



**HOAG FAMILY CANCER INSTITUTE**

# Your Support Made a Difference

**2018 REPORT TO DONORS**

While a cancer diagnosis is overwhelming and often life-altering, hope comes with knowing the most advanced and compassionate care is available close to home. Thanks to donors who share in Hoag's vision that the best cancer care should be available in our community, patients find hope and healing at Hoag Family Cancer Institute. Because of you, Hoag offers the latest targeted immunotherapy drugs, has recruited some of the best and brightest minds in cancer and provided staff with education and training opportunities that help them serve patients better. In the following report, we share some highlights of the programs and services your giving supported in 2018.



Burton L. Eisenberg, M.D., Grace E. Hoag Executive Medical Director Endowed Chair, Hoag Family Cancer Institute (2nd from the left) shown here with Hoag Family Cancer Institute Precision Medicine team.

**HOAG  
PROMISE** | OUR CAMPAIGN TO  
LEAD, INNOVATE  
& TRANSFORM

# Changing the Game Through Developmental Therapeutics

In 2015, Hoag Family Cancer Institute took a bold step on behalf of cancer patients in Orange County by offering trials for recently discovered cancer drugs through the Developmental Therapeutics Program in alliance with USC Norris Comprehensive Cancer Center. These clinical trials test new drugs that have shown great promise in the lab. For many patients, especially those with advanced cancers, a clinical trial can offer a more effective treatment option than standard therapy. Access to the newest drugs through early phase clinical trials is limited and typically only available at large academic medical centers.

Thanks to philanthropic support and an alliance with USC Norris Comprehensive Cancer Center, Hoag is the first and only community hospital in Orange County to offer phase I clinical trials.

In 2018, philanthropy brought significant growth to Hoag's Program, including the addition of a specialized research pharmacist. With the opening of new clinical trials – 31 trials are currently open (with another 17 in the approval phase) – Hoag Family Cancer Institute moves closer to our goal of providing the latest drug therapies and treatments available for all our cancer patients.





## Access to Clinical Trials and Compassionate Care Turn Cancer into ‘An Adventure’ for Bob Siemon

Bob Siemon coins most conversations about his now five-year battle with stage 4 colorectal cancer as ‘an adventure.’ By the time doctors found Bob’s cancer, it had metastasized to his lungs. He was given a five percent chance of survival. “I told the doctor, ‘If there is a five percent survival rate, then you’re looking at one of the five percent. I’m going to beat this thing.’”

Bob initially spent a year traveling regularly from his home in Newport Beach to Los Angeles for treatment. In 2016, he was referred to Diana Hanna, M.D., a Hoag medical oncologist who was closer to home and a key physician leader in Hoag’s Developmental Therapeutics Program.

“She was so loving and so nice and smart and caring – and she’s just down the street,” Bob said. The change in location was life-altering for Bob, not just because the drive was shorter, but because Hoag offers something extraordinary that other facilities can’t match.

“At Hoag Hospital Newport Beach, you get Fran the greeter, who gives you a hug every time you come in. It’s just so positive,” he said. “I am so grateful for what my LA doctors provided for me, but at Hoag, they make it so easy and nice, it’s unbelievable.”

After additional prescribed radiation treatment at Hoag, Dr. Hanna entered Bob in his second clinical trial for a targeted therapy. Bob did not respond well to the treatment and had to be taken off the trial but is grateful for the access to innovative treatment options. And, when Dr. Hanna presented him with a third clinical trial opportunity, Bob did not hesitate. “You have to throw everything you have at this cancer.”

The new trial is a phase 1 clinical trial that is usually only offered in university research settings. It seems to be working. “Four months ago, I had a 35% reduction in all my tumors. I couldn’t believe it. Up until then, the tumors either just slowed down or got bigger.”

While Bob’s journey is not yet behind him, he is grateful to have gotten this far.



Burton L. Eisenberg, M.D., Grace E. Hoag Executive Medical Director Endowed Chair, Hoag Family Cancer Institute; Dori Holnagel, MBA, Vice President of Clinical Institutes; and Daniel Von Hoff, M.D., F.A.C.P., Margaret Givan Larkin Endowed Chair in Developmental Cancer Therapeutics, Hoag Family Cancer Institute

## Dan Von Hoff, M.D., F.A.C.P., Named Inaugural Chair Holder of Margaret Givan Larkin Endowed Chair in Developmental Cancer Therapeutics

In her last of many significant gifts to Hoag before her passing in August 2017, Margaret Larkin, along with her husband Tom, who passed away in 2018, established an endowed chair in developmental therapeutics at Hoag Family Cancer Institute. Daniel Von Hoff, M.D., F.A.C.P., will serve as the inaugural chair holder of the Margaret Givan Larkin Endowed Chair in Developmental Cancer Therapeutics, providing leadership and expertise to Hoag's Program. With funds from the endowed chair, Dr. Von Hoff and the Developmental Therapeutics team will continue to add new clinical trials to serve more patients as well as seize exciting new opportunities in clinical research as they arise.

