Meeting the need for early detection and prevention as well as advanced, targeted cancer treatments is what drives the team at Hoag Family Cancer Institute. In FY 2017, donor support has funded the growth of the Developmental Therapeutics program from one clinical trial to seven, the latest innovative treatment approaches and exceptional clinical leadership. During the journey through cancer treatment at Hoag, our community is demonstrating its compassion for cancer patients and their families by funding valuable support programs that provide comfort and ease their burden.

Your generosity is changing the trajectory of cancer care at Hoag and, in turn, is providing hope and healing to those counting on Hoag for the latest and best cancer care close to home. This report is a summary of the impact that you made with your support in fiscal year 2017 (July 1, 2016 - June 30, 2017).
The Future of Cancer Care Delivered Today

We can’t wait for answers. And, thanks to philanthropy, we don’t have to. Precision medicine is an emerging approach to disease treatment and prevention that takes into account an individual’s genes, environment and lifestyle.

Previously available only at large academic medical centers, Hoag Family Cancer Institute now utilizes precision medicine through genomic profiling to home in on the precise molecular abnormalities that create and sustain cancerous tumors and develop targeted treatments.

Hoag Family Cancer Institute is continuing to make tremendous strides in precision medicine. Here are a few highlights:

**Precision oncology protocol ensures that lung cancer patients will have their tumors molecularly sequenced with “Next-Generation Sequencing” technology.**

Using genomic profiling, or precision medicine, Hoag Lung Cancer Program provides further targeted approaches to lung cancer care, testing lung tumors through the nationally recognized Caris Life Sciences laboratory to determine the most effective treatment option for each patient.

As a member of the Caris Centers of Excellence for Precision Medicine Network, Hoag will contribute to and utilize a growing tumor genomic database with leading cancer centers at major academic research facilities across the United States. This work will provide our patients access to the most advanced clinical trials and treatment options available today.

Precision medicine identifies the precise molecular mutations that create cancerous tumors, allowing doctors to discover the mutations within a tumor and tailor the treatment specifically to those mutations.

**Notes from a Recent Case:** Using precision medicine through a Caris panel, Hoag oncologists identified simultaneous gene mutations in a lung cancer patient’s genomic profile that would render standard treatment completely ineffective. Armed with that information, her oncologist recommended a newly approved drug that would be much more effective given her genetic profile. Without that information, she would have been provided with a standard course of treatment. With precision medicine, the right drug was given to the right patient at the right time.

Philanthropy is supporting the implementation of software that allows Hoag Family Cancer Institute oncologists to receive vital information at the point of care with correlations to clinical information and research availability.
Hoag Names Michael J. Demeure, M.D.
Program Director of Precision Medicine

In May 2017, Michael J. Demeure, M.D., F.A.C.S., M.B.A., F.A.C.E., joined Hoag Family Cancer Institute to serve as Program Director of Precision Medicine. In his new role, Dr. Demeure leads the strategy and development for the program including identifying new partners, developing a Hoag molecular tumor board and assessing new software development.

“We are honored to have Dr. Demeure lead the Hoag Precision Medicine Program,” said Burton Eisenberg, M.D., Grace E. Hoag Executive Medical Director Endowed Chair and professor of Clinical Surgery, Keck School of Medicine of USC. “This emerging approach for treatment will give clinicians a clear profile of a patient’s tumor genome abnormalities and relevant information to offer more precise treatment options.”

Dr. Demeure, a fellowship-trained endocrine surgeon, has been in academic surgical practice since 1991. His recent positions include Executive Vice President & Chief Medical Officer at Ashion®, Professor and Director of the Endocrine and Rare Tumors Program in the Division of Integrated Cancer Genomics at Translational Genomics Research Institute and Teaching Surgeon for the General Surgery Residency Training Program for Maricopa Integrated Health System.

Dr. Demeure graduated from the Hahnemann Medical College and completed his surgical residency at the University of Arizona, where he also earned his MBA and later served as Professor and Chief of General Surgery. He completed a fellowship in Endocrine Surgery in Perth, Australia, and at the University of California, San Francisco. As an internationally recognized expert in cancer surgery and research, he has published more than 100 scholarly works.

