (UPCI), western Pennsylvania's only National Cancer Institute (NCI)-designated Comprehensive Cancer Center. At the core of the new identity, though, lies our fundamental approach to cancer research and care — applying good science, investing in smart technology, and putting patients first.

As part of one of the nation's largest health systems, UPMC CancerCenter provides many entry points for patients seeking cancer care. Yet, the convenient access through community locations, which is a cornerstone of our cancer network, can often be a source of confusion for patients navigating our continuum of cancer care. The UPMC CancerCenter name represents the opportunity to create a single, familiar entity that offers high-quality cancer care and research programs all with an exacting focus: Providing the best possible outcomes for our patients and their families.

Like our new identity, this edition of *Cancer Discovery & Care* demonstrates the vast breadth and depth of our oncology services. We highlight partnerships with philanthropic organizations like Chris4Life that recognize the sense of urgency in furthering our understanding and treatment of cancer, and we also explore fertility preservation through the eyes of a young cancer survivor. Intermingled, you'll find evidence of the tremendous work being done by our researchers, physicians, caregivers, and staff who are at the heart and soul of everything we do.

2012 marks the 10th anniversary of the UPMC Shadyside cancer campus, anchored by Hillman Cancer Center. There is no better time for us to reaffirm our goal of personalized cancer care where treatment for each patient is created by the understanding of the unique molecular attributes of the disease in that individual. Tangible evidence of our commitment to this goal will emerge on the UPMC Shadyside campus in the Center for Innovative Science, a facility that will house tomorrow's leaders in cancer, aging, and personalized medicine. It is our promise to deliver evidence-based and research-driven care from the lab, to the clinic, to the community.

To the western Pennsylvania community that we are proud to call home, the many donors who have pledged their unwavering support, and our dedicated researchers, physicians, caregivers, and staff, I applaud your continued dedication to a healthier community, and look forward to blazing the trails of cancer care together as partners at UPMC CancerCenter. For one, we are many. For many, we are one.

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



PRESERVING HOPE

**UPMC PROGRAM HELPS
CANCER PATIENTS
PLAN FOR FAMILIES
AFTER CANCER**

PETER SHAW, MD, SERENA DOVEY, MD, JOSEPH S. SANFILLIPO, MD, and KYLE ORWIG, PhD



Serena L. Dovey, M.D.
Reproductive
Endocrinology

Joseph A. Scalfitano, D.O.
Reproductive Endocrinology



PRESERVING HOPE



In 1999, Louis Rivera, MD, was a 28-year-old medical school student at the University of Pittsburgh when he heard the words, “You have cancer.” His first thoughts went to surviving — starting treatment and finishing medical school — not starting a family. However, he would soon learn from his doctor that the rigorous six-month chemotherapy treatment that would eventually defeat his cancer also came with a 50 percent chance of causing infertility.



While Dr. Rivera wasn't at a point in his life where starting a family was a priority, or even a notion, his doctor advised him to consider a fertility-preserving option that would allow him to store semen for future reproductive use.

“Fertility just isn't something you worry about when you're facing survival from cancer,” explains Dr. Rivera. “That's the trap of cancer. You lose focus on what's ahead. My doctor's advice forced me to look to the future and think about life on the other side of cancer.”

Dr. Rivera took his oncologist's recommendation and worked with the Center for Fertility and Reproductive Endocrinology at Magee-Womens Hospital of UPMC to cryopreserve, or freeze, his semen and store it, to be accessed when he was ready to start a family.

Family Planning for the Future

Fortunately for Dr. Rivera, his doctor addressed the issue of fertility preservation. A recent study in the journal *Cancer* showed that nearly 61 percent of cancer patients in their reproductive years aren't made aware that their cancer treatment could affect their chances of having children. Experts at the Fertility Preservation Program in Pittsburgh hope to change that.

Established in 2010, the Fertility Preservation Program is a multidisciplinary program that brings together experts in pediatric oncology and urology at Children's Hospital of Pittsburgh of UPMC, the Center for Fertility and Reproductive Endocrinology at Magee, and the Magee-Womens Research Institute and Foundation. This group provides comprehensive expertise in reproductive medicine and cancer to educate patients and physicians about the long-term side effects of cancer therapies on fertility, and provide options for preserving fertility. The program includes a nurse coordinator and maintains a dedicated fertility preservation phone line **(412-641-7475)** that prospective patients or physicians can call for more information or to set up a consultation.

“We want to let patients know that cancer treatment may compromise their ability to have children, so they're not surprised after treatment,” says Kyle Orwig, PhD, director of the Fertility Preservation Program at Magee and associate professor of Obstetrics, Gynecology, and Reproductive Science, University of Pittsburgh School of Medicine. “Improved cancer treatments have increased survivor rates, making quality of life after cancer important to survivors.”