Dr. Von Hoff brings a national reputation and extensive expertise in oncology drug development and research to Hoag's Program. During his 40-year career, he has implemented phase I trials for more than 350 new anticancer agents and was involved in the development of many of the drugs that are routinely used today.

## Personalized, Targeted Treatment through Hoag's Precision Medicine Program

Cancer treatment is undergoing an exciting transformation. As scientists continue to make discoveries about how an individual's genetics cause his or her cancer to develop and grow, a "one size fits all" treatment approach has become obsolete.

Precision medicine is an emerging field, and access to advanced technologies and clinical teams who specialize in the new approach is not available everywhere. Thanks to philanthropy, patients who seek cancer care at Hoag have access to the latest in precision medicine and a team of experts who work collaboratively and relentlessly on behalf of patients.

Applying precision medicine means using novel genomic technologies such as tumor profiling to identify the genetic abnormalities underlying an individual's tumor. Armed with this information oncologists can select the precise therapies that will target the genetic changes causing the cancer, while minimizing unwanted side effects. This highly personalized approach is opening new treatment options for patients who may have been told 'there's nothing else we can do.'

Hoag Family Cancer Institute's Precision Medicine Program, launched in 2016 under the leadership of program director Michael Demeure, M.D., M.B.A., F.A.C.S., F.A.C.E., is growing to serve more patients with this leading-edge care by leveraging new scientific discoveries that can improve treatments.



Michael Demeure, M.D., M.B.A., F.A.C.S., F.A.C.E.

### Precision Medicine Advances

While the potential benefits to patients are vast, the challenge for community oncologists lies in making sense of an overwhelming amount of new information – information they were not likely introduced to in medical school - and appropriately putting it to use, all while maintaining busy clinical practices.

Thanks to a recent gift from the WHH Foundation, Hoag Family Cancer Institute recruited Sourat Darabi, Ph.D., a clinical genetic

variant scientist with specialized training in cancer genomics, who joined the Program as a Clinical Genomics Scientist in July 2018. Dr. Darabi, along with Dr. Demeure, partners with Hoag’s medical oncology community, informing and helping them digest the copious amounts of new and changing genetic information and how it can benefit patients. She also reviews the results of each patient’s tumor profiling to evaluate the findings and partners with the patient’s oncologist in selecting the most effective treatment plan.

### By the Numbers (July 2018 - December 2018)



**298**  
Patients  
had Tumor  
Profiling



**23**  
Cases Presented at  
Tumor Boards



**94**  
Physician  
Consultations



**93**  
Additional Treatment  
Suggestions

### Molecular Tumor Board

Hoag Family Cancer Institute's tumor boards foster physician collaboration, coordination of care and, ultimately, better outcomes for patients. In 2018, philanthropic support helped establish a Molecular Tumor Board at Hoag to collaborate on the treatment planning for identified cancer patients. Many community oncologists present cases for which all previous therapies have failed. The group collectively discusses how tumor profiling may open new treatment options for patients whose cancers were previously thought to be untreatable.

### Pharmacogenetics

Philanthropy provides the resources for Hoag's brightest minds to participate in innovative new approaches to care. One such pilot study is pharmacogenetics, an emerging application within the field of precision medicine.

Not every drug works for every patient, and some patients have adverse reactions to certain drugs or certain doses of a drug. Using pharmacogenetics, clinicians can understand how a patient will metabolize and respond to a drug based on his or her genetics, allowing the clinician to select the right medication at the right dose that will produce the best response to their cancer.



