



# SIMON SAYS

News from Carol G. Simon Cancer Center at Morristown Memorial Hospital

Fall 2009

## Melanoma Trials Offered

Two clinical trials are underway at Carol G. Simon Cancer Center that provide innovative treatments for patients with liver metastasis from melanoma and those with skin melanoma.

In the Delcath Systems Phase III clinical trial, patients are receiving 10 times the normal chemotherapy dosage delivered directly to the liver but are spared the dangerous side effects of high drug concentrations. "During the procedure, a veno-veno extracorporeal machine is connected to the liver and pulls out the blood, which is then filtered before it enters back into the blood stream through a neck catheter," says Rachelle Senzon, oncology research nurse coordinator in the Atlantic Melanoma Center at the cancer center. She adds that only 12 sites nationwide are participating in the trial, which requires a specially trained team of surgeons, radiologists, anesthesiologists and nurses.

A gene therapy trial is also underway for patients with skin melanoma. "We're using a form of gene therapy to teach the immune system to fight off cancer cells," says Ms. Senzon. A genetically modified version of the herpes simplex virus, OncoVex GM-CSF, is injected into the tumor. The virus then attracts the cancer cells while signaling the patient's immune system to attack the cancer.

Both studies are seeking more patients. For more information, please call Ms. Senzon at 973-971-7111.

## Arestys Make Fitting Memorial Tribute

### Couple Donates Breast MRI Table to Rippel Breast Center

After Eve Back passed away last December at age 86, her daughter, Patti Aresty, searched for the perfect gift to make in her honor. Because Mrs. Back's mother, brother and daughter battled breast cancer, Mrs. Aresty and her husband, David, thought that donating a \$200,000 breast MRI table for The Carol W. and Julius A. Rippel Breast Center would be a fitting commemoration.

"This is the perfect gift to give in her memory," says Mrs. Aresty. "Even though she died cancer-free, her life was affected by the disease." The contribution also serves as a testament to the Breast Center.

"I'm so proud of the Breast Center," she says. "Dr. Paul Friedman is phenomenal; the center is run beautifully. It's comfortable, like being in a spa. It's cozy and welcoming, and the staff is compassionate."

Previously, Mrs. Aresty traveled to New York from her Far Hills home for breast exams but now she opts for the Breast Center. Due to her family history and because she is of Ashkenazic decent, she has a higher propensity for breast cancer and receives frequent check-ups. She finds the current MRI table confining – only opened at the breast site – and uncomfortable, like a hardwood floor.

"The new table has a cushioned indentation for your head and there are soft cushions wherever your body touches, much like a massage table," she says. "I'm so happy to know that every patient at the Breast Center will be comfortable during a stressful time in their lives."

Breast MRIs provide enhanced imaging of breast tissue for patients with abnormal mammograms, positive cases of breast cancer or a high risk of developing the disease. The new machine's open design makes it possible to conduct image-guided biopsies. Approximately 50 breast MRIs and 20 MRI biopsies are conducted each month at the Breast Center.



# INSPIRING COMMUNITY PHILANTHROPY

## New Robot in Operation

The fundraising campaign to purchase a second da Vinci® Surgical System has ended with better than expected results. Not only was the \$900,000 goal surpassed with \$1.1 million raised, but a newer model, the da Vinci® Si HD Surgical System, is now in use. The latest system features enhanced high-definition 3-D HD vision; dual console capability, which enables two surgeons to collaborate during a procedure; and EndoWrist® instrumentation for better dexterity and range of motion.

The successful fundraising campaign would not have been possible without the generosity and efforts of the committee, headed by Tom Welsh, that includes members Allen Kopelson, Stuart Sendell, William Kearns, Bart Oates, David Welsh and Ed Walsh. A special thank you must be extended to the following physicians who served on the committee: Drs. Patrick Culligan, Daniel Tobias, Ayal Kaynan, Arthur Israel and Lee Pressler. The Women's Health Philanthropy Council also graciously contributed to the cause. Other major donors include Janet and Peter Simon, Nancy and Robert Boye, Deborah and Harold Imperatore, Cindy and Bob Manzo, Leslie Smith, the F.M. Kirby Foundation and the Women's Association.

### Lessons on Healthy Living



Actress Mariel Hemingway, guest speaker of "Tell a Friend," hosted by the Carol W. and Julius A. Rippel Breast Center, talked about her new cookbook, *Mariel's Kitchen: Simple Ingredients for a Delicious and Satisfying Life*, and her road to better health. Pictured (l-r) with Dr. Paul Friedman, medical director, Rippel Breast Center; Lydia Nadeau, director, oncology services; and Dr. Steven Papish, medical director, Simon Cancer Center.

## STORIES of Hope



Photo: Becky Bedrosian

For **Susan Bedell**, mother of two and foster mom to many, volunteering is a big part of life. So it's only fitting that this cancer survivor would reach out to patients at Carol G. Simon Cancer Center to help them with their journey.

