

AURORA CANCER CARE NEWS & VIEWS

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Message from the Vice President, Aurora Cancer Care



James Weese, MD, FACS
Vice President,
Aurora Cancer Care

The American Society of Clinical Oncology (ASCO) annual meeting is the largest international meeting of cancer caregivers in the world. Aurora received significant recognition on behalf of our expert caregivers. Dr. Michael Thompson, who leads Aurora's Precision Medicine program, as well as the early clinical trials program, received well-deserved recognition as the Chair of the Education

Committee. The ASCO 2017 annual meeting was held in Chicago June 2-6, 2017, and over 30,000 oncology professionals attended. Dr. Thompson's committee oversaw the work of 24 Track Committees to organize an extremely successful educational program.

In addition to Dr. Thompson's leadership, other Aurora physicians served on the subcommittees, including Dr. Michael Mullane (Cancer Prevention, Hereditary Genetics, and Epidemiology Track), Dr. Federico Sanchez (Gastrointestinal Noncolorectal Cancer Track), Dr. Elizabeth Dickson (Gynecologic Cancer Track) and Dr. Nicholas Webber (Sarcoma Track). In addition to Mike's leadership activities, he was one of ASCO's featured voices on Twitter. For all of his activities, we were particularly proud when ASCO's President Dan Hayes, MD, singled out his major contributions to the success of the meeting.

Drs. Thompson, Mullane, Sanchez and Kassam (Aurora's Vice President of Neurosciences) also chaired sessions at the meeting. Many Aurora Caregivers had abstracts presented at the meeting. We should all be proud that

Aurora Cancer Care was so well represented at this important international meeting and for the national and international recognition given to these excellent Aurora Caregivers.

Leadership continues with Dr. Thompson as the immediate-past-chair of Education, as well as track chair leaders for Cancer Prevention, Hereditary Genetics, and Epidemiology Track (2017-2018, Mullane), Gastrointestinal Noncolorectal (2017-2018, Sanchez), Gynecologic Cancer (Dickson), Sarcoma (Webber).

In addition to ASCO, we have just seen the introduction of "Cancer Knows No Borders," a regional program in Wisconsin and Illinois sponsored by Aurora, Roundy's, the Anthony Rizzo Foundation and Gannett Newspapers. Through November, you will be seeing patient stories in many of the regional Wisconsin newspapers. This is the second year Aurora has sponsored this program. These presentations highlight many of the patients treated by Aurora Caregivers and point out the over 33,000 patients in Wisconsin each year who are told, "You have cancer." One in every four patients diagnosed with cancer in Wisconsin is seen at an Aurora Cancer Care facility. Money raised through this program in Wisconsin at Roundy's Pick 'n Save, Metro Market and Copps will be donated to the Aurora Foundation. Money raised in Illinois will go to the Anthony Rizzo Foundation. Please join me in supporting this important cause. ■

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Cancer Knows No Borders Campaign: Sharing real stories of survival and hope; positioning Aurora Health Care as the destination of choice for cancer care in Wisconsin.

Cancer knows no borders. It can happen to anyone, at anytime, regardless of age, race, gender or creed. On July 25, we started raising cancer awareness under the umbrella of Cancer Knows No Borders by sharing stories of survival and hope, as told by Aurora patients from Wisconsin and Anthony Rizzo Family Foundation fund recipients from Illinois. This 16-week campaign is backed by the powerful support of Chicago Cub and cancer survivor, Anthony Rizzo; Milwaukee Brewer, Chase Anderson; and dedicated community partners, including Gannett Wisconsin Media and Roundy's Supermarkets.

You'll see a number of different ways this state-wide campaign will come to life:

- A 16-week series of full-page print ads featuring patient stories in the Appleton, Green Bay, Oshkosh, Fond du Lac, Manitowoc, Sheboygan, Wausau, Milwaukee, Stevens Point, Marshfield and Wisconsin Rapids markets
- Front-page strip ads in the newspaper driving readers to the stories inside
- Full-page print ad to encourage readers to donate at Pick 'n Save, Metro Market or Copps
- A campaign landing page at CancerKnowsNoBorders.com featuring videos of patient stories and a link to donate
- Social media and digital advertising driving readers to the campaign landing page and videos
- Displays in Aurora cancer clinics promoting our partnership in the campaign and encouraging our patients to visit the campaign landing page to hear patient stories

Campaign Goals:

- Position Aurora as the destination of choice for cancer care in Wisconsin
- Position Aurora as a dedicated community partner who understands the impact of the disease on individuals, families and loved ones
- Draw attention to our national accreditations and designations
- Highlight our doctors as the top experts in their field
- Raise cancer awareness
- Raise donations for cancer research

See below for a sample message. ■



In-clinic display

NCORP Update

Aurora Cancer Care successfully completed the third year of our five-year NCORP grant from the National Cancer Institute under the leadership of Principal Investigators Drs. Thomas Saphner and Michael Thompson. The 200 patients entered on NCI trials this year marks nearly a 150 percent increase in enrollment over the year prior to the grant. In addition to this important milestone, the success of Aurora's program is reflected in the increase in funding from the NCI. This year Aurora will receive \$957,000, which in sum represents a nearly \$500,000 increase in funding from our initial five-year award of \$3.8M.

