

Marketing Director Presents at National News Conference for American Academy of Dermatology's Melanoma Monday



Robin Lawrence-Broesch addresses the media stressing the importance of continued education.

On Monday, May 2nd Robin Lawrence-Broesch, Director of Marketing for Evansville Cancer Center and melanoma cancer survivor, traveled to New York City, New York to participate in a national news conference at the invitation of The American Academy of Dermatology. May is National Skin Cancer Protection and Detection Month with Monday, May 2nd being Melanoma Monday. The Academy selected Robin to present at their news conference because of her ongoing efforts in trying to educate the community about skin cancer and the dangers of tanning. Upon her return from New York City, Robin arranged free full body skin cancer screenings with board certified dermatologists from our community as part of Skin Cancer Protection and Detection Month supported by The American Academy of Dermatology.



Front Row: Susan Weinkle, M.D., Collette Coyne, Robin Lawrence-Broesch, Natalie Johnson
Back Row: Darrell S. Rigel, M.D., Clay Cockerell, M.D., President, American Academy of Dermatology, Roger Ceilley, M.D. & John A Carucci, M.D., Ph.D.

RADIATION ONCOLOGISTS

Al Korba, M.D., FACRO, Aly Razek, M.D., FACRO, Shannon Lamb, M.D. & Crystal Reed, M.D.

MEDICAL ONCOLOGISTS

Rick Ballou, M.D., Ph.D. & Lotfi Hadad, M.D.

RADIATION PHYSICISTS

Saiyid Masroor Shah, Ph.D. & Arnold Sorensen, B.S.

Evansville Cancer Center is the only ACRO accredited cancer facility in the entire Tri-State area!

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REGIONAL ONCOLOGY UPDATE

A Publication of the Evansville Cancer Center

Spring/Summer 2005

Advanced Radiation Therapy for Breast Cancer

Intensity Modulated Radiation Therapy (IMRT) has been utilized for several years at the Evansville Cancer Center to treat prostate, head and neck, brain, abdominal, spinal cord tumors as well as sites previously having received radiation therapy. IMRT administers a radiation field that consists of several hundred small beams of varying intensities that pass through normal tissue without doing significant damage, but converge to give a precise dose of radiation at the tumor site. The technology enables the radiation oncologist to concentrate most of the radiation on the tumor thereby minimizing the complications to surrounding healthy tissue. IMRT potentially limits the adverse side effects of radiation while increasing the intensity of the dose given to effectively destroy cancer cells.

More than 70% of persons diagnosed with breast cancer receive ionizing radiation therapy as a localized treatment modality. The high-energy beams used to treat the breast are targeted to be as precise as possible however they often inadvertently injure healthy breast tissue that surrounds the tumor site limiting the dose of radiation that can be effectively delivered.

However, Fox Chase Cancer Center has been utilizing IMRT for breast treatments since 2003. Dr. Gary Freedman, M.D. a radiation oncologist at Fox Chase summarizes the benefits of IMRT for the breast:

"Traditional radiation therapy often causes skin irritation during treatment, and may result in long-term swelling, redness or hardening of the treated breast. In some cases, the lung and parts of the heart and coronary arteries can be exposed to radiation. With the precise technology offered by IMRT, these side effects of conventional radiation are minimized by avoiding or reducing the radiation dose to these sensitive areas."

IMRT uses what is known as an inverse treatment planning process to determine the best way to treat a patient. Data derived from computerized tomography of the affected area is processed and analyzed by a complex computer system to produce the ideal radiation dose distribution for the individual. Thus, IMRT kills more cancer cells than conventional radiation therapy because it delivers a more uniform dose of radiation throughout the entire breast. The use

of IMRT in treating internal mammary and regional lymph nodes is being investigated as radiating these fields place the heart and lungs at risk.

As more data becomes available the full utilization of this technology in breast cancer will become known. At the present what we do know is that the use of IMRT in persons with breast cancer reduces the amount of radiation given to surrounding normal tissues while adequately irradiating the breast to maximize the likelihood of cure. This technology presents an exciting new modality in the treatment arsenal for breast cancer. The Evansville Cancer Center is planning on implementing IMRT for the breast in the near future.

- Crystal Reed, M.D., Radiation Oncologist




Crystal Reed, M.D.

Dr. Reed is a Radiation Oncologist who graduated from Jefferson Medical College in Philadelphia, Pennsylvania. She completed her internship at Mercy Medical Catholic Center and her residency in radiation oncology at Albert Einstein Medical School in Philadelphia, Pennsylvania. Dr. Reed is certified by the American Board of Radiology in Therapeutic Radiology.

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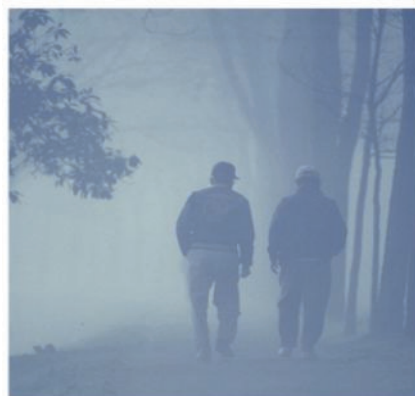
Andrew Dixon-Reed, Ph.D.

Formerly clinical coordinator of Mulberry Center's outpatient offices and clinical director of a doctoral residency in clinical psychology, Dr. Andrew Dixon-Reed joined the Evansville Cancer Center in 2001. One of the few board certified psychologists in the region (American Board of Professional Psychology), Dr. Dixon-Reed brings a blend of clinical expertise, compassion and common sense. Beyond this, for our patients whose view of complementary medicine looks to the East, Dr. Dixon-Reed coaches patients desiring it in T'ai Chi, Qi Gong and meditation.

