

A ROCHESTER REGIONAL HEALTH FOUNDATIONS PUBLICATION

Impact

A FOCUS ON ONCOLOGY

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In this issue:

LIPSON CANCER
INSTITUTE

CANCER CARE
CLOSE TO HOME

A SEAMLESS
EXPERIENCE

IN MY OWN WORDS

TREATING THE MIND,
BODY & SOUL

ROCHESTER
REGIONAL HEALTH

LIPSON CANCER INSTITUTE IS SUCH A PIVOTAL PART OF OUR COMMUNITY

Lipson Cancer Institute is such a pivotal part of our community, and we know it will become even more necessary as the number of cancer patients continues to increase throughout the region. We're evolving and expanding to serve not only a greater number of patients but to battle the growing complexities of the disease.

Our patients and their loved ones look to us for our expert care, and thanks to you, Lipson Cancer Institute is uniquely positioned to help patients throughout our region today – and far into the future.

With forward-thinking donors like you, we are expanding at both Linden Oaks and Unity Hospital so specialists from several disciplines can work together at each location. In the spirit of truly comprehensive care, we're hiring a team of people to help patients navigate the medical, emotional, and financial strains of cancer.

At Rochester General Hospital, we're providing intraoperative radiation therapy to treat breast cancer, which means a single dose of radiation can be administered directly to a tumor or tumor bed during surgery without damaging healthy tissue. Plus, we're dedicating an entire floor of the new Sands-Constellation Center for Critical Care to inpatient cancer care, and creating a new stem cell transplant and cellular therapy program.

This summer we will tell you more about our stem cell transplant and cellular therapy program in another newsletter, but we're proud to have welcomed Anne S. Renteria, MD, as

medical director of our Acute Leukemia and Stem Cell Transplant & Cellular Therapy Programs. She has more than 20 years of experience, and previously served as medical director of Hematology Oncology & Cellular and Gene Therapies at ICON Clinical Research in New York City. We are fortunate to have her on our team, and we know our patients will be grateful to receive this level of care in a health system that they already know and trust.

I appreciate all you've done during these tumultuous times to ensure we can **continue to move forward and offer the best in health care**. It matters to each of us, and we can't thank you enough.