In 2005, Mrs. Bedell was diagnosed with early-stage breast cancer and underwent a double mastectomy and reconstruction. At times, she found the process overwhelming and would have welcomed a point person to help her through.

"When you're diagnosed with cancer your ears slap shut; you don't hear too much unless someone reaches out to you and says, 'What do you need?'" says Mrs. Bedell, now a patient of Kenneth Adler, MD.

Last December, Mrs. Bedell became just that person when she started at the cancer center as a resource navigator, a newly developed position. Trained by the American Cancer

Society (ACS), she is one of nine volunteers who meets with patients to access their needs and creates an information packet regarding hospital, community and ACS resources.

"When I tell someone they can get a free wig or transportation to treatments, it's a huge relief," she says. "We try to take a little of the stress out of the treatments."

Patients also thrive on the individual attention. "I bring calmness and listening. It's easier to talk to somebody not related to you about your anxieties and fears," she says. "When I meet with a newly diagnosed patient, they are extremely nervous. I visit them on their first day of treatment and give them some comfort."

Sharing her experience instantly bonds her with patients. "What is better than to have someone stand before you looking healthy who has gone through the process and gotten to the other side?"

Her work at the cancer center led Mrs. Bedell in April to become manager of patient and family services at ACS, where she now trains fellow resource navigators.

In each role, the Madison resident strives to make a difference: "When you touch someone in a positive way you give them hope and make their experience better."

## Couldn't Have Done It Without You

Carol G. Simon Cancer Center was built brick by brick, thanks to the help of philanthropy. Recently, social workers from the cancer center shared the community's involvement in a poster presentation, "The Cancer Center the Community Built," at the National Oncology Social Work Conference in Savannah, GA. It also highlighted volunteerism and donor-funded programs, like psychosocial support services.

# Survivor Program Initiated



As cancer patients make the transition from treatment to wellness and return to their routines, issues may arise concerning nutrition, medical follow-ups, finances, fatigue, fear and anxiety. To help tackle these problems, Carol G. Simon Cancer Center recently started the Survivorship Program.

*Survivor's Day, a patriotically themed celebration that drew over 300 visitors to the cancer center on June 7, 2009, received a boost from this year's Employee Basket Raffle. The 139 donated baskets raised \$15,857 to fund the festivities as well as the Child Life Program.*

"The program is geared toward helping the transition from active treatment to cancer survivor," says Gilbert Baez, manager of outpatient oncology services. It kicked off on April 25, 2009, at Morristown Memorial with the symposium "Now What: From Cancer Patient to Cancer Survivor." The day-long conference provided speakers and break-out sessions that covered insurance, sexuality, stress management and medical and psychosocial issues.

The Survivorship Program also provides post-treatment support groups, smoking cessation workshops, nutritional guidance and mind-body sessions, including acupuncture, yoga, meditation and drumming. To help offset program costs and to secure a nationally renowned speaker for the next annual symposium, outside funds are being sought.

## After Diagnosis: Navigators Ease the Process

To help patients at Carol G. Simon Cancer Center adapt to their new diagnosis and treatment process, which can be overwhelming and confusing, two nurse navigators were recently hired.

Gayle Cornish, RN, MPH, who assists patients with gastrointestinal and pancreatic cancers, started in April in a position funded by philanthropy. In November, Milady Diaz, RN, began as the certified breast cancer navigator, covered by the hospital's operating budget.

Ms. Cornish, who describes herself as a coach for cancer patients, initially meets with patients and their families to review the diagnosis and treatment options and is then available to answer questions and explain medical terms. In addition, she refers patients to medical, social and community resources and locates services that can help patients and caregivers deal with the stress of diagnosis. "Many patients don't know what resources are available; they are so focused on treatment," she says.

Both navigators help schedule patients' appointments and coordinate the multidisciplinary care. "I try to get all the doctors in the same room, so that the patient understands that they're all working together," says Ms. Cornish.

For breast cancer patients, Ms. Diaz provides clinical support to ease the stress of a new diagnosis and to facilitate the treatment process. "I try to communicate with all patients, so they know that I am available to them," she says. She refers them to internal and community support services and educates them on clinical trials and genetics. For patients facing surgery, Ms. Diaz gives pre- and postoperative guidance, regarding issues such as handling drains and avoiding infection. She lets patients know they are not alone: "I am a constant link from the initial diagnosis to surgery to chemotherapy and survivorship."

## X-Rays Now Faster, Sharper, Closer

A new chest x-ray unit has been installed on the fourth floor of the Carol G. Simon Cancer Center, making patient visits faster and more convenient.

Before, patients had to negotiate different floors for their trek to the hospital's main radiology department after visiting the cancer center for their oncology check-ups. "It eliminates the need to walk the distance from the cancer center to radiology," says Ed Alachniewicz, coordinator for diagnostic imaging. "Most lung cancer patients can't make the long walk; it's a considerable distance." Now the process can be completed in a few short steps.