Molecular Tumor Board

## Early Detection Saves Lives

When it comes to beating cancer, detecting it at an early stage makes all the difference. The focus is on identifying those patients who are at a higher risk for developing cancer due to family or personal history or other medical reasons. With philanthropic support, Hoag Family Cancer Institute is establishing new screening and early detection programs as well as enhancing existing programs, including:

### Anita Erickson Pancreatic Cancer Early Detection Program

Pancreatic cancer is considered one of the deadliest cancers because most cases are discovered when the disease is already advanced and difficult to treat. Thankfully, new detection techniques are changing that. The Anita Erickson Pancreatic Cancer Early Detection Program identifies individuals who are at increased risk of developing pancreatic cancer, including those with a strong family history or those who test positive for certain genetic mutations. Specialists in medical genetics, genetic counseling, pancreas surgery, imaging, advanced endoscopy and precision medicine collaborate on individualized surveillance plans for patients at moderate and high-risk to ensure that if cancer develops, it is detected at the earliest stage possible when it is still operable. Hoag's Program is one of only a handful of its kind in the nation.

### Prostate Cancer Active Surveillance and Weight Management Program

Not all prostate cancer requires invasive treatment. Some low-grade, low-stage prostate cancers can be safely monitored with imaging, targeted biopsies and molecular cancer profiling. With funds from the Benjamin & Carmela Du Endowed Chair in Urologic Oncology, Jeffrey Yoshida, M.D., program director and inaugural chairholder, launched Hoag's Prostate Cancer Active Surveillance Program. Built into the Program are all the components for successful

lifestyle modifications that can help reduce the risk that these cancers will become life-threatening illnesses. Nutrition support, exercise and weight management classes as well as tobacco cessation programs are all tools available through the Program to empower men to stay healthy.

### High-Risk Melanoma Program

Thanks to early support from Circle 1000 and other donors, Hoag Family Cancer Institute's High-Risk Melanoma Program provides ongoing and focused care for individuals with a history of melanoma and those patients who meet other risk factor criteria that increases their risk for developing the disease.

Hoag is one of the few sites in California with a FotoFinder system, a computer-enhanced skin imaging system that scans the entire skin surface. Its high-resolution images detect changes that are often invisible to the naked eye, saving many patients from developing melanoma thanks to the ability to identify the lesion before it becomes cancerous.

### Richard J. Flamson Hereditary Screening Program

Family history can be a risk factor for developing several different types of cancer. Approximately 10% of all cancer cases are inherited. Through the Flamson Hereditary Screening Program, individuals concerned about their cancer risk due to family or personal history have access to risk assessment counseling with licensed, board certified genetic counselors as well as genetic testing if appropriate. Patients who test positive for an inherited genetic mutation that predisposes them to cancer are linked to one of Hoag Family Cancer Institute's early detection and screening programs to help mitigate their risk.



### When a Parent has Cancer

*A cancer diagnosis can be devastating enough without worrying about how it might impact young children at home. That's why Hoag now offers CLIMB® (Children's Lives Include Moments of Bravery). Available at Hoag Cancer Center Irvine, the program provides children ages 7-12 whose parent has cancer with the tools to process and navigate their emotions. Parents also meet separately to learn tools to better communicate with children about their cancer.*

## Caring for the Whole Person – Body, Mind and Spirit

Cancer's effects are felt beyond the physical. At least one-third of cancer patients experience severe psychological distress before, during or after cancer treatment. Family members often suffer, too. Hoag Family Cancer Institute's Integrated Cancer Support Services take a "whole-person approach" to patient support, education, nutrition and physical rehabilitation and offer a range of therapeutic outlets that help patients and their families to cope and thrive.

Thanks in large part to philanthropy, most services are available at no cost.

### Supporting Patients and Families

- Creative Expressions Art Program
- New Patient Orientation Class
- Brighter Image
- Caregiver Support
- CLIMB® Program
- Counseling Services
- Dayan Qigong: Mind-Body Care for Cancer Patients
- Financial Bridge Program
- Fitter Image Exercise Program
- Free-Flow Writing Workshop
- Lymphedema Workshop
- Registered Dietitians and Healthy Eating Class
- Meditation and Guided Imagery
- Nurse Navigators
- Oncology Massage
- Spirituality Series
- Stress Management 101
- Transportation Services



Creative Expressions Art Program

## Education Empowers Patients and Staff

Whether a clinician receives special training in a new treatment technique or a patient learns how to minimize his or her cancer risk, knowledge is power. Philanthropy provides educational opportunities to both patients and staff that otherwise would not be available.