With gratitude,

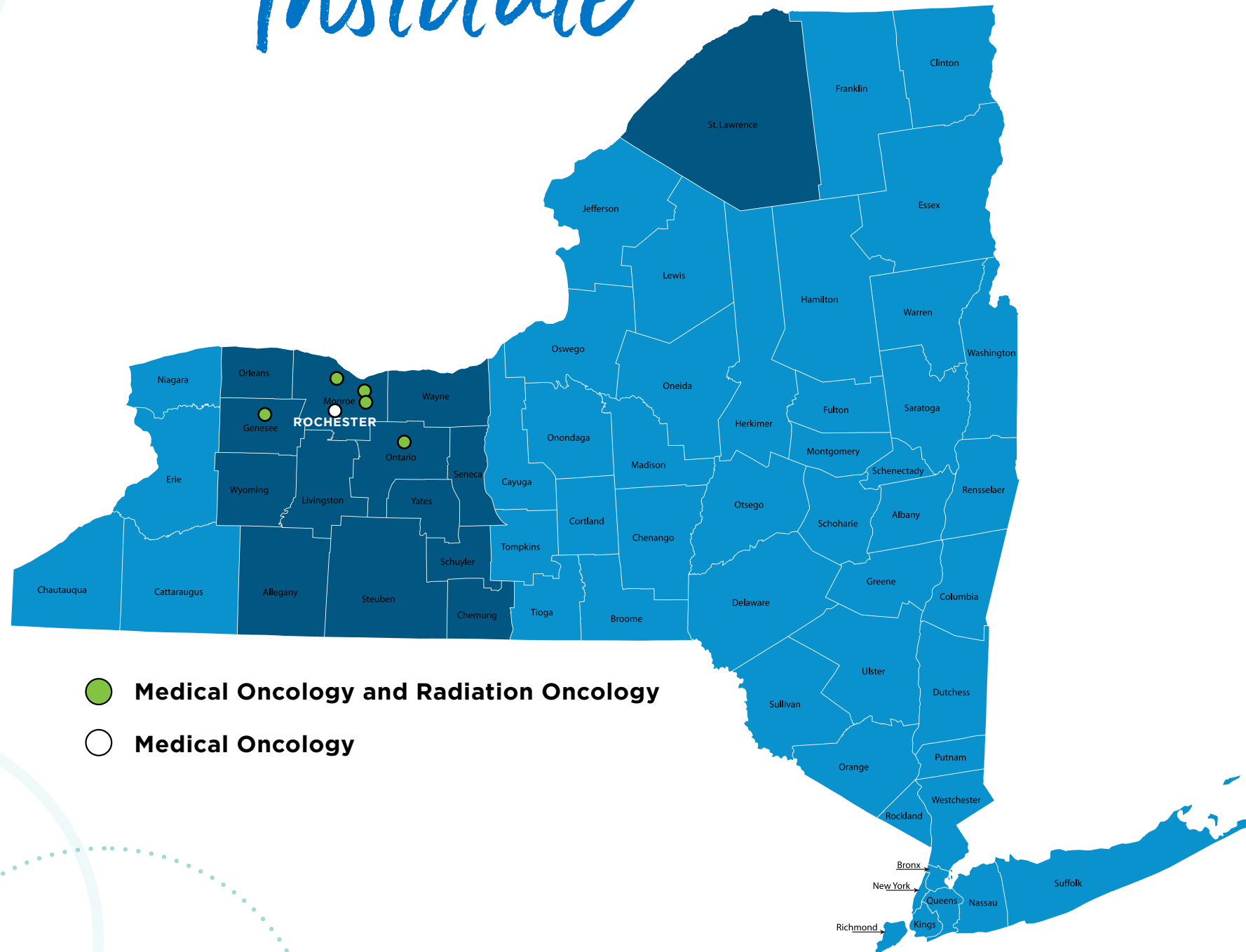


Eric Bieber, MD
President and CEO
Rochester Regional Health



OVERVIEW


Lipson Cancer Institute



OUR NUMBERS AT-A-GLANCE

 **6**
CANCER TREATMENT
CENTERS

297
TOTAL EMPLOYEES

 **36**
DEDICATED INPATIENT
ONCOLOGY BEDS

1ST IORT
(FIRST AND ONLY IN WESTERN NY)

20+
OPEN CLINICAL TRIALS



 **450+**
PATIENTS IN CLINICAL TRIALS
(ANNUALLY)

50 ONCOLOGY
& HEMATOLOGY
PROVIDERS 

4,500+
NEW CANCER AND BLOOD
DISORDER PATIENTS
(ANNUALLY)

5 
LINEAR ACCELERATORS

93
INFUSION CHAIRS

1 CANCER PAIN &
REHABILITATION
PROGRAM
(FIRST AND ONLY IN WESTERN NY)

160+
IORT CASES

CANCER CARE CLOSE TO *Home*

To meet the growing needs of the region, Lipson Cancer Institute is renovating and expanding to serve more patients at its Linden Oaks and Unity Hospital locations.

The two newly expanded locations – along with sites at Clifton Springs Hospital & Clinic, Rochester General Hospital, and United Memorial Medical Center – will offer cancer care closer to patients' homes, and will have the space for clinicians to collaborate and provide the kind of comprehensive care that can tackle more complex cancers.

Unity Hospital, for example, increased its number of exam rooms from 2 to 10 and expanded the number of infusion chairs from 6 to 10.

"We also have an outstanding neurology rehabilitation center at Unity, and one of our oncology goals is to be able to deliver the latest in radiation treatments for brain tumors," said Jeffrey Haynes, MD, Executive Medical Director of Radiation Oncology for Rochester Regional Health. "We want to have the right people and the right technology at Unity to work with our neurosurgeons."

Patients appreciate knowing that several specialists are working together on their behalf and that all of them are in one convenient location. At Linden Oaks, patients can now meet with mental health counselors, nutritionists, social workers, and more. Plus, they have access to more than twice as many exam rooms and 20 private infusion suites.

The expansion also made space for a collaborative cancer pain management and a palliative care clinic, along with state-of-the-art technology like Vision RT, which allows specialists to deliver precise radiation treatments even when a patient isn't able to be perfectly still.

All of this leads to even higher quality, patient-centered care.

"WE'RE MAKING THEIR WHOLE TREATMENT BETTER."

"When doctors are treating a threatening disease, it's easy to overlook some of the other important things that dictate a person's quality of life," said Adam Herman, MD, Director of Outpatient Palliative Care Services at Rochester General Hospital.