The installation of the General Electric Revolution XQ/1 chest unit means that patients will have quicker wait times than at the hospital's busy radiology department. As for quality, the unit's high detective quantum efficiency provides superior image quality while delivering lower doses than film-screen or computed radiography.

The \$248,000 unit was funded by philanthropy, including a gift from the Kaplan Sisters Family Foundation, founded by Sara Abramson, Ruth Kaplan and Lilly Combias in memory of their sister, Judy Kaplan.

## Volunteers Guide Patients to Center Resources

When undergoing cancer treatments, many patients at Carol G. Simon Cancer Center have numerous non-medical questions: Where to find a wig? When is the support group meeting? How to get a ride to a doctor's appointment? What about music therapy?

The answers to such inquiries are now provided by a resource navigator, a volunteer specially trained by the American Cancer Society. Started in November 2008, the Resource Navigator Program now has nine volunteers who meet with patients to develop an individualized information packet based on their specific needs.

"Their role is to know how to access all non-medical resources and information to help our patients get through their cancer journey," says Mimi Gelbman, volunteer coordinator at the cancer center. Patients can be referred by any staff member, so that nurses, doctors and social workers can concentrate solely on medical issues.

# GIFTS *Heart*

from the

Over 250 revelers enjoyed operatic singers, Broadway performers and jazz trumpeters at the musical event, "Come Back to Our Cabaret," on April 23, 2009.

The evening raised \$48,000 for the **Jeffrey F. Wacks** Music Therapy Program, which offers clinical music therapy and musical performances to promote healing and relaxation for patients and their caregivers.



(l-r) Richard Dickes, MD, and wife Ruth; Linda Wacks; Marilyn and Bill Glassner; and Ed Wacks.

Quilter **Fran Benjamin** shepherded the creation of a "breast cancer quilt" that was raffled off to raise \$2,135 for Carol G. Simon Cancer Center. The collaborative effort included **Linda Heinzerling, Marge Lawrence, Pat Taylor** and **quilters from Women of Irish Heritage of West Orange**. The funds will provide cancer screenings for the underserved and uninsured. "I can't make a large donation, so I give what I can — my time," says Mrs. Benjamin of Rockaway, who lost her husband and eldest daughter to cancer.

The Cancer Hope Network (CHN), a Chester-based not-for-profit organization, donated a flat screen television to Carol G. Simon Cancer Center for the radiation oncology waiting area in honor of **Ed and Jean Jaeckle**. The Mendham couple has generously contributed to the cancer center; Mrs. Jaeckle is a board member of CHN, which provides free and confidential support to cancer patients and their families. "The Jaeckles are committed to the hospital and the Music in the Atrium program and were honorees at our annual gala," says **Wanda Diak**, CHN managing director. "This donation is a fitting way to say thank you."

## Zwickel Foundation Boosts Research

For the past three years, Morristown Memorial has been the beneficiary of the Erica Zwickel Foundation's two annual fundraisers: a golf outing at Black Bear Golf Club in Hamburg and a benefit concert at Just Jakes in Montclair. The events have raised \$16,000 to support breast cancer research.

Jay and Susan Zwickel of Somerset, along with sons Alan and Richard, launched the foundation to help find a cure for multiple sclerosis, the disease that claimed their daughter, a talented musician and artist. The focus expanded into breast cancer research after their daughter-in-law, Sandra, was successfully treated for the illness by Aaron Chevinsky, MD, department of surgery sub-section chief, surgical oncology at Morristown Memorial and co-director of the cancer center.



Zwickel Foundation representatives gave the latest gift in July: (l-r) Alan M. Zwickel, president; Sandra N. Zwickel; Dr. Chevinsky; M. Susan Zwickel, chairman and CEO; Arthur J. Mankin; Barbara Mankin, secretary; Fawn S. Zwickel and Richard A. Zwickel, vice president

**Correction:** In the spring issue, we misidentified Debbie Lacy, who appeared on page 4 with Stephanie Dotterweich. Our apologies. We also erred in noting that Pet Therapy was funded by the Joe Abrams Oncology Fund; expenses are covered by general philanthropy dollars.

## Happenings

### The Faces of Breast Cancer: Photographs by Pete Byron

**Opening Reception Sept. 30, 2009 | 5:00 – 7:00pm | FREE**

Morris Museum, Morristown

Reservations required; please call 973-971-3713

This exhibition, on view throughout October, portrays the courage of breast cancer survivors.

### Lunch & Learn Series (in collaboration with Carol G. Simon Cancer Center)

**Tuesdays in October | Noon – 1:00pm | FREE**

Morris Museum, Morristown

Topics include Complementary Medicine and Wellness, Image Enhancement through Surgery and Innovations in Breast Cancer Detection.

Reservations required; please call 800-247-9580

If you are interested in hosting an event or promotion to benefit Carol G. Simon Cancer Center at Morristown Memorial Hospital, please contact Eileen Heltzer, director of annual giving, at 973-593-2412 or [eileen.heltzer@atlantichhealth.org](mailto:eileen.heltzer@atlantichhealth.org)