

# Baylor's New Cancer Center

Expanding our cancer care vision to enhance patient care.

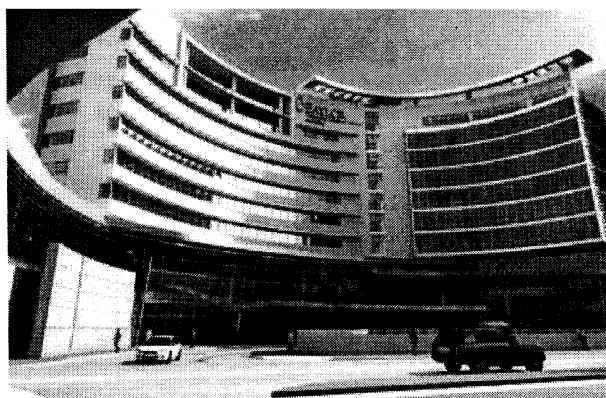
BY CYNTHIA KINCAID

BAYLOR UNIVERSITY MEDICAL CENTER AT DALLAS HAS ANNOUNCED the expansion of the Baylor Charles A. Sammons Cancer Center at Dallas.

Construction on a new 450,000 square-foot outpatient cancer center expansion began earlier this year and is expected to be completed by 2010. When the outpatient cancer center is complete, a dedicated 120-bed cancer hospital will be developed in the Collins Building at Baylor Dallas with an expected completion in 2012.

"We decided on the expansion because there is a huge community need for cancer services," says Donna Bowers, J.D., vice president of Baylor Health Care System. "The incidence of cancer continues to grow as the population ages; the projected increase for cancer diagnosis is 19 to 21 percent over the next five to 10 years."

To support a decision to expand the now 32-year-old Baylor Sammons Cancer Center, Baylor conducted a thorough analysis, looking at national cancer rates as well as regional and local needs. The analysis found that the United States has been successful in reducing cancer mortality, so death rates are going down, but the incidence rates of cancer are going up. "We have increasing rates of cancer incidence, but we are treating it more effectively," says John McWhorter III, president of Baylor University Medical Center at Dallas.



"We want to reduce cancer to a chronic disease. The net result of successful treatment is that a lot of cancer survivors are going to need continual care for the rest of their lives."

According to Marvin Stone, M.D., a physician on the medical staff and chief of oncology at Baylor Dallas, and medical director of the Baylor Sammons Cancer Center, the strategic planning process identified the necessity of enlarging the program as well as facilities. "Advances in cancer care have accelerated rapidly, and Baylor is accepting this challenge to provide our patients with advanced treatment," he says.

## TREATMENTS AND PROGRAMS

In addition to offering the current traditional cancer treatments, the expanded cancer center will feature more choices in complementary medicine and clinical trials for patients. "One of our goals is to increase the number of clinical trials provided to our patients," says Bowers. "Our patients want to go to facilities where clinical trials are being conducted."

Baylor Sammons Cancer Center already offers patients access to more than 150 clinical trials (including national

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trials) and innovative cancer treatments for all cancer types including leukemia, lymphoma, myeloma, lung cancer, breast cancer and colon cancer. "We want that number to climb significantly," says Bowers.

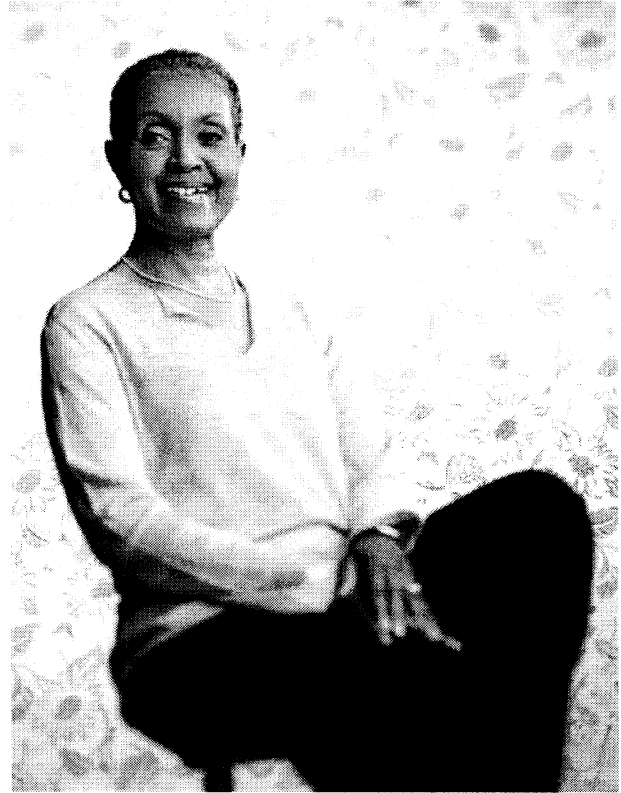
The new cancer center expansion will also allow for a more comprehensive molecular medicine program, more commonly known as personalized medicine, including promising areas of research such as targeted therapy. "With targeted therapy, we're going to be able to look at a patient's DNA and determine what type of treatment is going to work best with their particular genes," says Bowers. "We can tailor medicine more toward the individual and end up with better outcomes. It's going to revolutionize medicine over the next 10 years."

