

## Cancer Prevention: What can you do?

Two national cancer prevention research studies—one for women and one for men—are currently underway at the University of Wisconsin Comprehensive Cancer Center. You or someone you know may be a good candidate to participate in one of these research studies.

### BREAST CANCER PREVENTION

Breast cancer is the most common type of cancer in North American women. A national breast cancer prevention research study known as STAR is comparing tamoxifen, a drug that has been proven to reduce the chance of developing breast cancer, with raloxifene, a drug that has the potential for reducing breast cancer risk. Your involvement in this research study may aid future generations of women in the fight against breast cancer.

To qualify for STAR, you must:

- be a postmenopausal woman;
- be at least 35 years old; and
- have an increased risk of developing breast cancer based on family history or other factors.

### PROSTATE CANCER PREVENTION

Prostate cancer will affect nearly 200,000 men in the United States this year. It is the second leading cause of cancer death in men. A national prostate cancer research study known as SELECT is looking to see if taking vitamin E and/or selenium can help prevent prostate cancer.

To qualify for SELECT, you must:

- be at least 55 years old (at least 50 if you are African-American);
- have not had any type of cancer for the last 5 years (except skin cancer); and
- be in generally good health.

### FOR MORE INFORMATION

For more information on either of these research studies, please contact Cancer Connect at 1-800-622-8922 or (608) 262-5223, or by e-mail at [uwccc@uwccc.wisc.edu](mailto:uwccc@uwccc.wisc.edu).

## Marilyn and Ray say “I do” to fighting cancer

Although Marilyn Myers and her husband, Ray Eiben are at the forefront of developing newer and more effective cancer treatments, they do not work in a cancer research laboratory. For this delightful couple from Bloomington, Ill., their habitat for battling cancer is the incredibly active, giving lives they lead.

Marilyn, 66, lost her first husband, Earl, to lung cancer in 1988. Ray, 71, lost his first wife, Myrna, to brain cancer in 1997. Just one year later, Ray himself was diagnosed with advanced prostate cancer. Two years later, Marilyn's oldest daughter was diagnosed with breast cancer. Amid all of this, Marilyn, a former primary school teacher and Ray, a retired professor from Illinois State University, met, fell in love, and ultimately, married.

“I had been on my own for 11 years after Earl died,” Marilyn remembers. “A mutual friend often urged me to consider remarrying, but I was quite happy with my life and said I was not interested. After I retired in 1998 and moved to Bloomington, she introduced me to Ray and things took this most unexpected turn.”

Having both endured the very difficult experience of losing a spouse to

cancer, Marilyn and Ray are each committed to the type of clinical research that could spare themselves and future generations from more of cancer's wrath.

“New medicines and new approaches to disease elimination are not going to happen unless people participate in clinical trials,” says Ray, who is currently on an androgen-deprivation trial for men with advanced prostate cancer. “When it relates to cancer, I am a person who believes you have to walk the walk and not just talk the talk.”

It was Ray, after all, who first told Marilyn about the STAR breast cancer prevention study after learning about it on the Internet. A nationwide study designed to match high-risk women with the safest, most effective breast-cancer preventive, STAR seemed like a perfect fit for Marilyn.

“Teresa, my oldest daughter, had a mastectomy after being diagnosed with breast cancer three years ago,” Marilyn recalls. “At first, I decided to enroll in STAR to honor my daughter. Since then, I felt that participating also could benefit my other daughters, my granddaughters and other women.”

Marilyn and Ray also provide a unique resource to friends and

acquaintances looking for guidance in making sound health care decisions.

“We don't hold anything back when people ask us questions,” Marilyn says.

As they make the increasingly familiar three-hour trip to Madison, Ray and Marilyn often think about why they chose to literally go the extra mile for cancer care.

“One of the reasons we come here is the confidence we have in the people we sought out for medical care,” says Ray, citing his prostate surgeon, David Jarrard, MD, and his medical oncologist, George Wilding, MD. “Some of our friends think I am a little crazy for traveling this far, but it's my health and my life. I need to be as comfortable as possible with the people I deal with. I also feel that when it comes to financial giving, the only place I want my money to go is the UW Comprehensive Cancer Center.”