### Oncology Physician and Staff Education

As health care practices change and advance, Hoag Family Cancer Institute's team is on the forefront thanks to education opportunities funded by philanthropy. Physicians, nurses, technicians, genetic counselors, administrators, physicists and others had the opportunity to represent Hoag and engage at over 30 different conferences, symposiums and training seminars including:

- The American Society for Radiation Oncology Annual Meeting
- Society for Radiation Oncology Administrators Annual Meeting
- National Society of Genetic Counselors Annual Conference
- Society of Gynecologic Oncology Annual Meeting
- Academy of Oncology Nurse & Patient Navigators Annual Conference
- Gamma Knife Radiosurgery Training
- American Society of Clinical Oncology Annual Meeting

### Hoag's Nationally Recognized Oncology Nursing Conference

Circle 1000 funded the 13th Annual Oncology Nursing Conference, "Embracing Excellence in Oncology Nursing." Registered nurses from Hoag as well as from other hospitals heard about the latest advances in cancer treatment, prevention and research from over 15 renowned speakers and received continuing education credit from the California Board of Registered Nursing. Conferences like this inspire and educate nurses to continuously raise the bar of nursing care.

### Patient Education

When it comes to cancer treatment and prevention, education empowers patients to achieve their highest quality of life. Philanthropy funded the following patient education and outreach opportunities in FY18:

- Lymphedema Education for Breast Cancer Patients
- Speech & Swallowing Education for Head & Neck Cancer Patients
- GERD Symposium (Funded by the James & Pamela Muzzy Endowed Chair in GI Cancer)



Circle 1000 Founders Committee with Karen Mills

## Circle 1000 Raises \$1.05 million in 2018

The 31st Annual Circle 1000 Founders' Celebration Brunch held in May 2018 raised \$1.05 million in support of Hoag Family Cancer Institute. Since their founding in 1986, the dedicated and passionate women who make up the Circle 1000 Founders' Committee have raised \$19 million. Their support has funded critical programs and services at Hoag Family Cancer Institute. The inspiring and joy-filled occasion was held at the Balboa Bay Resort and drew Circle 1000 donors and friends along with Hoag leadership, physicians, nurses and staff.

Keynote speaker, comedian and ovarian cancer survivor Karen Mills touched hearts with anecdotes and observations about her own cancer experience. "If you ever find yourself facing this terrible disease, please remember your spirit shines through your smile, not your hair, and even when your body is weak, your spirit can be strong. And, whatever you do, never ever order a wig on the internet!"

Circle 1000 Chair Mary V. Buckingham takes great pride in Circle 1000's impact over the years. "Together, we have touched so many lives and, while we may never meet them or know their names, we know that at the end of the day, we made a difference in their fight against cancer."

Thank you, Circle 1000!

## Awards & Accolades

Your giving positions Hoag Family Cancer Institute to achieve the best outcomes and perform at levels that are nationally recognized. We share these honors with you!

- Hoag ranked high performing in Cancer in the 2018-2019 *U.S. News & World Report*. This designation puts Hoag Family Cancer Institute in the top 10 percent in the nation.
- Hoag ranked high performing in nine common adult procedures including Colon Cancer Surgery and Lung Cancer Surgery.
- Hoag Radiation Oncology ranked in the top 1 percent of outpatient facilities nationwide in the Press Ganey® overall patient satisfaction ratings.
- Hoag has been designated a Center of Excellence in Robotic Surgery (COERS) from the Surgical Review Corporation.
- Hoag Family Cancer Institute cares for more patients than any other cancer center in Orange County.

- Hoag was recognized in the Office of Statewide Health Planning and Development's (OSHPD) Number of Cancer Surgeries (Volume) Performed in California 2017 Report:

- #2** in **Brain Cancer Surgical Volume** in Orange County.
- #1** in **Breast Cancer Surgical Volume** in Orange County and #2 in Southern California.
- #1** in **Colon Cancer Surgical Volume** in Orange County and #2 in Southern California.
- #2** in **Rectum Cancer Surgical Volume** in Orange County.
- #1** in **Esophagus Cancer Surgical Volume** in Orange County.
- #4** in **Stomach Cancer Surgical Volume** in Orange County.
- #1** in **Lung Cancer Surgical Volume** in Orange County and #2 in Southern California.
- #2** in **Pancreas Cancer Surgical Volume** in Orange County.
- #2** in **Liver Cancer Surgical Volume** in Orange County.
- #1** in **Prostate Cancer Surgical Volume** in Orange County.
- #3** in **Bladder Cancer Surgical Volume** in Orange County.

## Thank you

Thank you for your generous support of Hoag Family Cancer Institute and its innovative programs. Because you have shared in our vision, Hoag is bringing the latest and most advanced cancer care to Orange County.

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