



Portneuf CANCER CENTER

*A New Commitment to Clinical
& Scientific Excellence in
a Caring Environment*



Introducing
The New PMC Oncology Center



A reason for HOPE

By PORTNEUF MEDICAL CENTER

A diagnosis of cancer can have many effects on a person's life. Along with the physical effects of cancer, it can affect a person emotionally, financially and spiritually all of which can strain social and family relationships. To help counteract these effects, the H.O.P.E. (Helping Other People Endure) Cancer Support Group was formed.

When diagnosed, it is beneficial to speak to others who have gone through the treatments and have experienced the overall impact in their lives. The support group is an opportunity to share burdens, express feelings and discuss similar stressors.

"Research shows that support groups offer many benefits for members, patients and families," said Rob Dye, LCSW, Clinical Social Worker, Portneuf Cancer Center. "Members of HOPE often tell us that once they overcome the initial reluctance to attend, they find the group helps provide them with a social network thereby reducing feelings of isolation and it often improves overall coping

skills. It helps patients adjust to new medical, social, professional and financial realities and can help to identify needs and how to use time and energy wisely."

Another important role that our support group fills is that for continued growth and education during the cancer experience. HOPE helps to fill that role by offering regular seminars on a variety of topics that become important at various stages throughout the process.

The HOPE Support Group meets every Monday between 5-6:30 p.m. in the Bannock Creek Room at Portneuf Medical Center. Each meeting is staffed by Portneuf's Oncology Social Worker, Rob Dye or by Jennifer Robinson, PA-C, Oncology Physician Assistant.

For more information contact us at 208-239-1466 or 208-239-1750, or visit www.portmed.org/cancer-center/support-grou.

Don't hesitate to experience the benefits of group interaction as we make it through cancer together.



Fast and accurate radiotherapy treatment

By **MICHAEL CALLAGHAN, M.D.**

The new Portneuf Cancer Center has Southeast Idaho's most advanced radiation therapy system. While our patients will continue to benefit from the experienced staff and friendly atmosphere, the time required for radiotherapy sessions is reduced, in some cases, to less than five minutes. In short, spend less time in the clinic and more time living life.

Of course, there are many additional benefits beyond just the time saved in treatment.

This revolutionary cancer treatment device employs VMAT (Volumetric Modulated Arc Therapy) with image guided radiation therapy. This is a significant improvement over current approaches. Not only does this advancement impact our patients' experience and quality of care positively, it delivers radiation right on target, spares healthy tissue and presents more treatment options than devices currently available at other centers.

What does all this mean for patients? Clinicians have the ability to treat tumors more aggressively than ever before, in less time and doing so with increased accuracy and safety.

Radiation therapy, or radiotherapy, uses ionizing radiation produced by a linear accelerator to kill and shrink tumors. The radiation passes through



the body and delivers doses to the affected area. The goal during treatment is twofold; target the tumor and minimize the amount of radiation to the skin and tissue it must pass through to reach the

tumor.

We choose the VMAT technology because it precisely conforms to the tumor's unique shape, thereby delivering radiation only to the intended area(s). This is quite important as it spares more surrounding healthy tissue and avoids affecting nearby critical anatomy. The accuracy of the machine is enhanced by the 3D imaging capabilities. Sophisticated monitoring tools allow clinicians to monitor treatments to ensure that the dose is delivered as precisely as prescribed by the radiation oncologist.

As mentioned previously, the inclusion of this technology in the new Cancer Center results in shorter treatment times than the current intensity modulated radiation therapy (IMRT) option available at other cancer centers. Faster treatment improves patient comfort due to the significant reduction in time spent on the treatment table. From a clinical standpoint, and perhaps more importantly, faster treatments greatly reduce the possibility of significant motion of the human body during treatment, such as that caused