The recruitment of Dr. Demeure provides Hoag with two very important clinical specialties: Precision Medicine and Endocrine Surgery.
Pioneering New Treatments Through Developmental Therapeutics

For patients not responding to standard treatments for advanced cancer, a drug in an early phase clinical trial may offer new hope for a positive outcome. Traditionally, these early phase “developmental therapeutic agents” were available only through clinical research trials in specialized cancer centers.

Hoag Family Cancer Institute’s exceptional reputation, as well as its alliance with USC Norris Comprehensive Cancer Center, positioned it perfectly to develop a program that offers our community promising new therapeutic agents still in the early phase of development.

Philanthropy has made possible a new era of research at Hoag that provides Orange County residents with comprehensive treatments for cancers such as lung, head and neck, pancreatic, ovarian, colon and breast, including lymphoma, melanoma and more. Here are two of the clinical research Phase I drug trials currently ongoing at Hoag Family Cancer Institute:

1. This study utilizes a unique new drug that is directly injected into a tumor and combined with two other approved cancer drugs. The study drug has a special property that enhances the action of the two other cancer drugs and makes them work better. It also has the added benefit of recruiting immune cells into the tumor for an immune system boost against the cancer.

2. This study combines an effective immune enhancing drug which boosts the body’s natural immune response against cancer with a second study drug. The study drug acts in concert with the immune enhancing drug to inhibit the cancer from blocking the body’s favorable immune response. This study includes patients with advanced melanoma, kidney cancer and cancer of the mouth or throat.
Comprehensive Urologic Cancer Care

Hoag Family Cancer Institute’s Urologic Cancer Program offers comprehensive techniques and technologies delivered by a coordinated team dedicated to individuals diagnosed with prostate, bladder, renal/kidney or testicular cancer.

Active Surveillance Saves Lives

Thanks to philanthropy, Hoag now has the only comprehensive research-based active surveillance program for prostate cancer in Orange County. Offering the latest technologies and wellness strategies, the program ensures the best possible outcomes and brings peace of mind.

“Believe it or not, lifestyle and dietary habits really do have a big impact on one’s cancer. By offering professional assistance in improving weight and diet as well as developing an effective exercise routine, we give men the information they need to take a more active role in their own health,” said Jeffrey Yoshida, M.D., program director of Urologic Oncology and the Benjamin & Carmela Du Endowed Chair in Urologic Oncology.

This is particularly important for men with prostate cancer who are undergoing “active surveillance.” Unlike many other types of cancer, there are indolent forms of prostate cancer that do not always require treatment. Active surveillance is employed in these cases so that a man can avoid the potential risks and complications associated with aggressive therapies.

During fiscal year 2017, 40 men were enrolled in active surveillance and made positive wellness decisions that have helped them lose weight and decrease their chances of developing advanced prostate cancer.
Andrew’s Story: The Choice Was Hoag

Andrew, 48, lives in Arizona. When he was diagnosed with prostate cancer, he did a national search and narrowed down his choices to Hoag and Johns Hopkins. He decided that Hoag had the best integrative, multidisciplinary program. After his consultation with Hoag Radiation Oncologist Kevin Lin, M.D., and Jeffrey Yoshida, M.D., Benjamin & Carmela Du Endowed Chair in Urologic Oncology, his case was presented at the tumor board to get a consensus on treatment recommendations, which unanimously favored surgery.

He was guided through his successful treatment by nurse navigator Sandy Southerland, BSN, RN, OCN. He later wrote about his experience with Sandy, “You have that uncanny ability to make your patients feel like nothing is more important than their concerns when you’re speaking with them. In this dark chapter of my life, you’ve been a beacon of light for me and, as important as the surgeon is to healing my body, the support you provide is healing to the soul and that’s really important to me.”

“In this dark chapter of my life, you’ve been a beacon of light for me and, as important as the surgeon is to healing my body, the support you provide is healing to the soul and that’s really important to me.”

Andrew
Prostate Cancer Survivor,
Hoag Family Cancer Institute
Anita Erickson Pancreatic Cancer Early Detection Program

Pancreatic cancer is the fourth leading cause of cancer death in both men and women in the United States. Fortunately, early disease detection can change this. Hoag Family Cancer Institute established Orange County's first clinical research study and early detection program that assesses and monitors individuals at higher risk of developing pancreatic cancer.