Man-To-Man Prostate Cancer Support Group

The Evansville Cancer Center has done the lion's share of radiation therapies for prostate cancer in the tri-state for many years now. So it's only logical that we host the American Cancer Society's program for prostate cancer – Man-to-Man.

“Most men don't need this group. In fact, those who attend don't need it; they're just better for it.”



On the second Tuesday of each month 15 to 25 men and a handful of wives get together to learn about their disease, treatment options, managing side-effects, and to remind themselves of why it's good to be alive, and just how lucky they are. This is a men's support group. It's not touchy, feely. It is genuine. The regulars, many of whom have had (statistically) bad prognoses, have developed a deep respect and caring for each other. They are comrades in arms, and into this mix each month come the newer men, those in the middle of treatment, or the newly diagnosed still weighing their treatment options.

Even when there is an educational presentation, there's always time for the newly diagnosed to hear first hand what the group members (who have been through the range of available treatments) actually experienced. These confirmations of what their doctor(s) have discussed with them contributes to both the doctor-patient trust, and the sense of predictability the new patients carry into treatment.

This relative calm and greater sense of control correlates with fewer complications, complaints and worries through treatment, whatever treatment they choose.

A year or so ago, the group regulars took an informal look at how the group members had fared over the years, relative to their expected prognosis. Of the many men counted among our regulars or occasional long-time attenders, the mortality has been inexplicably low, and in some of the few cases of recurrence cancer progression has been much slower than the doctors had told the men to expect. This discovery has been extraordinarily heartening to new and old comers alike. The men account for this through a combination of good doctoring, staying informed and an excellent open-eyed outlook on their disease in the context of life goals and satisfactions.

This is what the research or optimal coping suggests also, that those who integrate their experience of cancer and all that it means to them into their overall view of what's important to them, have a much better quality of life, perhaps even a better chance at a longer life. (More on that in a later article.)

For men who wouldn't consider a support group, but who want to talk with someone who has been through the kind of treatment they're considering, we can set up an over-a-cup-of-coffee meeting. Some of the area physicians routinely suggest that their newly diagnosed patients talk with one of the Man-to-Man volunteers who are trained to help guide them through the 'deer-in-headlight' stage. This is definitely win-win. We never give out medical advice, but help the patient work more intelligently with their physicians, and enter treatment with a minimum of misgivings and second thoughts.

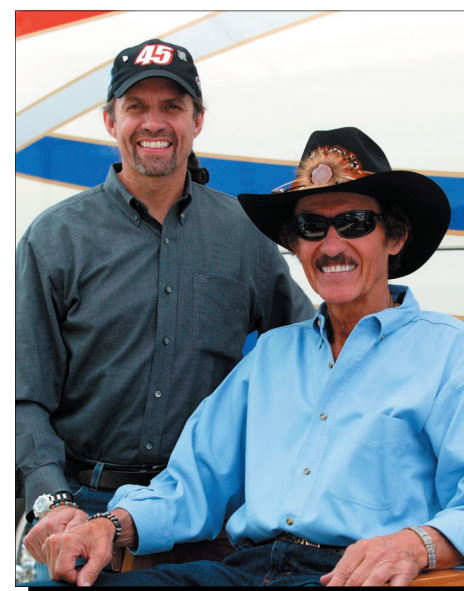
Most men don't need this group. In fact, those who attend don't need it; they're just better for it. For more information you may contact the Evansville Cancer Centers Psychologist, Andrew Dixon-Reed, Ph.D. at (812) 474-1110 or Norm Wilkinson, the group's moderator at (812) 425-2545.

- Andrew Dixon-Reed, Ph.D., Psychologist, Evansville Cancer Center & Facilitator for Man-To-Man Prostate Cancer Support Group

**Tickets NOW
On Sale!**

EVANSVILLE CANCER CENTER
& UROLOGISTS IN THE TRI-STATE AREA
PRESENT

**The Race Against
PROSTATE CANCER**
with



Evansville Cancer Center and the urologists in the Tri-State area in collaboration with The American Cancer Society are delighted to announce the fourth annual prostate cancer awareness program 'The Race Against Prostate Cancer with Richard & Kyle Petty'. Richard Petty, 'The King of Racing', holds more records than any other driver in NASCAR history. Following in the footsteps of his grandfather, Lee and his father, Richard, Kyle has been a fixture on the NASCAR circuit for more than 20 successful years as a driver behind the wheel of car #45.

But life isn't always about being the guest of honor in Victory Lane - it's about dealing with what happens every day. Dealing with prostate cancer and winning the battle is just what Richard Petty did! Over 232,090 men will be diagnosed with prostate cancer this year and another 30,350 will lose their lives to this disease.

Join Richard and Kyle Petty as they talk about what has kept the Petty family at the pinnacle of racing for three generations with **'What a Ride: Life, Family, Community and the Race Track'**. They'll also talk about the journey through Richard's diagnosis and treatment for prostate cancer as they emphasize the importance of annual screenings!

Sunday, August 28th, 2005
The Centre, Downtown Evansville

VIP/ Sponsors Reception with Autographing 1:00 pm - \$100.00

(Hors D'oeuvres will be served. Receive FREE 8" x 10" color photo of the Pettys. No charge for autographs.)

Public Program 2:00pm - \$10.00

(Hero cards of both Richard & Kyle Petty to the first 1,000 people. Photography allowed.)

See Richard's 1974 Dodge Charger he won 5 championships with or Mark Martin's Pfizer Viagra NASCAR.)



Sponsored by
Evansville Cancer Center

Call (812) 473-8797 or (812) 474-6000 for more information.