

ADVANCING THE FIELD OF BREAST CARE

Fall. The air is cool. And mixed with the colors of changing leaves, the skylines in cities across the world are lit pink in a united front against breast cancer. It's one of the most discussed, Googled, studied, and feared diseases in the world, and there is one place taking the lead on the fight.

Lankenau Medical Center, located in suburban Philadelphia, combines the most advanced screening services, an expert team of physicians and clinicians, a dedicated nurse navigator, and comprehensive cancer treatment in a supportive and caring environment.

"We are invested in the latest imaging technology to detect breast cancer in its earliest stages and offer the most advanced treatment options and medical expertise women need if cancer is found," says Jennifer Sabol, MD, breast surgeon and director of Lankenau's Breast Care Program.

Lankenau Medical Center's multi-disciplinary team of physicians has been recognized by their peers and the national press as powerhouses in their fields. The radiologists, medical and surgical oncologists, breast and plastic surgeons at Lankenau utilize leading practices in the care of their patients. Every Tuesday the entire team of breast cancer specialists reviews each patient's unique case. It's a highly collaborative approach that questions, probes, and pushes the envelope to consider all plans of action for truly individualized treatment and care. To the Lankenau team, it's a crucial first step in fighting breast cancer.

At the Frontlines of Research

Many of the screening and treatment advances made in recent decades are a result of medical research. Since 1994, Main Line Health has been designated as a Community Clinical Oncology Program (CCOP) by the National Cancer Institute. This prestigious designation is held by only 50 institutions nationwide.

"Being a CCOP means that Lankenau is involved in the same cutting-edge clinical trials that are offered at the nation's top cancer centers," says Paul Gilman, MD, co-director of the Lankenau Cancer Center and principal investigator for the Main Line Health CCOP. "Involvement in these trials benefits our patients by giving them access to new treatment techniques that aren't offered at every hospital."

Lankenau's participation in national clinical trials gives their patients access to the latest options for every stage of treatment, including new chemotherapy regimens, hormone treatments, radiation therapies, and surgical approaches. A current trial is testing the effectiveness of cryoablation — a procedure that destroys breast tumors by freezing them.

"We are the only hospital in Philadelphia involved in this trial, which is for women with breast tumors that are less than one inch in size," says Ned Carp, MD, a surgical oncologist and co-director of the Lankenau Cancer Center.



JENNIFER SABOL, MD,
DIRECTOR, LANKENAU MEDICAL CENTER
BREAST CARE PROGRAM

"During this outpatient procedure, we insert a small probe into the breast and freeze and thaw the tumor. In addition to killing the tumor, cryoablation may elicit an autoimmune response in the body, which may help prevent future tumor growth."

An Ounce of Prevention

Lankenau's risk assessment and genetics program can evaluate both women's and men's lifetime chance of developing breast cancer. While other genetics programs just scratch the surface, the Lankenau program dives deep into an individual's family history to help determine the need for more aggressive screening or preventive measures for breast cancer.

Although screening and treatment techniques have improved greatly in recent decades, there is still no replacement for prevention.

"By changing your life today you can lower your risk tomorrow," emphasizes Marisa Weiss, MD, director of breast radiation oncology and breast health outreach at Lankenau, in conjunction with her role as President and Founder of Breastcancer.org.

"Our 'Think Pink, Live Green' program encourages women to maintain a healthy weight, minimize alcohol use, exercise, eat fruits and vegetables, and minimize unnecessary exposure to chemicals. These are all steps you can take to lower your risk of developing breast cancer."



CRISTINA POLINSKY, MS,
CERTIFIED GENETIC COUNSELOR
AT LANKENAU MEDICAL CENTER,
CONSULTS WITH HER PATIENT.



For more information about Lankenau Medical Center's Comprehensive Breast Center, visit mainlinehealth.org/lankenaubrest or call 484.476.2000



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Compassionate Care at Arizona Breast Cancer Specialists

When Meredith's biopsy confirmed breast cancer, the shock was indescribable. The visit to the cancer specialist was dream-like, but three of the doctor's words stuck with her: "This is curable."

With support of family and friends, Meredith regrouped. She led the charge against her cancer as she led her small successful advertising firm in Chicago: from the front. She researched treatment options, interviewed cancer specialists, and chose her surgeon and chemotherapy expert with the same critical judgment used in running her company. Ultimately, she was told breast radiation therapy after chemotherapy would take over six weeks.

"I was looking at five months for surgery and chemotherapy," Meredith pointed out. "I was ready to do whatever was needed to be cured. But, I wasn't satisfied with one option. My life was calling, asking when I'd be back!" With a few clicks on the Internet, she found Arizona Breast Cancer Specialists in Scottsdale, Arizona.

Together, Drs. Robert Kuske and Coral Quiet, both nationally recognized radiation oncologists specializing in breast cancer, founded Arizona Breast Cancer Specialists in 2009. It is the first and only radiation oncology practice devoted exclusively to women with breast cancer.

"We have combined the finest physicians, state-of-the-art technology, and the full range of radiation therapy treatment options for women with all types and stages of breast cancer," explained Dr. Kuske. "Treating breast cancer is all we do."

Meredith traveled to Arizona Breast Cancer Specialists and was successfully treated with a one-week radiation therapy technique, that Dr. Kuske invented and teaches to

visiting physicians from around the world. Meredith was back home, finished with radiation therapy fifteen days after first exploring her radiation options online.



A destination setting for 5-day breast cancer treatment.

Arizona Breast Cancer Specialists is the **only** radiation oncology practice in the world devoted **exclusively** to women fighting breast cancer. It's all we do. All our physicians are international experts and committed to excellence and are named to 2011 Top Doctors in *Phoenix Magazine*.

We offer:

- Convenient locations in Scottsdale, Phoenix and Gilbert with world-class state-of-the-art technology.
- Unmatched expertise in Breast Brachytherapy, which as a 5-day alternative to 6 weeks of radiation, reduces exposure to the heart and lungs.
- Unparalleled results treating women with breast augmentations.
- A health care concierge to coordinate your travel and medical needs.

For an appointment, call 1.888.779.4242.
Visit our web site at www.breastMD.com.



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