This success could not have been accomplished without the collaboration of our colleagues in all of the oncology disciplines. At this year's NCORP national meeting (see chart to the right), 13 Aurora investigators were given recognition for their high numbers of patients accrued. These included Dr. Shams Virani, who received the Platinum Award for over 50 patients entered; and Dr. Mike Mullane, who received the Gold Award for 40 patients entered.

This success has come from the hard work of our many oncologists and represents the support of Jan DiBartolo and her excellent team of research coordinators. Jan retired this year and deserves our great thanks for a job well done. We look forward to Karen Cheek taking over the helm of our clinical trials program and expect to see continued growth as we prepare for submission of our renewal application next year. ■



- **Platinum Award Winner:** Dr. Virani (>50)
- **Gold Award Winner:** Dr. Michael Mullane (40)
- **Appreciation Awards:** (11-19)
 - Dr. Corey Shamah (19)
 - Dr. Judy Tjoe (17)
 - Dr. George Bobustuc (16)
 - Dr. Rubina Qamar (16)
 - Dr. Dhimant Patel (15)
 - Dr. Gilberto Rodrigues (15)
 - Dr. John Maul (13)
 - Dr. Ubaid Nawaz (12)
 - Dr. Osama Halaweh (12)
 - Dr. Cheruppolil Santosh-Kumar (12)
 - Dr. Thomas Saphner (12)

Save the Date: Current Status of Melanoma Treatment

DATE: November 11, 2017

LOCATION: Sheraton Hotel

375 South Moorland Road, Brookfield, WI

Room: Milwaukee Ballroom

Objectives

At the end of this session, learners should be able to:

- Recognize malignant melanomas
- Identify the steps for evaluation and treatment of melanomas
- Explain the decision-making in the surgical and oncologic treatment of malignant melanomas
- Attendees will be able to recognize, diagnose, properly assess and treat patients with malignant melanoma and learn when to refer patients for the most current therapy

The conference will educate regarding evaluation, AJCC Staging, Prognostic Indicators, current medical and surgical therapies, and evidence-based guidelines.

Target Audience

Primary Care Physicians, Dermatologists, General Surgeons, Medical Oncologists, Radiation Oncologists, Resident Physicians, APP, RN, RTT, PCP, IM, FP, Medical Staff

Supported by an Educational Grant From

Schroeder Chair of Surgery Endowment Earnings Fund through Aurora Health Care Foundation

Course Directors:

Aaron H. Chevinsky, MD, FACS

Director of Surgical Oncology, Aurora Health Care Aurora St. Luke's Medical Center Clinical Adjunct Assistant Professor of Surgery, UW School of Medicine and Public Health

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Vice President of Aurora Cancer Care and Clinical Adjunct Professor of Surgery, UW School of Medicine and Public Health

Need help registering? Contact Sheree Meier at sheree.meier@aurora.org or 414-219-5494. ■

New Clinical Trial for Insomnia



Neha Glandt
Research Program
Administrator, NCI
Community Oncology
Research Program (NCORP)
Aurora Research Institute

The Aurora NCORP is offering a new clinical trial for cancer patients suffering from insomnia. A Randomized Clinical Trial Comparing the Effectiveness of Yoga, Survivorship Health Education and Cognitive Behavioral Therapy for Treating Insomnia in Cancer Survivors, or YOCAS, compares the three interventions to determine what's more effective in reducing insomnia.

Aurora is looking for 15 to 30 patients with insomnia who are between two and 60 months out from chemotherapy, radiation or surgery and with no metastatic disease. Patients who are on hormonal or biologic therapy are eligible.

Patients will be randomly assigned to one of three study groups if they meet eligibility criteria. Two groups will either be doing yoga or attending a health education session two times a week for four weeks. The third group will attend a cognitive behavioral therapy session once a week for eight weeks. The trial began Monday, September 18.

The meetings will take place at the Aurora Conference Center (near Aurora St. Luke's) after business hours. Patients must also be willing to travel to the Aurora West Allis Medical Center five times during the study period to complete assessments over the course of four or eight weeks (depending on the intervention). Patients will also receive a \$50 stipend for each assessment, up to \$250. At this time, the study is limited to Aurora patients.