Despite all that has been taken from them by cancer, their commitment is paramount.

“We have had wonderful marriages and lovely families,” Marilyn says. “This is the time in our lives when we can give back to society and future generations.”



Marilyn Myers and her husband, Ray Eiben, of Bloomington, Illinois, each participated in clinical trials at the UWCCC. Both lost their first spouses to cancer.



## New Cancer Clinics and Breast Center enhance the patient's treatment experience

Truly breathtaking. That is how many have described the new outpatient Cancer Clinics and Breast Center that recently opened at the Cancer Center at UW Hospital and Clinics. As shown by the surrounding array of photographs, the new Cancer Clinics and Breast Center are designed in an earth tone décor that evokes a very warm and inviting feel. Highlighted areas represented by the photographs include:

**The new four-story atrium** (left), which houses outpatient cancer services including the new Breast Center (first floor), Cancer Clinics (second floor) and Radiology (third floor).

**The new Cancer Clinics reception area** (above), which welcomes patients and family members as they check in for appointments. Designed with an aesthetically pleasing "S-curve" motif, the new Cancer Clinics include 25 examination rooms as well as waiting space for 70 people.

**A beautiful new glass-etched Donor Wall** (below), measuring 12 feet wide by five feet tall, honors 73 individuals and organizations that have donated at least \$25,000 to the UW Comprehensive Cancer Center. The Donor Wall will be updated annually.

**The new UW Health CareWear store** (square inset below), offers products for women who have had a mastectomy, lumpectomy or breast reconstructive surgery. Store manager Kathy Nelson is shown alongside some of the products available for sale. Information is available by calling (608) 262-2609.



### The New UW Breast Center



The new UW Breast Center, offers women the very latest in breast health care. From mammography to ultrasound to biopsy, this is the place for women who want the most up-to-date comprehensive, multi-disciplinary breast care delivered in a very soothing atmosphere.

Mammography imaging specialist Lucinda Prue (left) sets up the diagnostic magnification imaging

equipment on the digital mammography unit.

With digital mammography units located both at UW Hospital and the UW Health-West Clinic in Madison, the UW Comprehensive Cancer Center is the only place in south-central Wisconsin offering digital mammograms.

Breast Center appointments can be made by calling (608) 266-6400.

INTEGRATIVE MEDICINE

# Helping patients with cancer take flight

By David Rakel, MD

Returning recently from the Madison airport, I read a sign dedicating a new parkway to Orville and Wilbur Wright, who 100 years ago captained the first motorized plane flight. It made me think of all the interconnected factors needed to accomplish such a feat. Attention had to be given to airplane design, the motor for propulsion, weather and the knowledge of how to put it all together for success.

Helping the body overcome cancer requires similar attention to many factors that influence the healing process. Defining health has had some controversy in medicine. In the past it was simply defined as the absence of disease. More recently the World Health Organization defines health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” As the many conditions were in balance for the Wright Brothers’ success, health also requires a balance of many factors.

Research has brought great advances in the cancer arena. A new field of medicine, Psycho-Neuro-Endo-Immunology (PNEI) has evolved studying how our bodies function in a fluid state of interconnectedness. No organ system works in isolation. Hormones and neurotransmitters thought to be only in the brain have been found to influence organ systems throughout the body. Understandably, health is more than simply a sum of healthy parts but a unique system of interactions that transcends the physical.

Using a more holistic definition, it is difficult to assign a state of health until we acknowledge and understand the individual’s unique situation. Ten breast cancer patients may take ten different paths towards health

because each has a different balance based on their own bio-psycho-social and spiritual influences. Time is needed to hear each unique story so that comprehensive medical care can then be tailored to it. Health requires active participation of individuals seeking care because only they will be able to understand what is needed for their own state of complete physical, mental and social well-being.