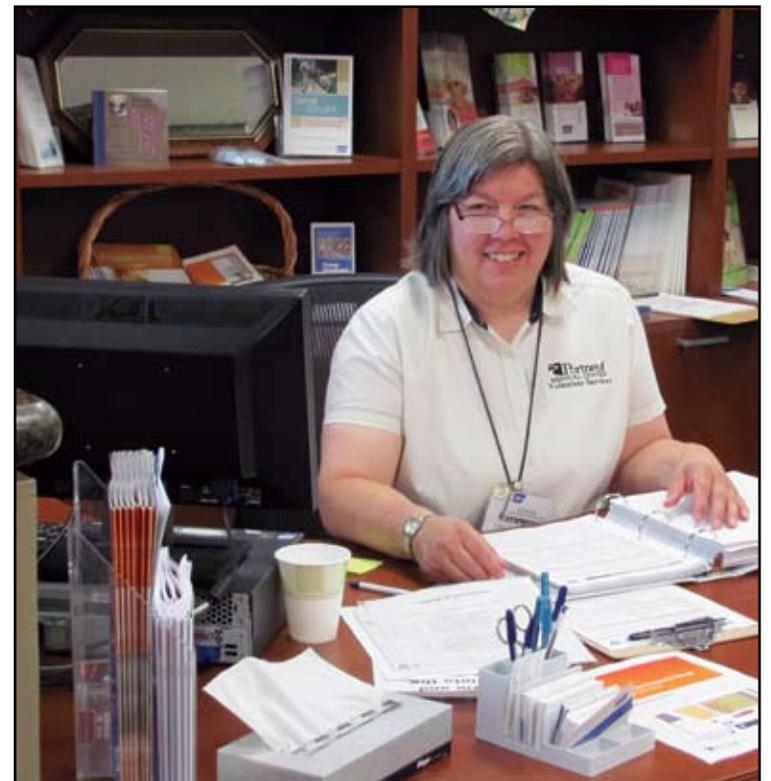
by simply breathing.

Lastly, VMAT can deliver therapy in either one or several rotations of the accelerator. In some cases, the oncology team may feel that multiple arcs can deliver a better clinical result. With this capability, the tumor is continuously irradiated while the beam is rotated around the patient in a single or multiple arcs.

Treating cancer patients, for all of us at Portneuf Cancer Center, is more than just health care. We want to offer our patients faster, gentler, yet highly effective treatments that improve, prolong and even save lives. By pioneering significant innovations and clinical solutions for treating cancer, we are helping to advance the standard of human care.

To learn more about the cancer therapies or to speak to someone in the Center, call 208-239-1750.

To find a physician, please call Portneuf Medical Center's



Physician Referral Line at 1-877-721-6673.

board certified radiation oncologist. He serves as the Medical Director for Portneuf Cancer Center.

Dr. Michael Callaghan is a

WHEN CANCER STRIKES HOME, LET HOME STRIKE BACK.

Introducing the new Portneuf Cancer Center.

As of right now, you'll never have to drive out of state for the most innovative, leading-edge cancer treatment. You'll also never be away from the comforts of home and the powerful support of family and friends. Instead, right here in Southeast Idaho, you'll have a multi-disciplinary team reviewing your case and have access to promising clinical trials. Never underestimate the power of home and how it enables you to focus on what matters most—being well.



PortMed.org/cancer

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Cancer center touches lives

By Norman Stephens, CEO

Cancer touches the lives of many in one way or another. Since our modest beginning in 1997, Portneuf Cancer Center too has been affected. Through the years, the center has drawn on the collective and insightful knowledge gained from the many survivors who have passed through the doors. The center has subsequently grown in response to direct patient needs. In 2004, the cancer center began offering integrated services complete with medical and radiation oncology along with supportive services.

Our grand opening of Portneuf Cancer Center on Aug. 26 will once again mark a significant milestone in our continued investment in those whose lives are touched by cancer. While we have proudly served the community for nearly 15 years, our goal has been to promote the cancer center to a regional center worthy of national recognition. In line with that vision, the cancer center recently received reaccreditation by the American College of Surgeons and was given that certification with commendations.

I speak for all the exceptional employees and physicians at Portneuf Cancer Center when I say we are opening the doors to a comprehensive world class cancer center with the most technologically advanced equipment and a legacy of patient-directed compassionate care. As we continue to provide patients with the most advanced cancer treatments and access to national clinical trials, we do so with our eyes and hearts mirrored by the many survivors whose stories are built into the foundation of this new facility.

Our first priority is to provide patients and their families with exceptional care. Through our threefold mission of comprehensive services, advanced technology and experienced physicians,



we are touched by the many lives in this region that have come to trust Portneuf Medical Center. In the complexities of the medical maze, our cancer center remains dedicated to the human touch – one filled with open arms, caring and compassionate support and a deep rooted commitment to excellence.