A major hurdle to fertility preservation efforts is the notion that to preserve the patients' fertility, they have to delay cancer treatment. According to Dr. Orwig, in many cases, fertility-saving procedures can be performed in the short window of time between diagnosis and the initiation of treatment.

“We work closely with the patient and the oncologist to ensure that everyone is comfortable with the time frame,” says Dr. Orwig.

Options for Hope

The Fertility Preservation Program offers a number of options for adult, adolescent, and prepubescent males and females.

“The possible options to preserve fertility depend on the patient's age and sex,” says Serena Dovey, MD, assistant professor, Center for Fertility and Reproductive Endocrinology, Magee. “The options become clearer after we've consulted with the patient and the referring physician. Then we can predict how difficult it may be to conceive based on the recommended cancer therapy.”

Preserving the fertility of adult male cancer patients involves collecting, freezing, and storing the patient's semen prior to their cancer treatment, as was the case with Dr. Rivera in 1999. The semen contains sperm that can be thawed later for use in artificial insemination or in vitro fertilization.



MOST CENTERS ARE UNABLE TO TREAT PATIENTS WHO HAVE INITIATED CANCER TREATMENT. MAGEE'S PROGRAM IS AN EXCEPTION.

KYLE ORWIG, PhD | Magee-Womens Research Institute and Foundation

Prepubescent boys who are not yet producing sperm may have the option to cryopreserve, or freeze, their testicular tissue. Dr. Orwig explains that the tissue contains special precursor cells called spermatogonial stem cells that are poised to begin producing sperm during puberty. Fertility experts believe that those cells can be given back to the patient in an “auto-transplant” procedure with the hope that sperm production will resume after cancer treatment. This technique is still experimental, but the proof in principle has already been established in several animal models. With these research successes in mind, several academic centers around the world, including the Fertility Preservation Program in Pittsburgh, offer testicular tissue freezing to prepubescent boys with the hope that when they're ready to use the sample, the technology will have ascended from the research pipeline to the clinic.

Fertility preservation options for females can include freezing of embryos, eggs, or ovarian tissue, depending on the age of the patient, the type of cancer, and the time in which cancer therapy needs to be initiated, notes Joseph S. Sanfilippo, MD, director of the Center for Fertility and Reproductive Endocrinology at Magee.

“Women can undergo ovarian stimulation to generate multiple mature eggs, which can then be fertilized with partner or donor sperm to produce embryos for later implantation and possible pregnancy,” he says. “These techniques are now well-established, and we offer them to female patients who wish to pursue this option.” Another option for women who do not have a partner and do not wish to use donor sperm is to freeze unfertilized eggs. This experimental protocol is led by Dr. Dovey and is offered in the Center for Fertility and Reproductive Endocrinology with approval

from the Institutional Review Board — a committee that reviews and monitors medical research that involves humans.

“These options are not possible for prepubescent girls who don't make mature eggs and may not be suitable for women with hormone-sensitive cancers or who do not have time to undergo ovarian stimulation prior to the initiation of treatment,” says Peter Shaw, MD, head of the Adolescent and Young Adult Oncology Program at Children's Hospital. For those patients, Dr. Shaw leads an experimental protocol to freeze ovarian tissue that may be used to restore future fertility. As members of a National Physicians Cooperative, Dr. Shaw and colleagues in the Fertility Preservation Program collaborate with Oncofertility Consortium researchers at Northwestern University who are testing novel strategies to mature eggs that are obtained from ovarian tissue.

Through the program, women and girls who have cancer and are at risk of losing their future fertility can have tissue samples stored. Conservative surgeries, hormonal suppression, and shielding from radiation are other techniques that can be used to try to preserve the reproductive system.

Providing a Unique Exception

While these procedures aren't unique to the Fertility Preservation Program, what draws patients beyond western Pennsylvania to Magee is the program's ability to assist some patients who have already started their cancer treatment.



PRESERVING HOPE

The Fertility Preservation Program in Pittsburgh is one of the few centers to offer comprehensive fertility preservation counseling and services to men, women, boys, and girls, including both standard and experimental options. According to Dr. Orwig, most centers are unable to treat patients who have initiated cancer treatment. Magee's program is an exception.

"The ideal scenario would be for patients to not have the drugs already in their system, and that is why it's so important for physicians to counsel their patients or refer them to reproductive specialists before their cancer treatment begins. But in some circumstances, at Magee we are able to provide fertility options to the group of

patients who weren't counseled properly and who may have realized the reproductive side effects only after initiating therapy," says Dr. Orwig.