Dr. Stone says that the expansion of our cancer care vision will help Baylor in developing and expanding its current targeted therapeutic approaches. "I think these approaches are going to advance the entire field, and we're already applying them in certain kinds of leukemia, breast, lung and colon cancer," he says. "There's going to be a tremendous increase in our ability to make more accurate diagnoses and target therapy in individual patients. These will be more effective and produce fewer side effects."

The new cancer center will also develop a physical medicine program designed specifically for oncology patients and a new pain management department will be created to focus only on cancer patients. The cancer center's boutique, Ernie's Appearance Center, also focuses on cancer patients by providing special clothing, prostheses and wigs. "Ernie's has been a huge success, and it's something that's tremendously needed," says Bowers. "Baylor has done a superb job in this area."

#### PATIENT-CENTERED TREATMENT

Ultimately, the new cancer center will continue to support Baylor's overall mission of patient-centered treatment. "We



△ Espenola Pinckney experienced patient-centric care at the Baylor Sammons Cancer Center first hand. In 1999, she was treated for colon cancer and is currently in remission.

talked to patients and their families to find out what they wanted in the new center," says Bowers. "We are building our new cancer center based on their feedback."

Dr. Stone agrees. "At Baylor Dallas, we have always felt that compassionate patient care was the central part of our mission," he says. "Here, individualized patient care is what we have always felt was most important, and that continues to be the case." Baylor will also continue to emphasize strong educational and research programs to stay abreast of current medical advances, according to Dr. Stone.

Baylor has emphasized a multidisciplinary interaction among various specialists from the beginning; that interaction, Dr.

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– Donna Bowers, J.D., vice president of Baylor Health Care System

Stone says, has become the linchpin of the modern practice of oncology. The expansion of the Baylor Sammons Cancer Center will underscore and enhance this emphasis. "As evidence to our devotion to that concept, we have more than 200 different site tumor conferences per year, all of which are participated in by medical oncologists, surgical oncologists, radiation oncologists, pathologists and various other specialists, depending on which cancer type is being discussed," says Dr. Stone. "We have more than 6,000 physicians, trainees, nurses and paramedical people attend those per year. They all grant CME credit for physicians, and they are a very important part of the activities at Baylor Sammons Cancer Center."

The focus on patient care, according to Bowers, rests on the cornerstone philosophy of treating all aspects of the person – not just their physical health. "When someone is told they have cancer, their needs go beyond traditional medical treatment. At Baylor we work to address the mental and spiritual aspects of living with cancer not only for the patient but also for the family. Therapies offered include massage, acupuncture, music and art, journaling educational programs and support groups," she says.

In 1999, Espenola Pinckney experienced Baylor's patient-centered attention first-hand when she was diagnosed and treated for colon cancer. Now in remission, Pinckney can't say enough about her experience at Baylor Dallas. "The doctors were wonderful," she says. "They ran a lot of tests; I had chemotherapy and radiation over a three-month period, and it worked.

"Everyone at Baylor was just so caring, and I was so impressed," she adds. "The treatment I received was top-notch. Whatever advanced technology, Baylor is going to

make sure it is available for the patients they treat."

Baylor's patient-centered treatment philosophy will be deeply reflected in the new expansion by providing patients with access to resources for online information, books and magazines. The building will also house a restaurant, coffee bar and docking stations for wireless computer access. "There is a lot of personal space in this new building," says Bowers. "When patients and their families come, they will have places where they can work while waiting for their own or a family member's treatment."

#### THE OVERALL GOAL

Ultimately, the Baylor Sammons Cancer Center's goal is to treat cancer patients with up-to-date therapies in a modern and patient-centric environment. "We are a leader in oncology care and we want patients to feel comfortable that they are going to get quality care with advanced technologies and treatments when they are here," Bowers says.

McWhorter couldn't agree more. "Baylor has historically been the leader in cancer care in the north Texas area, and we feel a great responsibility to offer the best cancer care in the country," he says. "We want people to be cared for quickly, confidently and in a compassionate manner. And we want to continue to be the destination center for cancer care for citizens of north Texas." ::

#### POINT OF CONTACT:

» For more information on the Baylor's Charles A. Sammons Cancer Center, visit [www.BaylorHealth.com](http://www.BaylorHealth.com) and click on "Dallas" and then "Cancer" or call 1-800-4BAYLOR.