Of course, medical expertise is a key part of cancer treatment, but to get through treatment, patients need a cancer support team comprised of the medical team as well as friends and family.

Having solid cancer support at home is vital. A diagnosis of cancer is an enormous stressor in a person's life and those who have strong social supports – good friends and family – tend to cope much better. With world class treatment close to home, patients in this region benefit from the advancements in medical science with their support group around them through the process.

Fulfilling our mission to provide the best and most comprehensive care for the community is a realized vision. From our state-of-the-art facility to our educational programs, from our support services to our committed team, Portneuf Cancer Center was built with you in mind.

At the heart of facility, you will find that everyone in the PMC network is working together to provide you with a health care experience that is beyond compare.

Patient-Focused Cancer Care

By Portneuf Medical Center

The new Portneuf Cancer Center will have its grand opening on Aug. 26 and will continue to deliver professional, evidence-based treatments with compassionate assistance to all cancer patients, their families and their caregivers from diagnosis forward. Yet even as the center advances and grows, it is important to note that the personal one-on-one care and friendly atmosphere will continue to be the hallmark of Portneuf Cancer Center.

Similar to major cancer centers, Portneuf Cancer Center follows published and acceptable treatment standards for cancer prevention, diagnosis and treatment as established by the National Comprehensive Cancer Network (NCCN). Physicians around the globe use the NCCN guidelines as the standard of care, and insurance companies (including Medicare) make reimbursements based on adherence to NCCN guidelines.

While prescribed treatments for cancers follow similar patterns and guidelines across the nation, cancer centers are not created equal.

At the Portneuf Cancer Center, we recognize that the world is different after being diagnosed with cancer. There are new challenges physically, emotionally and spiritually. Patients and their loved ones often have many questions and concerns when diagnosed, as well as throughout their treatment. We also know that patients need to talk to someone who will listen, respond with compassion and advocate as a partner through the process.

"We know how important it is to treat the whole person," said Abby Traul, Oncology Dietitian, Portneuf Cancer Center. "Patients appreciate the caring and helpful



staff members who will walk next to them as they seek answers, undergo treatment and experience the range of physical, emotional and spiritual challenges. Patients become part of our family, and like a family member, they receive individualized help, advice and even hugs."

The integration within the cancer center and the commitment of each member of the team to the success of treatment and to the quality of this program is unequalled anywhere in the region.

"It is rare to find a facility of our size doing what we are doing," said Dr. Michael Callaghan, Medical Director, Portneuf Cancer Center. "Our technology is as advanced as any metro cancer center, but we fortunately are still small enough that everyone gets to know everyone here and the entire staff is committed to patient care."

In larger centers, it can take weeks for a patient to see a specialist. The process of scheduling is often slowed by increased volume. Portneuf Cancer Center is able to make things happen

much quicker, in part because of size, but largely due to the intimate relationships within the Center and the greater medical community.

"Each patient meets with our support staff (social worker, dietitian, financial counselor) as they begin treatment," Traul said. "For them, it is nice to be able to come to one center and get everything in one place. Our support services are offered to patients before, during and after treatments."

Together, the team advocates for a collaborative approach to the practice of medicine; one that embraces the participation of physicians, support staff and facilities in optimizing the care of each patient. Portneuf Cancer Center's philosophy is that a team approach to care is fundamental and this patient-centered care was built into the foundation of the new Cancer Center.

To reach Portneuf Cancer Center call 208-239-1750. To find a physician, call Portneuf Medical Center's physician referral line toll-free at 1-877-721-6673.

The skin cancer equation

By EARL R. STODDARD, M.D.