People with cancer realize this and often take an active role in their care. In fact one study showed that 70 percent of cancer patients used some form of complementary and alternative medicine (CAM) along with their conventional treatment. These therapies included dietary supplements, botanicals, nutritional programs, mind-body techniques, acupuncture/Chinese Medicine and spiritual guidance among others. When asked why, many responded that it enhanced their sense of well-being and sense of control ‘over a very controlling disease.’ Each of these therapies affects multiple influences on health. We need to use them in a systematic way so they do not contradict one another or interfere with the treatment process.

Just as an airplane needs a pilot, cancer patients benefit from having a provider who knows them well and can connect all factors into a cohesive plan that matches the science with the individual. Your oncologist and primary care provider, together with your integrative medicine team, are in the best position to act as this guide. Integrative Medicine addresses the whole individual so there are no “alternative therapies,” but instead “complementary” therapies integral to the individual healing process. The UWCCC is one of the nation’s best cancer care facilities, rich in resources to help you with this process.

Similar to the Wright brothers, success will be defined as bringing together many factors resulting in a process where the body is able to overcome obstacles that allow it to take flight towards long-term health.

**UW HEALTH INTEGRATIVE MEDICINE**

**Our program consists of:**

- Intake evaluations and consultations to organize a health plan that often includes organization of nutrition, supplements, and integration of Mind Body Therapies;
- Training in Mind Body techniques such as Mindfulness Meditation Practice, Relaxation, Guided Imagery and Biofeedback;
- Massage and Manual therapy;
- Acupuncture.

**For more information:**

Call (608) 265-0280 or visit [www.uwhospital.org/integrativemed](http://www.uwhospital.org/integrativemed)



*David Rakel, MD, is the medical director of the UW Health Integrative Medicine*

*program. An assistant professor at the UW Department of Family Medicine, he is board-certified in both family medicine and holistic medicine and completed a two-year fellowship in Integrative Medicine at the University of Arizona.*

MARK YOUR CALENDARS

**Memorial Program**

Saturday, April 26, 3-5 pm  
Olbrich Gardens, 3330 Atwood Avenue, Madison

This program is a chance for family members and friends to remember loved ones who have died from cancer over the past year.

Call Melissa Stewart, (608) 263-5712 for more information.

**Cancer Hope, Cancer Health Week**

Monday, May 12 – Friday, May 16

A week offering cancer patients, families, friends and caregivers an array of educational activities designed to enhance the lives of anyone touched by cancer.

Call Ann Johnson, (608) 263-1677 for more information.

For other upcoming events, please view our website, [www.cancer.wisc.edu](http://www.cancer.wisc.edu).

**Dr. George Wilding named acting director of Cancer Center**

George Wilding, MD, was named acting director of the University of Wisconsin Comprehensive Cancer Center on November 1, 2002 by Philip Farrell, MD, PhD, Dean of the UW Medical School.

Dr. Wilding currently serves as the Cancer Center’s associate director for clinical programs, which conduct more than 250 clinical research trials each year. He directs the UWCCC’s Experimental Therapeutics Program, which seeks to identify new anti-cancer agents in the laboratory and translate them into clinical treatments.

A nationally-renowned prostate cancer researcher, Dr. Wilding is the Donald and Marilyn Anderson professor of medicine and serves as head of the Medical Oncology section within the Department of Medicine at the UW Medical School. He has been a UWCCC member since joining the UW faculty in 1988. In his clinical practice, Dr. Wilding sees patients with genitourinary cancers, including prostate, kidney, testicular and bladder cancers. He is currently chairman of the Genitourinary Cancer Committee of the Eastern Cooperative Oncology Group, a National Cancer Institute-



*George Wilding, MD*

sponsored research group, and serves on numerous National Cancer Institute, industry and foundation advisory and review boards.



- **Advances is published semiannually by the University of Wisconsin Comprehensive Cancer Center (UWCCC), a National Cancer Institute-designated comprehensive cancer center.**
- **For patient services at the UWCCC, please contact Cancer Connect, (800) 622-8922 or (608) 262-5223 or e-mail [uwccc@uwccc.wisc.edu](mailto:uwccc@uwccc.wisc.edu).**
- **To learn more about the UWCCC, please visit our website: [www.cancer.wisc.edu](http://www.cancer.wisc.edu)**

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You may also contact Craig with a request by telephone at **(608) 263-4982** or by email at [robida@uwccc.wisc.edu](mailto:robida@uwccc.wisc.edu)

## Providing "The Write Track" on your cancer journey

Although he died at age 51, of colon cancer in 2001, Joe Wiederholdt is probably smiling as his wife Peggy carries on his landmark work to help patients and families through their cancer journey.