As with any medical procedure, there are significant costs associated with fertility preservation, and insurances typically don't cover the fees. To ease the financial burden on their patients, the program has been providing their standard services to cancer patients at cost and including a year of specimen storage for free. In addition, Dr. Orwig has been successful so far in obtaining support from foundations and other sources to cover the costs of experimental ovarian tissue and testicular tissue freezing procedures. According to Dr. Sanfilippo, they have bigger hopes of helping even more survivors realize their dreams of starting a family after cancer.

"While the program has been successful, we are somewhat limited on funding," says Dr. Sanfilippo. "Our vision is that we would be able to provide these services to all newly diagnosed patients who can't afford to undergo an expensive fertility preservation procedure. These patients have a large battle to endure, and we hope to ease any burdens when they are on the other side, cancer-free."

The Other Side of Cancer

Dr. Rivera is now cancer-free, living in San Diego, and practicing as an oncology surgeon. The doctor who once couldn't imagine his life with children now can't imagine life without his twin daughters, Ruby and Olivia, who were conceived using in-vitro fertilization with the semen he had stored when he was diagnosed in 1999.

He knows well how cancer disrupts life's priorities, and he's determined to give his patients the same opportunity for fulfillment on the other side of cancer that he was given.

"When I see cancer patients for biopsy or surgical treatment, I make a point of telling them how the diagnosis and treatment may impact their fertility. If there is a potential the treatment may result in infertility, I counsel them on options for preservation and resources available for assistance."

To reach the Fertility Preservation Program, call **412-641-7475** to speak to the designated nurse coordinator.



VISIT www.mwrif.org/220 OR SNAP THE CODE FOR MORE INFORMATION ABOUT THE FERTILITY PRESERVATION PROGRAM.



CANCER CARE GOES GLOBAL

UPMC CancerCenter continues to meet the needs of international patients with the opening of UPMC San Pietro FBF Advanced Radiotherapy Center in Rome, Italy. The center, which will begin accepting patients this fall, offers cutting-edge technologies and UPMC's high standards of quality and care.



In keeping with UPMC CancerCenter's commitment to providing the most advanced and effective treatment methods, the new center provides stereotactic radiosurgery via the Novalis® powered by TrueBeam™ STx system, developed by Varian Medical Systems and BrainLab, Inc., the same state-of-the-art platform operating in Mary Hillman Jennings Radiation Oncology Center at UPMC Shadyside in Pittsburgh. Varian's TrueBeam is one of the most advanced linear accelerators in the world, and the UPMC San Pietro FBF Advanced Radiotherapy Center will house the only one in Rome.

Stereotactic radiosurgery uses advanced planning and sophisticated imaging technology to deliver precisely focused radiation to treat tumors and other abnormal masses or disorders which may be otherwise untreatable. The San Pietro facility is the only location in central Italy providing such advanced radiation therapies and is one of only a few in the entire country.

"Bringing this level of radiosurgery to the region will improve the treatment of these cancers, increase the quality of care, and improve patient access," says Dwight E. Heron, MD, FACRO, FACR, director, radiation oncology services, UPMC CancerCenter.

According to Dr. Heron, the center benefits cancer patients in Rome by fulfilling an unmet need for advanced radiotherapy treatment options, as patients currently travel to other regions for this type of treatment. The center also sets the stage for additional opportunities in Rome, as it promotes UPMC's recognition among the international scientific and academic community.

Patients also will benefit from the new center's direct link to UPMC's health care providers in western Pennsylvania. Real-time telemedicine capabilities will enable patients in Rome to videoconference with UPMC experts, have their images transmitted for interpretation, and have their vital signs monitored remotely by doctors in the United States.

UPMC CancerCenter's international presence already includes locations in Ireland and Sicily, in addition to its more than 30 sites located across western Pennsylvania.



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AN EXCITING TIME IN CANCER RESEARCH

Sequencing Genomes for a Better Understanding of Head and Neck Cancer

Head and neck squamous cell carcinoma is the sixth most common cancer worldwide. It forms in the squamous cells that line the moist, mucosal areas of the head and neck, including the mouth, throat, and voice box.

Individuals who smoke and drink, and those infected with the human papillomavirus (HPV), have the highest risk of developing head and neck cancer. While more than 50,000 new cases are diagnosed each year, the current survival rate of 50 percent shows a need for more effective and targeted treatment.

One way oncologists are refining head and neck cancer treatment is by identifying which patients are HPV positive. According to James Ohr, DO, medical oncologist, UPMC CancerCenter, and assistant professor of medicine, University of Pittsburgh School of Medicine, head and neck cancer linked with alcohol and tobacco exposure and patients who are HPV positive are two very distinct diseases requiring different courses of treatment.

“What the oncology community has come to learn is that HPV status is an important factor when choosing a treatment regimen for patients with head and neck cancer. First, they have better outcomes, and, more importantly, you can put patients on less intense therapies, therefore reducing toxicities and potential side effects, and still cure the cancer, which is remarkable,” says Dr. Ohr.

