



University of Virginia Cancer Center  
Transforming the Landscape of Health Care



Today we approach a historic moment in cancer care. Forty years of intensive cancer research are about to pay off. Powerful new treatments and technologies may soon give us the ability not only to diagnose and treat cancer, but to control and prevent it. The landscape of cancer care is about to change dramatically—but there is still much we must do. Realizing the promise of this new generation of cancer care will require bold new models of treatment, research, and outreach.

At the UVa Cancer Center, we have laid a strong foundation for this future. We have pioneered a multispecialty, patient-centered, collaborative model for clinical care. We have attracted researchers in key areas critical to our basic understanding of cancer. Our renowned scientists are leading the way in developing promising new treatments.

Our **\$100 million campaign for the UVa Cancer Center** will help us accelerate the pace of cancer research, more quickly realize the potential of the new cancer therapies, and find more effective ways to reach out to our patients and the communities in which they live.

## A Building Designed for Patient-Centered Care



### DETERMINED TO DO OUR BEST

My sister Emily believed that life should be lived fully and generously, with integrity and compassion. Even as she struggled with cancer, she acted on these convictions, comforting other cancer victims, organizing a benefit for the Cancer Center at UVa, and continuing to serve as a state senator and as a loving wife, mother, and friend. For Emily, nothing less than doing her best, regardless of the circumstances, would do.

Emily's example is one reason that I have made a financial commitment to the UVa Cancer Center Campaign and volunteered to serve as its honorary chair. But equally important to me is the character and courage of the people here. Faced each day with the pain caused by this disease, they remain undeterred in their determination to do their best in overcoming it.

—Katie Couric (UVa, Class of 1979)

At the University of Virginia, we have a vision for our new clinical cancer facility. It will be a place where families can come to be supported in their fight against cancer, knowing that they will receive the most advanced therapies possible. It will be a place where their humanity will be valued, their individuality honored, and their intellectual, emotional, and spiritual struggle sustained. Above all, it will be a place of hope and healing.

The clinical cancer building, supported by a **\$50 million campaign**, will be designed to accommodate advances in such areas as genetic diagnosis and analysis, informatics, and molecular biology. It will be organized so that all disciplines and services can easily be brought to the patient to provide individualized care that is both sophisticated and tightly integrated.

At the same time, our new building will be the center of a community that extends for hundreds of miles in all directions. It will be a place that inspires people to come together to learn, to listen, and, ultimately, to join together to fight cancer.

*"My entire family—my parents, siblings, my extraordinary husband, and our children—are determined to do our best to lick this terrible disease." —Emily Couric*

# Providing the Most Advanced Care Possible



*artist's conceptual drawing*

## A BUILDING FOR THE FUTURE

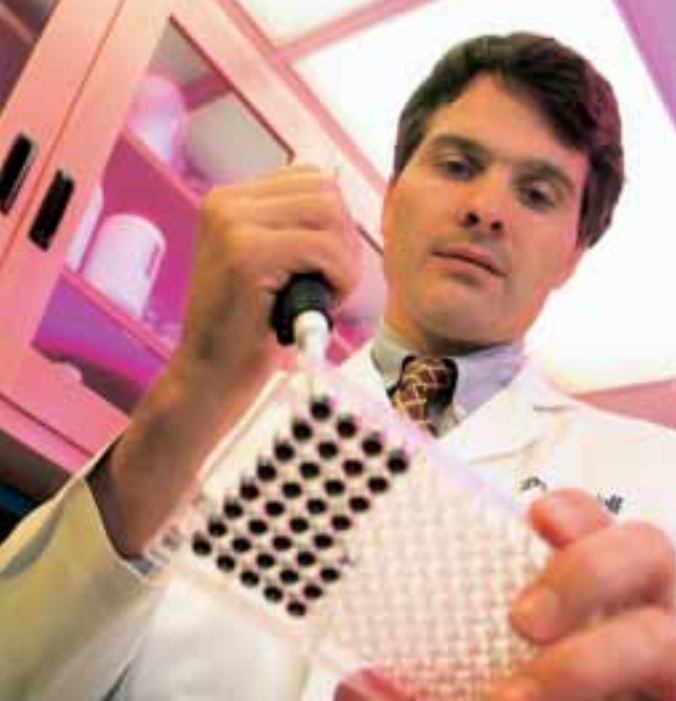
The new clinical cancer building will house all outpatient services for adults diagnosed with cancer, including:

- Comprehensive services for patient-centered cancer care, including infusion, physician consultations, imaging, hematology and oncology clinics
- Complete radiation-oncology treatment services, including state-of-the-art tomotherapy, which delivers precise, targeted doses of radiotherapy to tumors
- A specialized pharmacy and clinical services laboratory to ensure the timely turnaround of lab results
- A clinical trials office, ensuring that advanced or experimental therapies are available to every patient
- Complete patient and family services, including a cancer learning center and programs to foster physical, emotional, and spiritual well-being
- Clusters of exam and consultation rooms that maintain privacy as well as access to complete clinical information on each patient
- Telemedicine capabilities for offering expert consultation and outreach across the region

At the UVa Cancer Center, we have forged multidisciplinary teams—dedicated to specific cancers or treatments—that bring to bear the diverse skills and experience of physicians, nurses, psychologists, and social workers for the benefit of each patient. This collaborative approach provides the ideal foundation for delivering the next generation of highly personalized, patient-centered cancer treatments. The same multidisciplinary approach is critical to developing these treatments.

With cooperation among researchers in dozens of fields, we will hasten the search for more effective ways to prevent, treat, and cure cancer. Our researchers will identify targets within the body that can be used to develop highly selective therapies and diagnostics. We are undertaking an effort to raise **\$3 million to create a drug discovery center** to perform this work.