The study was developed by the University of Rochester Cancer Center (URCC) and is approved by the Aurora Institutional Review Board.

NCORP, or the National Cancer Institute Community Oncology Research Program, is a national network bringing NCI-sponsored clinical trials directly to patients in the community. It includes a range of clinical studies focusing on a variety of cancer sites and specialties.

If you know a patient who may be interested in the trial, please contact Angi Kraut at Angi.Kraut@aurora.org or 414-649-6380. ■

Go Team Aurora!



Dr. Cabellero, Ana Farnsworth, Rich Farnsworth, Dr. Shamah & Rabbi Shamah biked the Leukemia Lymphoma Society Scenic Lakeshore ride, which raised money for Blood Cancers.

Biennial Survivorship Event



Sue Smith
*Administrative Assistant Sr.,
Aurora Cancer Care*

The Autologous Stem Cell Transplant Program held its biennial Survivorship Event on June 13 at the Discovery World Pilot House. Stem cell patients and their guests enjoyed dinner catered by Bartolotta's, met new friends and celebrated survivorship. Relaxation stations of Aromatherapy, Hand Massage and Art Therapy were available prior to dinner and patients enjoyed the beautiful evening and incredible view of Milwaukee's lakefront from the deck. Master of Ceremonies and Aurora Cancer Care Community Impact Coordinator Jennifer Jarvey Balistreri welcomed everyone and reminded patients

of the importance of their journey and shared the quote, "Remember how far you've come, not just how far you have to go. You may not be where you want to be, but neither are you where you used to be." Dr. Federico Sanchez, the Aurora Cancer Care Medical Director, opened the program by celebrating patients and recognizing them by their years out of treatment, from current to 25 years out. Patient Gloria Lake gave an uplifting address about her journey as a patient. Dr. Robert Taylor, founder of the ASCT Program, which started at Aurora St. Luke's in 1990, closed the program and recognized all those who are part of the ASCT Program as well as those who helped make the evening a success. Sponsors for the evening included the Aurora Health Care Foundation, Celgene and Seattle Genetics. ■



Patients participating in Art Therapy, one of the relaxation stations.



ASCT staff, left to right: Kate Dennert, Robert Talatzko, Angela Timler, Amy Beres, Jennifer Frank, Jamie Huebschen, Jaime Kroll

Early detection, team approach provide reassurance to Aurora employee

Carol Neumann, a registered dietitian at Aurora Memorial Hospital in Burlington, has supported cancer patients through classes and support groups for years. She recently found herself in an unfamiliar role as a patient. Carol had her yearly mammogram appointment scheduled for last October but had to cancel it.



“I rolled the lawnmower so delayed the appointment until December. That allowed me to have the 3D mammogram right here in Burlington. Thank God I did because they found a spot and told me they wouldn’t have with the conventional test. It was caught early,” she said.

The 3D mammography, by Hologic, was done at Aurora Health Center in Southern Lakes. Carol next underwent a diagnostic mammogram, which showed a defined lump. An ultrasound was done and that led to a biopsy. Dr. Joseph Majewski, a general surgeon at Aurora for 36 years, performed the biopsy and sent the samples out for a pathology report.

Carol had a bout with cancer 15 years earlier, so she feared the worst. “Having had it before raised that suspicion. Her suspicions were correct—she had cancer.

Carol’s oncologist, Dr. Syed Haider, said the new technology is better at picking up invasive cancer but also helps avoid false alarms. “Studies also show 3D mammography bumps up cancer detection by about 40 percent, but it also reduces the number of repeat tests patients need. We’re excited about it because we’ll miss less cancer but also do fewer tests,” Haider said.

Next, they held a meeting with the medical staff assigned to Carol’s case—Majewski, Haider, a research study representative, a radiation oncology nurse practitioner and a cancer nurse navigator.

“They laid out the plan and the research study they wanted me to go into. They explained their roles and the nurse navigator explained that she’s available as the go-to person. I

used her a lot but all of them reassured me I could also go to each of them directly,” she said.

Majewski and Haider discussed the multidisciplinary cancer care approach at Aurora. “The entire medical team that will be involved meet and discuss what we think is the best approach to take care of this particular patient,” Majewski said. “The main difference from what we used to do is that in the past each doctor would make those decisions alone and the patient would go to the first doctor, then the second doctor and so on. The multidisciplinary approach also reduces stress on the patient because they know the team has come up with this plan together,” Haider said.

Carol was also connected with a “cancer buddy.”

“Having someone that’s had cancer is wonderful,” she said. “It ended up being someone I knew that I didn’t realize had had cancer.”