Another way physicians and researchers are working to improve head and neck cancer therapy is by investigating how cancer cells in head and neck cancers behave in their environment.

Mutations Guide Therapeutic Decisions

Jennifer R. Grandis, MD, FACS, leader of the University of Pittsburgh Cancer Institute (UPCI) Head and Neck Cancer Program, partnered with

Levi A. Garraway, MD, PhD, of the Dana-Farber Cancer Institute and Harvard Medical School to understand how cancer cells in the head and neck mutate and how researchers and physicians can use this information to move closer to a more personalized approach to treatment.

Drs. Grandis and Garraway studied 74 pairs of tumor and normal tissue samples from the University of Pittsburgh’s collection. The two served as senior authors of a paper in *Science*, published in the fall of 2011, which confirmed genetic abnormalities previously suspected in head and neck cancer, including defects in the tumor-suppressor gene p53 — a protein whose function is to protect the body from developing cancer.

According to Dr. Grandis, identifying mutations that occur in head and neck cancers may predict how patients will respond to specific therapies, allowing their oncologists to personalize treatment strategies based on the characteristics of the tumors.

“This is an exciting time in cancer research. We can now identify mutations in individual cancers that help guide therapeutic decisions,” says Dr. Grandis. “This enables us to treat patients with agents that may be more effective in tumors that demonstrate specific mutations.”

The team also found mutations in the NOTCH family of genes, which control the fate of cells — how they mature into other kinds of cells, mature, stop dividing, and ultimately die. In cancers such as leukemia, an excess of NOTCH signaling led to cancer, but in head and neck cancer the scientists saw mutations that most likely turn off NOTCH1, trapping cells in a pre-cancer state. These findings open the door to further studies to help define the role of NOTCH mutations in the diagnosis, prognosis, and treatment of head and neck cancers.



AN EXCITING TIME IN CANCER RESEARCH



In addition, Dr. Grandis' team confirmed the role of HPV infection, thought to be transmitted by oral sex, in head and neck cancer, particularly a type of head and neck cancer known as oropharyngeal cancer.

The study revealed that HPV-positive tumors carried fewer mutations than HPV-negative tumors. Patients with HPV-positive head and neck cancers tend to fare better than patients whose cancers are not caused by the virus.



JENNIFER R. GRANDIS, MD, FACS

The Role of the Human Papillomavirus (HPV)

The UPCI Head and Neck Cancer Program is actively working to improve the treatments offered to patients with head and neck cancers, both HPV positive and negative. Because patients with HPV-positive cancers tend to have better outcomes, investigators at UPCI are looking for ways to improve survival, while reducing treatment-related side effects associated with current therapies, such as chemoradiation.

The program also is using a novel minimally invasive approach to operate on patients with HPV-positive disease so that lower doses of radiation may be used. TransOral Robotic Surgery (TORS) allows surgeons unprecedented access to areas of the body susceptible to HPV-induced cancers. These cancers can be resected without facial incisions and without the need for feeding tubes or tracheotomy tubes.

So what does the future hold? "We are working to develop screenings for healthy patients to detect tumors at an earlier stage," says Umamaheswar Duvvuri, MD, PhD, assistant professor of otolaryngology at the University of Pittsburgh School of Medicine. "At the present this involves educating patients and primary care physicians to perform examinations of the oral cavity and neck to identify any abnormal areas in the oral cavity or lymph nodes in the neck."

Dr. Duvvuri said, too, that a better understanding of the exciting discoveries by Dr. Grandis' team can be translated to improving patient outcomes, either by facilitating earlier diagnosis and/or improving the treatment strategies that are offered to patients with head and neck cancers.

FROM PATIENT TO HEALER

Former Patient Works Alongside His Mentor

Pittsburgh native Kurt Weiss had his future planned out at 15 years old. "So many of my family members were engineers, and I had every intention of following in their path," says Dr. Weiss, assistant professor of orthopaedic surgery, Division of Musculoskeletal Oncology, UPMC. That was until a chronic pain in his right leg brought him to the office of Mark Goodman, MD, visiting associate professor of orthopaedic surgery, University of Pittsburgh, and section chief of orthopaedics, UPMC Shadyside, in 1989.

Doctors identified a tumor in Dr. Weiss' right leg, and following a biopsy, Dr. Goodman diagnosed it as osteosarcoma, bone cancer. "He told me I had a 65 percent chance of living past five years and that I would probably lose my leg," says Dr. Weiss. "That's a lot to hear on your first day. I realized I would have to grow up pretty fast."

