



Carbone Cancer Center

UNIVERSITY OF WISCONSIN

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Collaboration

ANNUAL REPORT 2012

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On the cover: Graduate student Brian Cholewa assists Nihal Ahmad, PhD, (right) a professor in the Department of Dermatology, discover how cells interact with agents to lower cancer risk and slow tumor development.

Multidisciplinary Clinical Care

Collaborating to Provide the Best Cancer Treatment Possible

Cancer care at the UW Carbone Cancer Center gathers the knowledge of outstanding health care professionals who understand treating cancer is more than managing a disease: it is caring compassionately for people. By working together within an academic health care organization, our clinicians and researchers are rapidly translating the latest scientific discoveries into today's patient care.

Our strength continues to lie in our "multidisciplinary" approach to cancer care, in which a medical oncologist, radiation oncologist, surgeon and other specialists work together to determine the best treatment for each patient. This team approach includes nurses, genetic counselors, social workers, pathologists, radiologists, psychologists, chaplains and dietitians.

Our multidisciplinary cancer clinics include:

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UW Hospital and Clinics Cancer Clinical Leadership (front row): Vicki Hubbard, RN - B6/6 Inpatient Nurse Manager; Stephanie Orzechowski, BSN, RN, MBA - Director of Oncology Services; Teri Mitchell, BS - Bone Marrow Transplant Manager and Terri White, BSN, RN - Breast Center Manager. (back row): Matthew Moody, MBA - Senior Business Operations Specialist; Wendy Curran, RN, MSN - Clinical Nurse Specialist; Susan Hanauer, MSN, RN - Cancer Clinics Manager; Julie Nampel, MSN, RN - Cancer Clinics Manager and Kim Brandt, MBA, RN - Radiation Oncology Manager.

Clinical Research

Testing Promising New Treatments

The proximity of physicians and researchers at the UW Carbone Cancer Center encourages collaboration in clinical care and creates an atmosphere which fuels translational research. Patients at the Center are often among the first in the world to have access to promising new therapies through leading-edge clinical trials.

Types Of Clinical Trials

Treatment trials test new treatments. New cancer drugs or drug combinations, new approaches to surgery or radiation therapy or new methods such as gene therapy are used in treatment trials. Participants in these trials do not receive a placebo for their treatment.

Prevention trials test new approaches, such as medicines, vitamins, minerals or other supplements that doctors believe may lower the risk of a certain type of cancer. These trials look for the best way to prevent cancer in people who have never had cancer or to prevent cancer from coming back in people who have already had cancer.

Screening trials test the best way to find cancer, especially in its early stages.

Quality of life trials explore ways to improve comfort and quality of life for cancer patients.

Clinical Trials at the UWCCC

The UW Carbone Cancer Center typically has more than 250 clinical trials available for patients. Please contact Cancer Connect, the UWCCC's patient and physician resource, at (800) 622-8922 for more information about clinical trials. A complete listing of clinical trials at the Cancer Center, along with key questions to ask your physician, also appears on our website: uwhealth.org/cancertrials



Donors and Gifts

The University of Wisconsin Carbone Cancer Center would like to thank all donors who help our organization maintain its leading role in innovative research initiatives, compassionate cancer care and education for the public and health care professionals.

Our donor list includes gifts of \$1,000 and above received during January 1, 2012 – December 31, 2012. A complete list of \$100 and above gifts can be found at: uwhealth.org/collaborations

If your gift was inadvertently omitted, or if there is an error on our part, we apologize. If you have any questions, please contact Katie Arendt, (608) 263-0160 or kjarendt@uwcarbone.wisc.edu

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Tanger Outlets® Wisconsin Dells organized its first ever Pink Partini — an evening of fashion, food and fun surprises in October 2012. According to Heather Sweet, general manager (featured center, second photo), “We were so pleased to raise more than \$6,400 for breast cancer research at the UW Carbone Cancer Center. It’s an honor to support the Center and its efforts against breast cancer.”

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Above: Students from third, fourth and fifth grades at Randall Elementary School in Madison worked together to raise \$308 for research at the UWCCC. Right: Automation Components, Inc. has donated more than \$60,000 through its own bowling fundraisers to benefit gastrointestinal cancer research.



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Our Hope of Burlington's Hope Walk is an annual 16-hour fundraising event. Teams and individuals take to the track at Burlington High School, raising money and awareness to combat life-limiting illness. The event has contributed more than \$201,500 to the UW Carbone Cancer Center since its inception.

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Kick It to Cancer is a college-based organization founded on the basis that many cancer patients going through treatment lose their ability to participate in active sports. The organization, which now includes chapters at many Wisconsin campuses, has raised more than \$14,000 since 2011 for the UW Carbone Cancer Center.

Left: Since the event was started in 2009, Andy North and Friends has raised more than \$3 million for the Andy North fund at the cancer center.

Right: Oregon girls' middle and high school basketball players contributed \$12,000 through the sale of pink shirts, raffle tickets and the coordination of a silent auction.

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Your gift to the UW Carbone Cancer Center supports innovative research initiatives, compassionate cancer care and education for the public and health care professionals. Your contribution also enables our researchers to explore promising ideas, purchase new cancer research technology and develop better methods of diagnosing, treating and preventing cancer.

Unrestricted Gifts are truly valuable because they provide the flexibility needed for research to move quickly in unexpected directions and to swiftly pursue promising clinical applications. Unrestricted gifts also provide resources to cover the costs of critical services not entirely funded by other support.

Designated Gifts benefit specific programs of your choice. Funds may be designated for initiatives in areas of cancer research, patient care and educational needs.

Corporate Matching Gifts are an excellent way to increase your giving potential. For more information, please contact your human resources office or our development office, (608) 263-1677.

Endowments to sustain programmatic development are an option to create a lasting legacy in the benefactor's name.

Memorial and Honor Gifts allow contributors to recognize loved ones in a special way. Memorial gifts are made in memory of family members, friends or colleagues who have passed away. Honor gifts show someone in your life a measure of affection, admiration or gratitude. When such gifts are made, a special notification is sent to the family or the individual.

Other Examples of Giving include purchasing research equipment, funding fellowship or research programs, sponsoring special events or underwriting programs for the community or health care professionals.

Planned Giving, in the form of gift annuities, charitable remainder trusts or designating the Center in your will, is also an option. The Cancer Center can also be named as a beneficiary of retirement plans, trusts or life insurance policies. For more information, please call (608) 263-1677.

Contributing Online is possible by visiting uwhealth.org/ourcarbone

Our UW Carbone Cancer Center is our online cancer community of patients, family and friends. Connect, share and give by visiting uwhealth.org/ourcarbone

The University of Wisconsin Foundation is the official fundraising and gift-receiving organization for the Cancer Center. For specific information about giving options, visit the UW Foundation's website: supportuw.org

For More Information about contributing to the UW Carbone Cancer Center, please contact:

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Special Thanks

everyone who agreed to be photographed
for this publication

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For information on the latest research initiatives,
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For more information, visit uwhealth.org/cancer



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