“This is new territory for all of us and, with pancreatic cancer on the rise, this is an issue that cannot be ignored,” said Valentina Dalili-Shoaie, M.D., physician advisor for Genetics.

In its first year, the Anita Erickson Pancreatic Cancer Early Detection Program enrolled 12 patients who had strong family history of pancreatic cancer or who were genetically identified through labs, imaging and testing as being at higher risk to develop the disease. As part of the program, individuals also submit their information to be part of a registry shared by similar organizations in the nation. This database will help clinicians across the country to better understand this complex disease and how to effectively treat and manage it.

“Typically, pancreatic cancer is identified at stage four when there’s nothing we can do,” said Dr. Dalili-Shoaie. “But, if we can proactively monitor these patients and detect the cancer at an early stage, we can successfully surgically remove the tumors and increase their survival rates.”

Each patient is supported by a multidisciplinary team of specialists, including a geneticist, genetic counselors, gastroenterologists and GI surgeons, to ensure an individual’s risk is accurately assessed and treated.

Making Strides in Pancreatic Cancer
Healy Family Conference Room

Because of the generosity of Otis Healy and his family, Hoag Health Center Irvine is home to an advanced conference space equipped with state-of-the-art broadcasting capabilities that allow unprecedented physician collaboration. The Healy Family Conference Room is host to multispecialty physician tumor boards that link Hoag Irvine and Newport Beach physicians, USC physicians, nurse navigators, physical therapists and other specialists as needed.

High Tech Venue for Physician Collaboration

Jillian’s Story: Meeting of the Minds

At the age of 28, Jillian Rossello, RN, a Hoag ER nurse, was diagnosed with dermatofibrosarcoma protuberans (DFSP), an extremely rare tumor diagnosed in only one percent of the already uncommon soft tissue tumors. Jillian met with Nader A. Nassif, M.D., director of the Sarcoma Program, an orthopedic oncologist and expert in treating soft tissue and bone tumors.

During the first procedure, Dr. Nassif discovered that Jillian’s tumor was rapidly growing and that she would likely need radiation. Although radiation would decrease the likelihood of recurrence from 14 to 5 percent, it does have side effects. He presented her case to the tumor board, a “meeting of the greatest minds,” as Jillian described it. This gave her tremendous confidence in her treatment choice.

Cases like Jillian’s are thoroughly reviewed and discussed by the tumor board, which facilitates communication and participation among physician specialists from remote locations in real time. The technology at the Healy Family Conference Room allows physicians to collaborate and consult on the best care options for individual patients with complex or rare conditions. It also promotes coordination of complex treatment plans involving multiple physicians.

“When I was going through this, I wondered if they were giving me better care because I had worked at Hoag,” she says. “But this is really what they do all the time for all patients. The whole group embodies that culture of caring and compassion and treating everyone as they would a member of their own family.”
Advancing the Melanoma and Advanced Skin Cancer Program

Hoag’s Melanoma and Advanced Skin Cancer Program, in alliance with USC Norris Comprehensive Cancer Center, is the first in Orange County to provide comprehensive melanoma early diagnosis and care. FotoFinder, a life-changing technology funded by donor support, scans the entire skin surface of the body and takes high-resolution images that are stored so physicians can compare photos from past visits to detect changes for early detection of melanoma for high-risk patients.

FY 2017 FotoFinder Stats:

- **245** patients scanned
- **19** melanomas detected early
- **16** pre-melanomas detected early
Last year, Hoag Family Cancer Institute opened its doors at the Hoag Health Center Irvine-Sand Canyon, located across the street from Hoag Hospital Irvine. Our Irvine and South County patients and families now have more convenient access to the following:

- Chemotherapy & Infusion Services
- Clinical Nurse Navigators
- Comprehensive, Site-Specific Programs
- Hereditary Counseling & Screening
- Oncology Dietitians
- Oncology Physician Specialists
- Radiation Oncology
- Support Services & Education
Cancer Survivor Support Services

Hoag Family Cancer Institute Financial Bridge Program

Thanks to a significant gift, patients who are financially impacted by their cancer treatments now have more resources to assist them through this journey. In the past, this program assisted with living costs such as gas, groceries and more. Now, there is assistance available to help cover rent and mortgage payments. This level of support can help relieve stress and allow for greater healing to take place.