Osteosarcoma is an aggressive cancer that forms in the bone. It is the most common primary bone cancer, meaning that it originates in the bone. According to Dr. Weiss, one-third of patients with osteosarcoma will experience a metastasis of cancer to the lungs, making their prognosis poor.

Unfortunately for Dr. Weiss, his cancer had already spread to his lungs when he was originally diagnosed. He began a regimen of chemotherapy and underwent surgery to remove the tumor. Following this treatment, his cancer returned, again in his lungs.





Dr. Weiss' cancer went into remission after participating in a clinical trial. Unfortunately, however, his therapies could not save his leg. Due to consistent complications from his tumor surgery, Dr. Goodman amputated Dr. Weiss' leg in January 1996.

Making a New Path

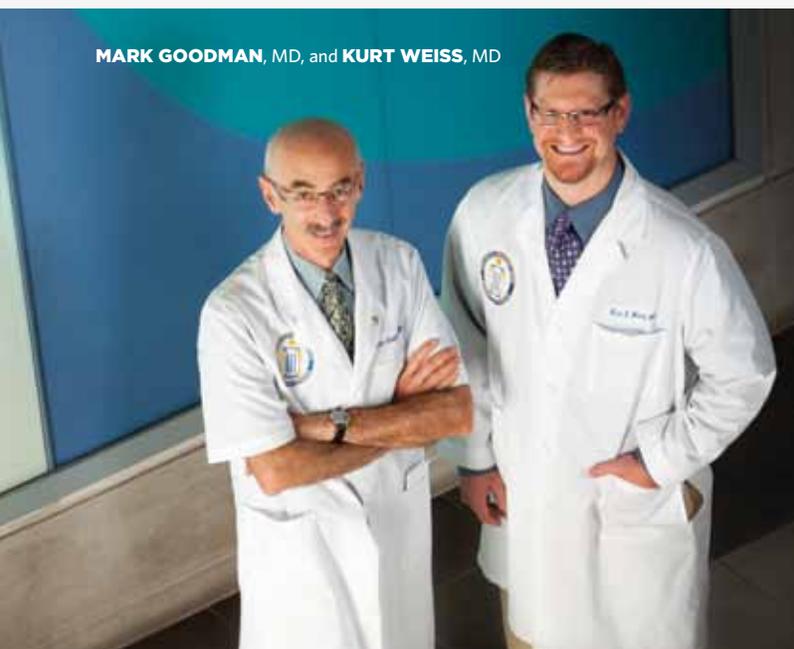
Following his initial treatment in 1989, Dr. Weiss began shifting his career goals. He asked Dr. Goodman if he could shadow him in his patient clinic and in the operating room. "I was 17 when I saw my first case with Dr. Goodman, and I knew that's what I wanted to do with the rest of my life," says Dr. Weiss.

Dr. Weiss began seeing sarcoma patients at UPMC Shadyside in 2010 and now works on the same team as Dr. Goodman.

"I have used Kurt as a patient teaching tool for the past two decades," Dr. Goodman says. "He has the first-hand understanding of patient response that I can only guess at. This unique perspective is very helpful in reassuring patients, especially our younger patients, that there is life after a cancer diagnosis."

Dr. Weiss says he was fortunate to have Dr. Goodman as a doctor and is even more fortunate to have him as a mentor and a friend. "I've known Dr. Goodman for nearly 25 years," he says. "He was at my wedding. Nearly every major milestone in my life has been punctuated with Dr. Goodman. It's really a special thing to be able to work with him. I know I will look back at this part of my career with a special fondness — when I got to work with my doctor."

MARK GOODMAN, MD, and KURT WEISS, MD



RAISING SARCOMA AWARENESS AND FUNDS

The second annual Pittsburgh Cure Sarcoma 5K Run and Walk, benefiting the Sarcoma Foundation of America (SFA) and the University of Pittsburgh Cancer Institute (UPCI) Sarcoma Research Fund, took place July 14 in Pittsburgh's North Park. More than 1,500 runners and walkers participated, raising more than \$105,000, surpassing last year's event totals.

The committee, also known as the Pittsburgh Cure Sarcoma Committee, responsible for the event is comprised of dedicated sarcoma patients and their families and members of the UPMC CancerCenter sarcoma treatment team.

"It's absolutely wonderful to be able to work this closely with my patients and their families," says committee member Hussein Tawbi, MD, PhD, assistant professor of medicine, University of Pittsburgh School of Medicine. "The passion and commitment the group brings to this event is extraordinary and truly inspiring."

Kurt Weiss, MD, assistant professor of orthopaedic surgery, Division of Musculoskeletal Oncology, UPMC, also serves on the committee. "This group is full of incredible and extraordinary people," says Dr. Weiss. "Everyone works so hard to put together this event and increase the public's understanding of sarcoma, and it shows."