A University of Wisconsin School of Pharmacy Professor, Joe was instrumental in creating *The Write Track*, a personal health tracker.

"Joe's goal and now my own, is to make sure that cancer patients receive this journal if they are looking for a resource to use during their treatment," said Peggy.

After undergoing surgery to remove his cancerous tumor,

Joe was asked to describe his level of pain using a "pain management scale" from 1 to 10, with 9 and 10 labeled as "severe." The teacher in Joe led him to devise a system to monitor the side effects he experienced as he underwent chemotherapy. Recalling the pain scale, he designed a one-page form to monitor and record his side effects using a similar 10-point scale. On it, he recorded medications he was taking along with the date and time.

This process allowed Joe and his family to make decisions. As Joe said, "I felt I was in control in managing my disease and therapy. You just don't know

what that means to have some feelings of control of your life when you're on chemotherapy."

He became convinced that a side-effect tracking system could help other cancer patients. A monitoring diary, *The Write Track* was soon developed by Joe with the assistance of several individuals and organizations.

### THE WRITE TRACK

*The Write Track* is a personal treatment tracker developed specifically for people who are undergoing chemotherapy and/or radiation treatment for cancer. What's unique about *The Write Track* is that the calendars, tracking charts, and information are based on

firsthand experiences and personal insights of cancer survivors.

In *The Write Track*, cancer patients will find monthly and weekly calendars to track:

- Treatment schedules;
- Appointments;
- Symptoms of cancer;
- Side effects of treatment.

### FOR YOUR FREE COPY OF THE WRITE TRACK

Please contact:  
Cancer Connect  
UW Comprehensive  
Cancer Center  
1-800-622-8922 or 608-262-5223  
e-mail: [uwccc@uwccc.wisc.edu](mailto:uwccc@uwccc.wisc.edu)

## Breast cancer genetics: From rats to humans



Michael Gould, PhD

Michael Gould, PhD, looks into his proverbial crystal ball and sees a day—perhaps 10 years from now—when physicians will not only be able to identify women who are genetically predisposed to develop breast cancer, but also head off the disease through customized cancer prevention treatment.

A professor of Oncology at the UWCCC's McArdle Laboratory, Gould's vision of the future for women's breast health is grounded in nearly a decade's worth of research on the genetics of mammary cancers in rats.

"The rat is a very good model for human breast cancer," Gould explains. "Humans and rats share about 90 percent similarity in the DNA strands that encode for genes."

With both the human and rat genome having been sequenced, Gould feels increasingly confident about meeting two paramount goals:

- Grasping the highly complex underlying genetics that make a woman highly susceptible to breast cancer; and
- Identifying individual genes that signify which women are hereditarily susceptible to the disease.

"We believe that at least 30 percent of all breast cancers have a genetic root cause," says Gould, who has been a UW-Madison faculty member since 1979. "Many women have heard about the BRCA 1 and BRCA 2 genes, but in truth, these two genes represent a very small portion of the genetic etiology of

breast cancer. Our work focuses on attempting to assign breast cancer risk to virtually all women who may be genetically susceptible to the disease."

Perhaps, Gould says, we are three years away from having a diagnostic reagent that could identify women who are at greatest risk. Within 10 years, he speculates, there might exist a drug designed to deflect the genetic predisposition to breast cancer.

"The era of molecular medicine is here," Gould says. "We hope this is the kind of work that will make a big difference in people's lives."

Updates in

# Clinical Trials

***Clinical trials are UWCCC's key to progress in the battle against cancer***



Every 25 seconds a man, woman, or child in the United States is diagnosed with cancer. For those who are eligible, a cancer clinical trial offers either the best available treatment or the opportunity to receive a new, potentially more effective therapy.