Following a partial mastectomy, the type of cancer Carol had was determined to be hormone receptor positive. It had not spread to the lymph nodes and the margins were clean. She did not need chemotherapy; however, she did require radiation, which was done in Kenosha, to kill any potential microscopic cancer cells. Two weeks following her final radiation treatment, Carol began a medication to block the hormones, which she’ll take for five years.

Despite having worked at Aurora for 31 years, including spending significant time with cancer patients, Carol gained a new appreciation for her employer’s approach to cancer care because of her personal experience.

“The doctors always explained things in simple-to-understand terms, what they were going to do and why,” she said. “All of the doctors and nurses giving me the confidence and support that everything would be OK, and was being done the right way, was so important.”

Majewski said one of the many positives about the team approach is that it can lessen the weight of a cancer diagnosis. “I think it helps the patient right from the start that they have all of the people involved in their care working together,” Majewski said.

Haider said it’s also vital as a doctor to deal with the psychological side of a cancer diagnosis because patients often think the worst. “Now, more often than not, cancer is curable. Carol needed to hear that, yes, this was cancer and a bump in the road, but she was going to be fine,” Haider said.

Carol said she’s always believed in and respected the care Aurora gives but now does so even more. “Having gone through this gave me a much deeper level of respect and understanding of the care and support that’s here. It’s also given me the insight to help others I know who are going through tests and treatment,” she said. ■

Tackling cancer one Lombardi Walk at a time

In our community, we tackle cancer as a team. Aurora Cancer Care and the Vince Lombardi Cancer Foundation teamed up to bring the best players together to tackle this disease. The 10 Lombardi Walks to Tackle Cancer wrapped up with a bang July 22 with the Milwaukee walk's 30th Anniversary on the Festa Italiana grounds. Rain or shine, more than 3,100 walkers participated in 10 different community walks, including Oshkosh, Fond du Lac, Germantown, Kenosha, Green Bay, Williams Bay, Sheboygan, Oconomowoc, Two Rivers and Milwaukee.



Erin Hareng
Executive
Director, Vince
Lombardi Cancer
Foundation

This year marked the 30th anniversary of the Lombardi Walk/Run to Tackle Cancer in Milwaukee and for close to that entire time, the Vince Lombardi Cancer Foundation has dedicated its fundraising exclusively to support Aurora Cancer Care. All funds raised are eligible for a 50 percent match from the Vince Lombardi Cancer Foundation and will support Aurora Cancer Care services in the communities where they were raised.

The walks have gained overwhelming support from teams coming together to celebrate and connect with fellow survivors, caregivers and allies. Many of the walks included personal stories from patients and caregivers who took the time to share about tackling cancer, and who continue to be advocates for those fellow teammates battling this devastating disease. Former Green Bay Packer Hall of Famer Santana Dotson continues to be a strong advocate for the Lombardi Walks as the Milwaukee co-chair and joined in the pep rally to get walkers and runners fired up before the race kicked off. He too has inspired many of the fellow walk teammates with his story about his mother and grandmother's battles with cancer.

We will continue to walk because every day more people in Wisconsin hear the words "you have cancer." We walk to honor those we've lost who are always with us in spirit. Our teams continue to grow, celebrating hope for those touched by cancer in our community, including neighbors, coworkers, family and friends. Thank you to those who joined us this year at one of the 10 Lombardi Walks to Tackle Cancer! ■



The Power of Team Phoenix

In early 2017, 47 female cancer survivors, some of whom were and are still going through cancer treatment, decided they would do a sprint-distance triathlon by joining Team Phoenix.



Angela A. Sinner, MBA
Project Coordinator,
Aurora Cancer Care

Team Phoenix is Aurora Health Care's cancer survivor triathlon training team designed to empower women to take control of their health and redefine their survivorship by regaining physical fitness, endurance, strength and flexibility through training for a sprint-distance triathlon. Swimming, biking and running and, in some cases, fitness in general were brand new to many of these women.

The Team Phoenix program teaches athletes the endurance, technical skills and knowledge needed to complete a triathlon. However, the impact of the program is really found in the change they discover in themselves. They become athletes, they become stronger, they are proud, they feel alive, and they know they have redefined themselves and their survivorship.

As one 2017 athlete said, "I never thought I could overcome what a disease had taken from me—my youth, my vitality, my womanhood. This journey, learning to swim, remembering to run, getting on a bike again, are all small steps that opened the flood gates and let my grief out. I never thought I would be whole again, and here I am. I am whole. I am back."

Since 2011, more than 200 athletes have participated in Team Phoenix and most of those athletes continue to meet or exceed the American Cancer Society's Activity Guidelines for regular fitness activities of 150 minutes per week.

For more information on Team Phoenix, joining the team next year or volunteering, please email: teamphoenix@aurora.org. ■



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