"We're really looking at the whole person and helping them live well with a serious illness," he said. "We're making their whole treatment better."



Adam Herman, MD
Director of Palliative Care
Rochester General Hospital



Jeffrey Haynes, MD
Chair of Radiation Oncology
Rochester General Hospital
Executive Medical Director of Radiation Oncology
Rochester Regional Health



A SEAMLESS Experience

At Rochester Regional Health, we're committed to seeing deeper than a patient's diagnosis. We recognize that there's more to healing than a to-do list of treatments and medications, and our clinicians work to restore the whole person – body, mind, and spirit. Nowhere is that more apparent than at Rochester Regional Health Lipson Cancer Institute. "Cancer touches many aspects of a person's life," said Pradyumna Phatak, MD, Medical Director at Lipson Cancer Institute. "We bring together everything a person might need in order to live well with this disease."

Instead of patients seeing just one oncologist, they have a team of multidisciplinary clinicians who work together on personalized treatment plans – and **this level of collaboration and comprehensive care helps create better outcomes.**

For example, a patient might need a surgeon, a radiation oncologist, and time with a dietitian or someone to help with pain management.

"Sometimes a patient needs all of these specialties, and might also need access to the latest diagnostic technologies such as molecular profiling of their cancer to decide on the most appropriate treatment," Phatak said. "And we need all of the specialists and technology to be up-to-date and coordinated."

Each specialist brings a different perspective, and this multidisciplinary approach ensures all possible treatment options are considered and evaluated for the best chance of success.

Bringing all of these clinicians together also encourages patients to take better care of themselves by making it easier to get the tests and appointments they need. Instead of taking off work several times a month and struggling to arrange transportation each time, Lipson Cancer Institute helps patients schedule

several appointments on the same day and at the same location.

And thanks to generous donors, we're even adding navigators who help walk patients through the entire experience of living with cancer: the fear, the finances, the treatments, the work-life-disease balance. "Any time we can remove barriers, it makes it more likely that patients will receive their much needed care," said Saad Jamshed, MD, Associate Head of Medical Oncology at Lipson Cancer Institute. "A young lady came to see us at Linden Oaks, and she came from a difficult home situation and was not trusting of health care. Because we have social workers on site and a welcoming environment, we were able to develop a trusting relationship with her and as a result she was able to receive consistent care for her disease."

"CANCER TOUCHES MANY ASPECTS OF A PERSON'S LIFE"

"That's why comprehensive care matters so much," Jamshed said.

"We appreciate the community's help. We ourselves donate because we know the value and the difference it makes. We see firsthand how it impacts the quality of the care. When it comes to oncology care, it's often a life or death situation. The donors from our region are one of the main reasons we are able to provide top-notch cancer care, and they help make sure our patients have the best chance at overcoming their disease."



Pradyumna Phatak, MD
Medical Director
Lipson Cancer Institute

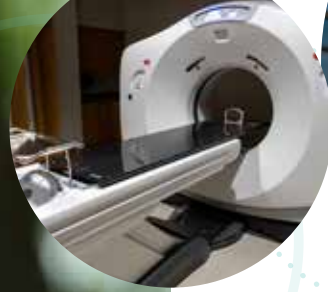


Saad Jamshed, MD
Associate Head of Medical Oncology
Lipson Cancer Institute



IN MY OWN Words

BY DAWN LIPSON



My husband Jacques was a physician and a proud practitioner of internal medicine. He was an attending physician at Genesee and Rochester General Hospitals for many years.

After noticing that his golf game was deteriorating in 1996, Jaques attributed the change to a suspected hernia and was scheduled for surgery in early 1997. In preparation for the surgery, he was scheduled for a chest x-ray. Two days later, he received a call about a shadow on the scan.

After scans and biopsies, it was determined that Jacques had lung cancer. Surgery was scheduled to remove part of his lung. The day of the surgery is burned into my memory. When I saw the surgeon walking toward me two hours sooner than anticipated I knew the situation was not good. Jacques' cancer had spread; surgery would not help.

While Jacques was still under anesthesia, I researched and talked with experts to figure out a path forward. Dr. Bushunow put it best: we had nothing to lose so if it were him, he would go in both guns blazing. That is exactly what we did. Bouts of chemotherapy and radiation therapy followed. We were lucky and Jacques' cancer went into remission.