The UW Comprehensive Cancer Center (UWCCC) typically has more than 250 clinical trials available for participation. Some current clinical trials include:

## ***Lung Cancer***

UWCCC has opened a trial examining the anti-cancer effects of the anti-inflammatory medication, celecoxib. Celecoxib is presently used to treat pain and inflammation from arthritis. However, laboratory studies have suggested that this drug may exert anti-cancer effects by slowing the rate of growth and spread of cancer cells.

This study examines celecoxib's ability to reduce the risk of lung cancer returning in patients whose tumors have been removed by surgery. Patients receiving radiotherapy to the chest following their surgery take celecoxib, twice daily, for 12 months, starting at the beginning of their radiation treatments. Participants will then continue taking it, after their radiotherapy has completed, for a total of 12 months.

## ***Brain Metastases from Lung Cancer***

A new UWCCC trial is comparing the combination of standard radiation therapy and an experimental drug called motexafrin gadolinium (MGd) to standard radiation therapy alone for the treatment of brain metastases from non-small cell lung cancer.

Radiation therapy slows the growth of cancer by damaging cancer cells, but radiation can kill healthy cells, too. MGd targets the cancer cells because they have increased rates of metabolism, and once inside these cells it may work to make the cells more susceptible to radiation therapy.

A previous study has shown that patients with brain metastases from non-small cell lung cancer who were treated with MGd in combination with radiation therapy may have had an improvement in the quality of their life because they retained neurological and cognitive function longer than those who had received radiation therapy alone.

## ***Prostate Cancer***

Men with advanced prostate cancer may want to consider joining a new UWCCC research study that seeks to determine whether a Vitamin-D-like compound (Hectoral®) enhances the impact of a chemotherapy treatment commonly known as Taxotere®.

Patients who enroll in the study must:

- (1) have advanced prostate cancer that has spread to the surrounding tissue or bone and has become resistant to hormone therapy;
- (2) have increasing PSA levels; and
- (3) have not received prior chemotherapy.

Participating centers for this study are located in Madison, Green Bay, La Crosse, Milwaukee, Oconomowoc, Waukesha, Wausau and Freeport, Illinois.

For more information about clinical trials at the UW Comprehensive Cancer Center, contact Cancer Connect, (800) 622-8922 or (608) 262-5223 in the Madison area.

A complete listing of clinical trials at the UWCCC is also available on our website, [www.cancer.wisc.edu](http://www.cancer.wisc.edu)

# Making a Difference



Ann Johnson (second from right), Senior Development and Event Specialist for the UWCCC, recently received a \$6,897.33 check from the Veterans of Foreign Wars Ladies Auxiliary. The Ladies Auxiliary VFW sponsors research at reputable institutions throughout the country, such as the University of Wisconsin. The UWCCC sincerely thanks the Veterans of Foreign Wars Ladies Auxiliary for their support of our research endeavors.



Our Lady Queen of Peace School of Madison hosted a week-long "Penny Party" to benefit the UWCCC. Students in grades 1-8 (from a total of 16 classrooms) raised \$2,814.13 for the Cancer Center.

Pediatric hematologist-oncologist Diane Puccetti, MD (far right) accepted the check during a student pep rally. Thank you Our Lady Queen of Peace students for your efforts to support cancer research and services in your local community!

## Yes! I want to make a difference by giving to the UW Comprehensive Cancer Center

Donor's name (s) \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

I/we wish to make a donation of \$ \_\_\_\_\_

In memory of (optional) \_\_\_\_\_

In honor of (optional) \_\_\_\_\_

Please send acknowledgment card to: (optional)

Name \_\_\_\_\_

Street \_\_\_\_\_

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Check enclosed. Please make checks payable to **UW Comprehensive Cancer Center**.

Please charge my gift to my:  Visa  Mastercard

Cardholder's name (please print) \_\_\_\_\_

Credit card number \_\_\_\_\_ Exp. date \_\_\_\_\_

Cardholder's signature \_\_\_\_\_ Date \_\_\_\_\_

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**600 Highland Avenue, K4/658**

**Madison, WI 53792-6164**

Please call **(608) 263-1677** with questions.