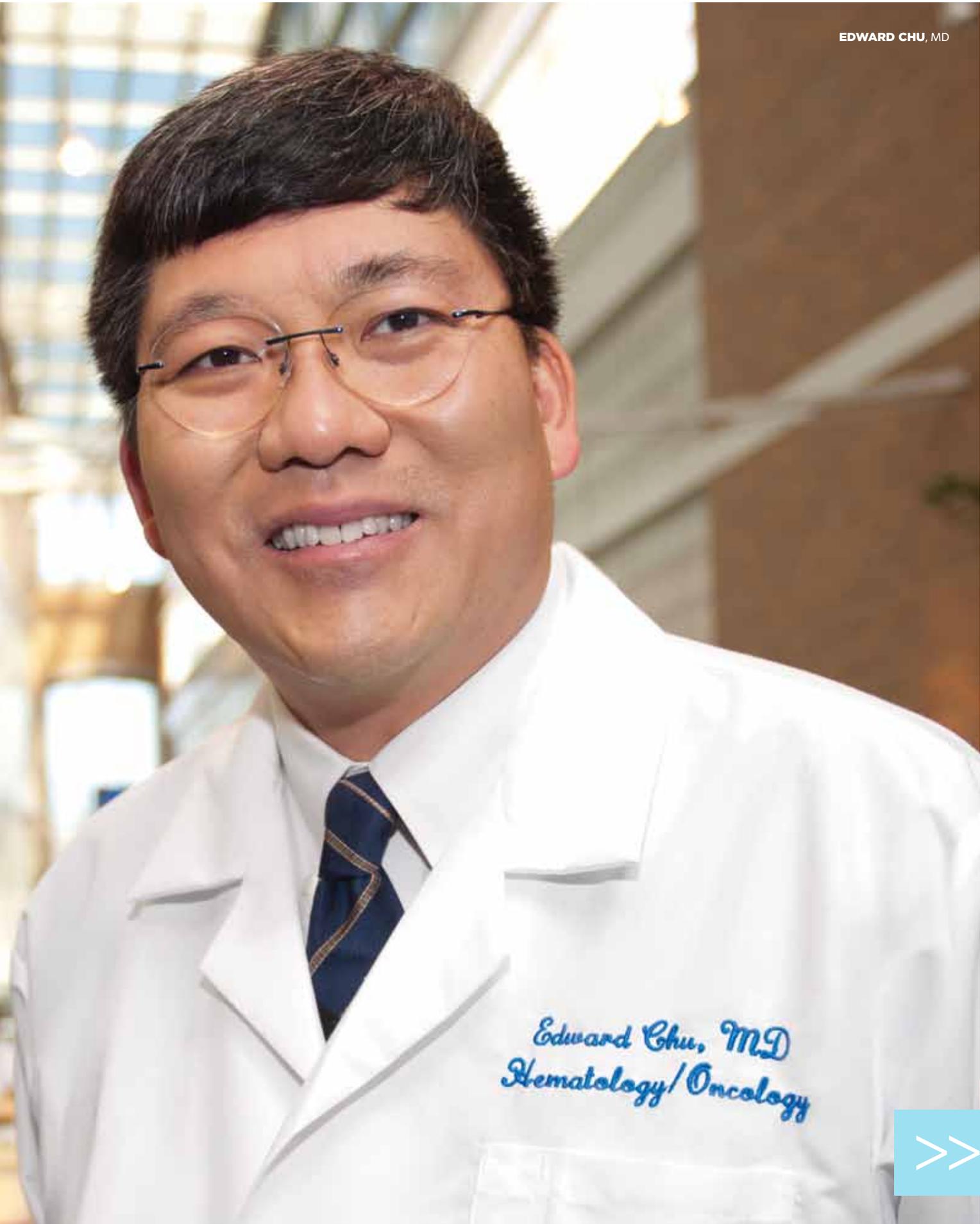
The UPCI Sarcoma Research Fund supports Dr. Tawbi's sarcoma clinical trial efforts. According to Dr. Tawbi, advanced sarcoma is often considered resistant to chemotherapy. Dr. Tawbi is working toward a clinical trial that will introduce novel epigenetic agents with chemotherapy, which may reverse sarcoma's resistance to chemotherapy.

The fund also benefits Dr. Weiss' research lab, which is working to identify why sarcoma cells metastasize to the lung, a commonality among all sarcomas.

The committee formed in 2010 and has been planning educational events and bake sales to raise awareness and resources for sarcoma research through the SFA and the UPCI Sarcoma Research Fund.