Clinical trials offer the best hope for some patients and a final proving ground for new treatments. As part of our campaign, we will establish a **\$5 million clinical trials endowment** to increase our capacity to test therapies developed at UVa and elsewhere. We will also require more precise and real-time methods for evaluating this new generation of treatments. For this purpose, we will raise **\$2 million to support a molecular assessment laboratory** for molecular profiling of patients and tumors to customize treatment dosing, which can be monitored and adjusted as needed.



## DESIGNING VACCINES FOR CANCER

Vaccines that harness the body's immune system against cancer cells hold great promise for the future of cancer treatment. Dr. Craig Slingluff and his colleagues identified a molecular cancer marker that appears on the tumorous cells of melanoma patients. The marker gave them a target for developing a melanoma vaccine, now in multi-center clinical trials. Using the same techniques, they are expanding the program to colon, breast, and other cancers.

## Accelerating the Pace of Research

Finding innovative approaches to cancer treatment depends upon brilliant and committed cancer researchers. UVa Cancer Center scientists have built world-class laboratories in a number of areas critical to a basic understanding of the molecular processes that cause cancer, including cell signaling, gene expression, immunology, endocrinology, structural biology, and metastasis. Our **\$5 million campaign for scientific recruitment** will enable us to accelerate and expand these efforts, adding strength in critical areas.

Taking these discoveries from the laboratory to the patient's bedside requires a special breed of researchers—those who have direct clinical experience. These physician-scientists have the advantage of knowing firsthand the challenges their patients face and the specific physical expressions of particular cancers. To strengthen our capacity for translating the discoveries of the laboratory into the next new wave of cancer therapies, the UVa Cancer Center will create a **\$30 million endowment to attract outstanding physician-scientists** and provide them with the support they need.



## LEARNING TO LIVE WITH CANCER

“The journey of cancer is very personal and different for every patient,” notes cancer patient Phyllis Palmiero. “Some patients want to be with other patients to share, console, and maybe just not to be alone. Others like me need time to think and reflect on their illness.” Caregivers at the UVa Cancer Center recognize that patients have distinct and individual needs. Our programs are designed to encourage patients to take active roles in charting their courses of recovery and coping.

## Finding New Ways to Reach Out to Patients & Communities

At UVa, we believe that treating cancer means helping people find the strength, the connections, and the skills to live in a world that is very different from the world they knew before they were touched by the disease. The advent of highly selective, highly effective cancer therapies will, over time, transform the kind of support we offer. As a growing number of cancer patients become cancer survivors, our challenge will be to find effective ways to meet their physical, emotional, and spiritual needs during an extended period of treatment. Our **\$2 million campaign goal for patient support** will help us manage this transition.

Our new understanding of the biological mechanisms underlying cancer will also enable us to be more effective in preventing it. Our **\$2 million campaign for research in cancer control** will help us determine the best ways to offer new diagnostic and screening techniques and to promote healthier lifestyles.

As a part of a health system at a public university, we have a responsibility to share as widely as possible the knowledge we discover, the best practices we develop, and the lifesaving interventions we pioneer. Our **\$1 million campaign for the Virginia Cancer Network** will enable us to forge alliances with hospitals and physicians groups across the state to promote the health and well-being of citizens throughout the Commonwealth.

## Join Us to Save Lives

For the first time in history, we can say with confidence that the outlook for cancer care is encouraging. We will beat cancer, not in the indefinite future, but in the foreseeable future. But for a person who has cancer today, or a person in remission, or a person with a predisposition to cancer, this promise is not enough.

At UVa, we are driven by their sense of urgency. Our **\$100 million campaign** for the UVa Cancer Center will enable us to accelerate the pace of cancer research and help us more quickly realize the potential of the new cancer therapies for the health of society. Our goal is to be the pacesetter—a cancer center that is highly regarded for its accomplishments in closing the gap between discovery and patient care and, most importantly, for saving lives.



**For more information or to make a gift to the UVa Cancer Center, please contact the Director of Development for the University of Virginia Cancer Center, Health System Development Office, 800-297-0102 or 434-924-8432.**

## UNIVERSITY OF VIRGINIA CANCER CENTER HIGHLIGHTS

- The UVa Cancer Center is one of an elite group of cancer centers that, through excellence in research and patient care, has earned a place among the National Cancer Institute-designated cancer centers.
- The UVa Cancer Center has been consistently ranked by *U.S. News & World Report* as one of the best cancer centers in the nation.
- Drawing on the expertise of 22 different academic departments, UVa's cancer program involves more than 200 researchers. With their varied skills, these scientists help speed research from the laboratory to the patient bedside.
- UVa Cancer Center researchers have been pioneers in uncovering the molecules responsible for malignant behavior and demonstrating that these molecules can be targets for new cancer therapies.
- The UVa Cancer Center has almost 100 clinical trials currently enrolling patients. We have been a world leader in developing vaccines to fight a variety of cancers.
- UVa utilizes the most advanced innovative cancer technology, including da Vinci robotic technology for prostate and bladder surgeries and a PET-CT scanner to detect cancers earlier. We are one of only a few centers in the nation to offer tomotherapy treatment, which delivers precise, targeted doses of radiotherapy to tumors and minimizes damage to healthy tissues.
- UVa has the Commonwealth's only dedicated comprehensive breast center with specialty onsite surgical/radiology services. Our digital mobile mammography unit brings health care to thousands of underserved individuals across the state.
- At the UVa Cancer Center, we educate the next generation of cancer care providers.



## University of Virginia Cancer Center

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