*Newport Beach and Irvine
Circle 1000 Celebrates Three Decades, Raises $1.05M

The 30th Annual Circle 1000 Founders’ Celebration Brunch held in May 2017 raised $1.05 million to benefit Hoag Family Cancer Institute, bringing their total raised to $18 million over the last 30 years. More than 350 Circle 1000 donors and friends, along with Hoag physicians, staff and volunteer leaders, gathered at the Balboa Bay Resort to celebrate a legacy of service to those affected by cancer.

“Hoag Family Cancer Institute has become one of the largest cancer programs in Southern California and is the leading provider of radiation therapy and cancer care in Orange County,” said Sheryl Anderson, chair of the 30th Annual Founders’ Celebration Brunch. “We are not only able to contribute to the continued growth of Hoag Family Cancer Institute, but we are also able to directly support a variety of innovative programs that help so many thrive during their battle with cancer.”

The highlight of the event was keynote speaker Joan Lunden, legendary co-host of Good Morning America, who shared her story as a cancer survivor and advocate. “I will not apologize for informing and empowering women to better understand their health and better advocate for their own best care,” she said. “We can’t be afraid of answers. Answers are what allow us to be in charge of our health and be in front of disease.”

Thank You, Circle 1000!
Philanthropy Funded Staff and Patient Education

**Hoag’s Nationally Recognized Oncology Nursing Conference**

Hoag’s 12th Annual Oncology Nursing Conference, “Embracing Excellence in Oncology Nursing Conference,” was made possible by the generosity of **Circle 1000**. Registered nurses who attended the two-day event received continuing education credit from the California Board of Registered Nursing.

**Stats:**

- **190** oncology and radiation oncology nurses attended
- **15** areas of Clinical Oncology education offered at conference
- **86%** of attendees said they changed their practice because of attending this course
- **95%** of attendees rated the conference from very good to excellent experience

**Cancer Survivorship Symposium**

There are seminal moments in our lives that we never forget. One of them is when a patient hears the words, “No evidence of disease.” Thanks to the generosity of **Circle 1000**, Hoag hosts an annual survivorship symposium designed to educate, inform and empower patients to optimize health and enhance quality of life. Topics include:

- Heredity and Cancer
- Good Medical Care: The Solution to Suffering
- Survivorship, Pain and Symptoms
- Right Mind: Stress Less After Cancer

**Oncology Staff Education**

Funding allows genetic counselors, radiation oncology therapists, technicians, physicists, dosimetrists and other non-nursing oncology staff to learn the most up-to-date information in their fields of expertise. Some of the conferences and symposiums attended were:

- ACE-Allscripts Conference
- Prostate Cancer Research Institute Conference
- National Society of Genetic Counselors Conference
- Society of Thoracic Surgeons Conference
- Precision Medicine Conference
- National Oncology Navigation Conferences
- Dosimetrists Annual Conference
- Accuracy Aero Summit

**Sandy Sewell Oncology Nursing Scholarship Endowment**

**Circle 1000** continues to help Hoag reach critical nursing education objectives to have 80% of nurses BSN certified by the year 2020. Currently, nearly 73% of Hoag nurses hold a BSN or higher, an 11% increase over the last two years. This year, Hoag awarded multiple oncology nursing scholarships to nurses earning advanced degrees.
Awards & Accolades

Your support allows us to perform at levels that are recognized nationally as meeting the highest standards of excellence. We are proud to spread the good news about our recent honors:

• Hoag was the highest ranked hospital in Orange County in the 2017-2018 U.S. News & World Report. The organization was ranked the #3 hospital in the Los Angeles Metro Area and the #8 hospital in California.


• Hoag Family Cancer Institute became the first community hospital in Orange County to offer Phase I Clinical Trials through its alliance with USC Norris Comprehensive Cancer Center.

• Hoag Radiation Oncology ranked in the top one percent of outpatient facilities nationwide in the Press Ganey® overall patient satisfaction ratings.

• Hoag Family Cancer Institute cares for more patients than any other cancer center in Orange County.

Thank you

Your generous support is helping Hoag Family Cancer Institute exponentially advance cancer prevention and treatment programs at Hoag.

For more information, please contact Hoag Hospital Foundation at (949) 764-7217. Please visit our website: www.HoagPromise.org.