TRANSFORMING LOSS INTO LIFE





Christine “Chris” Sapienza was many things: a doting younger sister, a musician, a wife, a mother, an entrepreneur, a grandmother, and most notably, a fighter. As a toddler living in Pittsburgh, she was diagnosed with nephrosis, a serious disease that affects the kidneys. She was able to overcome her illness and years later, she showed that same ambition as she made a significant career change from music education to interior design and decorating. Her selfless heart guided her and her husband to add to their family of four children by adopting a young brother and sister. Living a life filled with such determination, courage, and love, Chris and her family never considered the health risks that lay outside their family history.



In October 2006, Chris was diagnosed with advanced stage colon cancer and began treatment near her home in Washington, D.C. Although she ultimately lost her fight against the disease, she left behind family and

friends dedicated to creating awareness, supporting research, and funding development of treatments and the quality of life for all who may face a colon cancer diagnosis.

According to the American Cancer Society, colorectal cancer, which includes cancers of the colon and rectum, is the third leading cause of cancer-related deaths in the United States and may be preventable by applying existing knowledge about cancer prevention and by increasing the use of established screening tests. It was with this knowledge that Chris’s family was inspired to form the aptly named Chris4Life Colon Cancer Foundation. Since 2009, the group has dedicated itself to three core programs: Research and Cure, Treatment and Care, and Awareness and Prevention.

By identifying institutions that already exhibited a dedication to research and a superior ability in treatment, Chris4Life has strengthened its messaging and community reach. In 2011, the foundation partnered with the University of Pittsburgh Cancer Institute (UPCI) to continue to enhance awareness, treatment options, and efficacy and has backed UPCI’s efforts with a \$500,000 commitment.

Chris’s son, Michael Sapienza, is the founder and executive director of Chris4Life. “UPCI doesn’t just have a good clinic, they have advanced research and dedicated oncologists; they have a great reputation and reach into Pittsburgh and beyond,” says Michael. “We’re very excited to build on this partnership.”

The foundation has several ties to the Pittsburgh region, so the partnership was a natural fit, says Michael. Chris was a native of the area, as is her husband and both their parents. Chris’s gastrointestinal oncologist in Washington, D.C., also has worked closely with Edward Chu, MD, medical oncologist at UPMC CancerCenter and deputy director of UPCI. “The relationship we have developed and continue to develop with Chris4Life will be transformational,” says Dr. Chu. “These funds will provide more flexibility to our colon cancer researchers, and flexibility is a key ingredient to progress.”

The funds donated by Chris4Life will support research and clinical efforts. As part of the commitment, Chris4Life also will host community events, such as the Cookies4Life annual fundraiser, an event held in Pittsburgh’s South Hills that highlights Pittsburgh’s famous “cookie table,” and the first annual Pittsburgh Scope it Out™ run/walk to be held in the summer of 2013. Proceeds from the events benefit the Chris4Life Colon Cancer Foundation to help support their commitment to UPCI’s colon cancer research program.

The Battle Against Colon Cancer

At the bedside, physicians at UPMC CancerCenter provide state-of-the-art, evidence-based treatments for patients with colorectal cancer. They provide a multidisciplinary approach to treating the disease, which includes input and feedback from surgical oncologists, medical oncologists, radiation oncologists, and support care experts.

Behind the scenes, researchers at UPCI work to quickly translate research to clinical application. But for Matthew P. Holtzman, MD, a surgical oncologist at UPMC CancerCenter who specializes in colorectal cancers, research and treatment development goes beyond the labs and operating rooms. "These treatments and procedures are meant to enhance the quality of life for cancer patients, as well as shorten recovery time," says Dr. Holtzman.

"We are not only giving our patients more options, we also are contributing to the overall knowledge and ability to treat colorectal cancer world-wide."

Conversation Creating Change

According to Chris's son Michael, one of the most powerful tactics for limiting the impact that colon cancer has on the individuals and families is awareness. With continued support from foundations like Chris4Life, UPCI and UPMC CancerCenter will not only enhance the medical care available for those facing a cancer diagnosis and treatments, but increase the ability to prevent the disease from developing by creating awareness and dialogue.

"It's these kinds of partnerships and support that drive research to ground-breaking developments, treatments to life-changing options, and the community to self-empowering knowledge," says Dr. Chu.



"WE ARE NOT ONLY GIVING OUR PATIENTS MORE OPTIONS, WE ALSO ARE CONTRIBUTING TO THE OVERALL KNOWLEDGE AND ABILITY TO TREAT COLORECTAL CANCER WORLD-WIDE."

MATTHEW HOLTZMAN, MD | UPMC CancerCenter

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 augment our efforts to improve the lives of all cancer patients and survivors.

This year marks the 10th anniversary of the opening of Hillman Cancer Center, a major landmark in cancer care for the Pittsburgh region and beyond. The real-world impact of this significant anniversary can be measured by the exponential growth in the number of patients treated over the past 10 years, and concurrently, through the exponential growth of the “Circle of Hope” — a very important reason why UPMC CancerCenter and UPCI continue to grow and thrive.