While the medical care was outstanding at Rochester General, the atmosphere in which that care was delivered left a lot to be desired. Waiting in hallways, often on a folding chair, was not ideal. Without the support of friends and colleagues we would not have endured.

After treatment, Jacques returned to caring for his patients. While making rounds he was stopped by the chief of medicine, who asked Jacques if he knew anyone that might be willing to donate money to spruce up the hallway and perhaps get new chairs?

Jacques came home and told me about the strange request that he had received. After I finished laughing, I explained to him he had been asked for a donation. We decided this was an opportunity that we needed to seize and explore.

Our decision: to create a center where cancer and blood disorders could be treated by a superior medical team in an atmosphere of care, compassion, and comfort.

We decided the center needed to put the patient first.

That only the gold standard of care would be administered. The three modalities of treatment, medical, surgical, and radiation, would support the patient in the battle but never overwhelm them.

“WHAT WAS AN IDEA HAS BECOME REALITY, AND IS BETTER THAN THE DREAM EVER THOUGHT IT COULD BE.”

Then, we realized patients need people to help them navigate everything from the emotional to the financial aspects of being diagnosed with cancer. They need access to social workers and others who would treat the patient in a more holistic way.

From this crucible was forged the Dawn and Jacques Lipson M.D. Cancer and Blood Disorder Institute.

What was an idea has become reality, and is better than the dream ever thought it could be. That reality now has an army of wonderful medical teams, amazing volunteers, caring and compassionate staff, and generous donors. Together this team fans the sparks of hopes and dreams that fuel the triumph of the indomitable human spirit.



TREATING THE MIND, *Body & Soul*

For Lipson Cancer Institute, offering the best in cancer care means taking a comprehensive approach to treatment – an approach that supports a patient’s mind, body, and spirit. It’s for this reason that we are asking for community support to be able to provide a variety of therapies that make living with a long-term illness more bearable.

“A diagnosis of cancer is overwhelmingly stressful for people,” said James Williams, Vice President of Operations, Oncology and Palliative Care. “Even the treatments we use to make people better can cause upset stomachs and more. Our goal is to be able to offer things like complimentary yoga and physical therapy to help our patients feel as good as they possibly can.”

The Integrative Therapies Program at Lipson Cancer Institute will aim to provide personalized, holistic medicine and supportive care services throughout the patient’s course of treatment to help alleviate disease or treatment side-effects including pain, stress and anxiety, fatigue, nausea, and neuropathy. All treatments will be provided in collaboration with the patient’s medical team, as part of their care plan with Lipson Cancer Institute.

“There’s a reason we so often describe people as ‘battling’ cancer,” Williams said. “It is a fight, and the fight takes so much out of people. It’s important that our donors understand how important these therapies are to patients. They give people the hope and strength they need.”

THE GOAL OF THE PROGRAM IS TO OFFER:

- **acupuncture**, which stimulates energy flow to help reduce stress, anxiety, nausea, dry mouth, and fatigue
- **massage therapy**, which relieves stress, increases relaxation, leads to a feeling of greater well-being, and reduces pain caused from excess muscle tension
- **gentle yoga**, which re-centers the mind, and builds strength and stability in the body
- **nutrition counseling**, which can help patients make a well-informed nutrition and supplement plan to boost the immune system, and address specific nutritional issues during treatment
- **physical therapy**, which can offer patients opportunities to gain strength, improve their physical abilities, and maintain independence

*To learn more about how you can help fund this program,
please contact the Foundations
at 585-922-4800.*



2021 Events



42ND ANNUAL RALPH P. DESTEPHANO MEMORIAL GOLF CLASSIC

Monday, September 20

Oak Hill Country Club

11am Lunch, 12:30pm Shotgun Start



THE GALA

Friday, November 12

To learn more about ticket and sponsor opportunities, visit

rrhgive.org/events



THANK YOU FOR SENDING FLOWERS

Earlier this year, donors like you made it possible for the Foundations to deliver more than 250 bouquets to our hard-working health care heroes.

Thank you for making our heroes smile and brightening their days.

*check
it out!*



*To learn more about how your gifts can help, contact the
Foundations at 585.922.4800 or rrhgive.org.*



Because *Care* Matters

THE CAMPAIGN *for* ROCHESTER REGIONAL HEALTH

Produced in-house by our Foundations and Marketing teams.