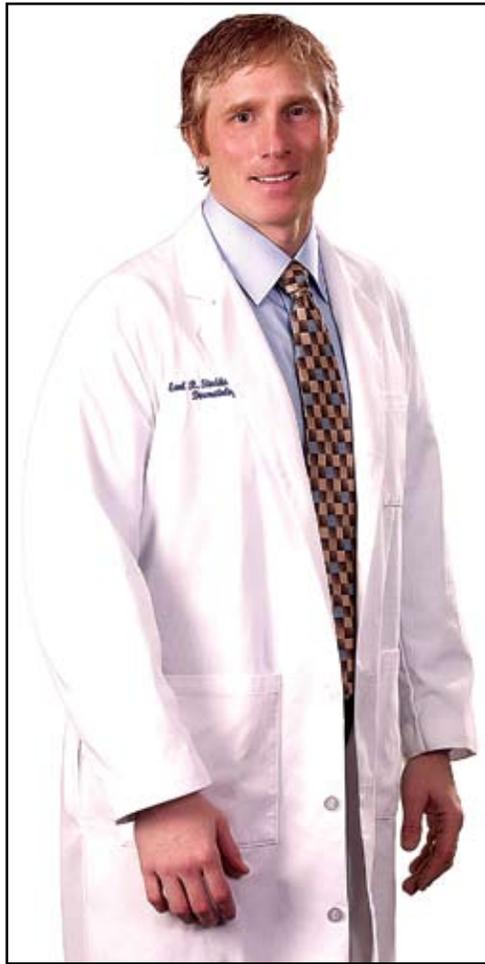
Many people still do not realize that unprotected sun exposure can lead to skin cancer which in rare cases can be fatal. Dermatologists are trained to detect skin cancer early when it can easily be treated and cured with simple office-based surgery. However, when skin cancer has become deeply invasive due to rapid growth or neglect, simple office-based surgery is not sufficient. In these instances, these patients may require systemic cancer treatments and/or radiation in addition to surgery. Fortunately, the Portneuf Cancer Center is available to help care for these patients. Idaho is one of our country's greatest outdoor treasures. We live here because of the bounty of high-quality outdoor activities both in the summer and in the winter. But with outdoor activities comes exposure to sun.

The reality is that one in five people will be diagnosed with some form of skin cancer during their lifetime. At present, over 2 million cases of skin cancer will be diagnosed each year in the US. The number one cause of skin cancer is unprotected sun exposure.

While it is more commonly recognized that skin cancer affects lighter skinned individuals, skin cancer can and does occur in all populations regardless of skin pigmentation.

In July of 2011, KTVB news reported that the Daily Beast named Boise as the top skin cancer city in the US. "The online publication based their rankings on the number of clear days a (major) city has each summer and skin cancer rates and deaths for every 100,000 people." According to the study, "Boise has 51 clear summer days and for every 100,000 people in Ada County, 3.9 people die from skin cancer and another 27.3 are diagnosed with skin cancer." The same study ranked Salt Lake City fourth.

According to the Skin Cancer Foundation, the risk of melanoma



doubles after just five sunburns. And it is estimated that 80 percent of the sun damage experienced by the average individual occurs before they reach the age of 18. Unfortunately, skin cancer from excessive sun exposure does not appear until decades later after the damage has been done. Therefore, it is important for everyone, especially for the young, to minimize the risk of developing skin cancer later in life by developing good sun protective behaviors.

Along with sunscreens, experts suggest sun protective clothing including swimwear and hats. For sunscreen to be most effective, sunblock must be properly applied (be sure to read directions on the bottle for application and quantities) to all exposed skin one half hour before sun exposure. If outside for more than two hours, it is important to know that one application of sun-

block is not enough for all day sun protection; it must be reapplied every two hours and after each toweling off.

Even with vigilant sun protective behaviors, the American Academy of Dermatology advises that each individual perform a thorough monthly self-skin examination. Instructions on how to perform an exam can be found at www.aad.org/public/exams/self.html. If areas of concern are found during a self-exam, contact a dermatologist. For all adults over 40, a complete skin examination by a dermatologist or by a primary care physician should be performed annually.

Practicing excellent sun protection will reduce our risk of developing skin cancer.

Yet, despite one's best efforts, skin cancer can still occur. Fortunately, if detected early, skin cancer is usually very treatable.

To reach Dr. Stoddard at the Idaho Skin Institute call 208-238-7546. To find a physician, please call Portneuf Medical Center's Physician Referral Line at 1-877-721-6673.

Dr. Stoddard and his staff at the Idaho Skin Institute offer complete services for skin cancer diagnosis and management, including micrographic surgery (Mohs) for certain types of skin cancer. The Idaho Skin Institute offers a free cancer screening the first Tuesday of each month from 5-7 p.m. No appointment is required. Patients can come and be evaluated free of charge. If treatment is required, patients will be scheduled for a future visit.