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 UPMC CancerCenter and UPCI. Growing from seven founding members to 143 members in 2011, the Circle of Hope represents many millions of dollars in philanthropic gifts over a 10-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 UPMC CancerCenter and UPCI — 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.

On Oct. 19, 2011, 800 of the region's most influential community and civic leaders and supporters gathered at Consol Energy Center for the 2011 Hillman Cancer Center Gala, *A Future Without Cancer*, to raise money for innovative cancer research and treatment and celebrate the advanced cancer research and patient care programs at Hillman Cancer Center and in the UPMC CancerCenter network.

The gala recognized the next generation of cancer researchers with the introduction of the PNC/UPCI Director's Distinguished Scholar Award. Kara Bernstein, PhD, assistant professor of microbiology and molecular genetics, received the award for her research on DNA repair.

Christine Ebersole and Brian Stokes Mitchell, both of whom have careers that span the Broadway stage, television, films, concert appearances, and recordings, entertained guests, while Michele Pawk, Tony Award Winner and Butler, Pa. native, served as the

evening's mistress of ceremonies. Gala leadership and supporters included honorary co-chairs Elsie and Henry Hillman and Cathy and Sy Holzer. Event co-chairs were Vanessa and David Morehouse and Becky and John Surma. PNC was the presenting sponsor.

Proceeds from *A Future Without Cancer* support personalized medicine research focusing 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 to him or her.

Look for a recap of this year's gala, *Faces of Hope: A Future Without Cancer* in the next 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
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- UPMC Endowed Chair in Head and Neck Cancer Surgical Research
- UPMC Endowed Chair in Lung Cancer Research

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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.

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THE PITTSBURGH FOUNDATION ENDOWED CHAIR IN INNOVATIVE CANCER RESEARCH AT THE UNIVERSITY OF PITTSBURGH CANCER INSTITUTE

The Pittsburgh Foundation has made a leadership gift of \$1 million to the University of Pittsburgh Cancer Institute (UPCI) to establish The Pittsburgh Foundation Endowed Chair in Innovative Cancer Research, which will support critical and innovative cancer research at UPCI. This significant charitable gift from The Pittsburgh Foundation represents a partnership that offers tremendous potential for helping individuals in our community and beyond who are affected by cancer, including cancer patients, their families, and their caregivers. This major partnership is a demonstration of The Pittsburgh Foundation's deep commitment to Pittsburgh and its mission to build a better community by investing philanthropic resources to meet critical community needs.

Endowed chairs serve as cornerstones of established academic institutions, such as UPCI, and last in perpetuity.

They lend prestige, visibility, and most importantly, greater flexibility for the chair holders to rapidly achieve their goals. Researchers and physicians who hold the chairs use the annual interest on the investment to fund research, teaching, and clinical care initiatives. Funds are used in conjunction with other available funding to reach even higher levels of achievement. The chairs have national and international visibility, and as such are important in efforts to both recruit and retain world-class leaders.

UPCI development officers are working to raise \$1 million in additional donations to match The Pittsburgh Foundation's commitment and fully fund the endowed chair as quickly as possible. For more information or to make a donation in support of this initiative, please call **412-623-4700**.

Pink the Petersen: Maintaining and Incorporating New Traditions to Raise Breast Cancer Awareness

The University of Pittsburgh hosted its fifth-annual Pink the Petersen game in February when the women's basketball team played against Seton Hall in support of breast cancer awareness. Once again, Pitt teamed up with UPMC Health Plan and the Pittsburgh Affiliate of Susan G. Komen for the Cure® to donate a portion of the ticket proceeds to help raise breast cancer awareness and to honor breast cancer survivors, as well as those who have lost their battle with the disease.

Panthers head coach Agnus Berenato lost her mother to breast cancer almost three decades ago and helped to initiate the annual "Pink" game. A new addition this year, however, was the crowd participating in a Pink Glove Dance™. The Pink Glove Dance was initiated two years ago when Medline Industries, Inc. produced a video of staff at a cancer center in Oregon dancing in pink gloves to raise breast cancer awareness that generated millions of YouTube views and

spawned countless Pink Glove Dances and videos world-wide. In the spirit of dance, the University of Pittsburgh Dance and Cheer Team and UPMC CancerCenter's staff, physicians, patients, and cancer survivors performed a choreographed Pink Glove Dance, which will be featured this fall on UPMCCancerCenter.com.

UPMC CancerCenter's staff and friends taped additional footage across the UPMC CancerCenter network this summer to weave together a video for the contest. Medline is hosting the second annual online nationwide competition to find the best Pink Glove Dance video.



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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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