

“The Hoag Family Cancer Institute has made a substantial commitment to greatly enhance the clinical and research components of Hoag’s new Melanoma & Skin Cancer Program. This includes dramatically increasing surgical expertise with improved patient access and technological advancements in early detection exclusively available at Hoag within the western United States.”

— **Burton Eisenberg, MD**

Grace E. Hoag Executive Medical Director Endowed Chair, Hoag Family Cancer Institute

The Hoag Family Cancer Institute is boldly reimagining how skin cancer care is delivered. Led by recently-recruited national experts in surgical and dermatologic oncology—Thomas Wang, MD, PhD, FACS, and Steven Wang, MD, respectively—Hoag’s new Melanoma & Skin Cancer Program is leveraging state-of-the-art technology to partner with community dermatologists and provide streamlined care for high-risk patients.

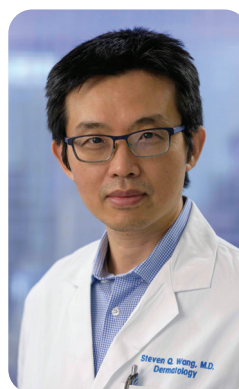
With a melanoma rate that exceeds the national average, California dermatologists face the challenge of managing surveillance for an increasing number of patients. Together, Dr. Thomas Wang, medical director, and Dr. Steven Wang, director of dermatologic oncology, have a vision for Hoag’s Melanoma & Skin Cancer Program that utilizes a tripartite approach: genetic testing, cutting-edge imaging, and innovative surgical and medical treatments.

By working with local dermatologists, Drs. Thomas Wang and Steven Wang can apply this approach to help increase the efficiency, effectiveness, and accessibility of early detection for patients at risk of melanoma and other forms of skin cancer. When advanced disease is detected, the pair will partner with Hoag’s expert medical oncologists to determine the best therapeutic modality for each patient.



“Physicians at Hoag are committed to a collaborative approach in providing our patients with the best and most advanced care in the treatment of melanoma. Through expertise in multiple specialties and involvement in cancer research, we hope to one day eliminate all skin cancer deaths.”

— **Thomas Wang, MD, PhD, FACS**
Medical Director, Melanoma & Skin Cancer Program



“The dermatology team at Hoag is introducing a wide range of innovative diagnostic modalities and workflows that can fundamentally improve the diagnosis of melanomas and non-melanoma skin cancers at the earliest stage while minimizing the number of unnecessary skin biopsies. Combined with cutting-edge surgical and non-surgical treatment modalities, we plan to deliver the best clinical care in the management of skin cancers.”

— **Steven Q. Wang, MD**
Director Of Dermatologic Oncology, Melanoma & Skin Cancer Program



State-of-the-Art Technology

Thanks to philanthropy, Hoag will be the first in California to provide access to the VECTRA WB360 whole-body 3D imaging system. With 46 cameras that flash spontaneously to capture the entire skin surface, artificial intelligence maps out all of a patient's moles and lesions in less than one second. What's more, clinicians can track changing lesions and identify those of concern, fundamentally changing the way dermatologists deliver care to high-risk patients.

WHAT TO KNOW ABOUT MELANOMA



Melanomas aren't always dark spots. Early melanoma can be light brown or even pink in color.



People with a personal or family history of melanoma are urged to have at least one full-body skin exam annually. Early detection is key to ensuring the best outcomes.



Cutting edge technologies including dermoscopy and 3D total body photography are just some of the tools that leading dermatologists can utilize to detect skin cancer at its earliest stage, reducing many unnecessary biopsies.

YOUR SUPPORT MAKES A DIFFERENCE

Research | \$50,000 - \$1,000,000

Under the leadership of Drs. Thomas Wang and Steven Wang, the Melanoma & Skin Cancer Program is dedicated to clinical research in melanoma detection, surgical and therapeutic treatments for advanced skin cancer, and the utilization of artificial intelligence and nanotechnologies in skin cancer care. Your generosity would advance this cutting-edge research, ultimately improving the standard of care for patients with skin cancer on an international scale.

Program Coordinator | \$360,000

The program coordinator for the Melanoma & Skin Cancer Program would provide patients with vital skin screening education and manage annual screenings. With this gift, you would ensure high-risk patients throughout the community have access to streamlined care and the tools they need to detect skin cancer at the earliest possible stage.

Program Development | \$500,000

The Hoag Family Cancer Institute is committed to delivering expert skin cancer care to patients and families throughout Orange County. By supporting the development of the

Melanoma & Skin Cancer Program, you would be helping Hoag build a world-class skin cancer program unmatched by any other provider in the region.

High Risk and Early Detection Clinic | \$2,000,000

As Hoag expands, this dedicated clinic on Hoag's Irvine campus will serve a crucial role in increasing access to high-risk and early detection services for patients with personal and family histories of melanoma and other forms of skin cancer. Your gift would enable Hoag to continue to think big and deliver the highest quality skin cancer care available.

Endowed Chair | \$2,000,000

With the support of philanthropic partners, Hoag's endowed chair holders advance research, train the next generation of experts, and improve quality of care in their respective fields. By creating this opportunity within Hoag's Melanoma & Skin Cancer Program, your generosity would bring patients around the country and the world to Hoag for access to innovative clinical trials and novel therapies. This legacy of skill and excellence would put Hoag at the forefront of melanoma and skin cancer care for generations to come.

Visit Hoag's website or call 949-722-6237 to learn more about the program and book an appointment.

To support Hoag's Melanoma & Skin Cancer Program, contact Tommy Muzzy, development officer, Hoag Hospital Foundation, at 949-764-7035 or Tommy.Muzzy@hoag.org.