



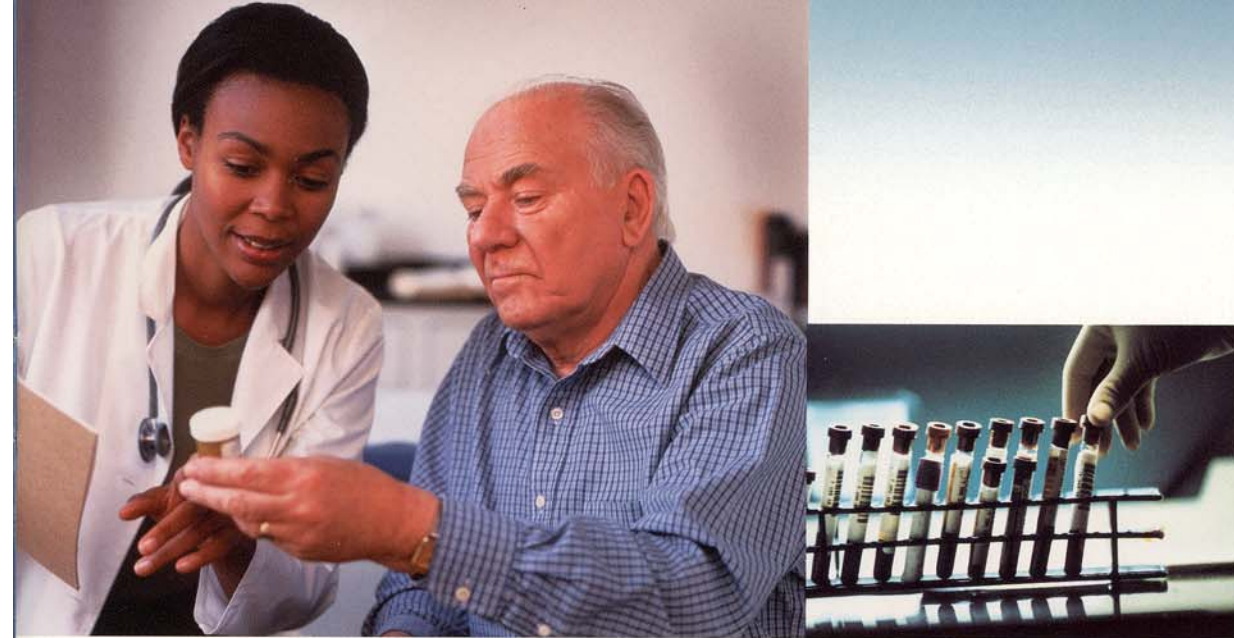
Building
for the *Future*



UCSD
Cancer
Center



An NCI-Designated Cancer Center



Building for the Future **THE UCSD CANCER CENTER**

Deep in his laboratory in the Stein Clinical Research Building on UCSD's La Jolla campus, Dr. Thomas J. Kipps is exploring the genetic mechanisms behind chronic lymphocytic leukemia (CLL), an incurable condition afflicting more than 50,000 Americans a year.

A few miles away in the UCSD Thornton Hospital, Dr. Asad Bashey and his team are evaluating the effectiveness of an experimental type of stem cell transplant in patients with advanced kidney cancer, a disease highly resistant to conventional therapy.

Twelve miles to the south, at UCSD Medical Center, Hillcrest, Paul Ciarravino is receiving radiation therapy for colon cancer.

In a Chula Vista hair salon, Georgia Sadler is training African-American cosmetologists to serve as health educators, informing their clients about breast cancer, early detection and clinical trials.

Although widely scattered, these activities have a unique and powerful connection: All are part of UCSD Cancer Center, San Diego's broadest-ranging source of cancer care, research, education and outreach.

Now UCSD — and San Diego County — are entering a new era in the fight against cancer. Plans are under way to construct a dedicated building that will unite the cancer center's diverse programs under a single roof. In this advanced, patient-centered facility, physicians, scientists and educators will collaborate to increase their understanding of the disease process, ease suffering, enhance care, teach the next generation of doctors, and develop the therapeutic and behavioral approaches that will help make cancer an affliction of the past.



Two decades of innovation

Established in 1979, UCSD Cancer Center is devoted to translating promising scientific discoveries into better options for preventing, diagnosing and treating cancer, as well as reducing pain and discomfort. One of a select group of 60 centers nationwide that the NCI has designated for excellence in research and clinical care, the Cancer Center supports some 200 clinical trials and has received wide recognition for its pioneering work in cancer prevention.

The Center functions like the hub of a wheel — bringing together gifted scientists from different disciplines whose collective passion and energy is directed at overcoming cancer. This integrative strategy is designed to encourage and nurture new collaborations in which a convergence of individual insights creates a whole greater than the sum of the parts.

Whether members are exploring the inner workings of the cancer cell, developing new technologies, studying the factors that influence behavioral and lifestyle changes, or delivering the most advanced care to patients, their work is focused on improved health for individuals, families and the community as a whole.

*The UCSD Cancer Center's
Blood and Marrow
Transplantation Program
is the only center in San Diego
approved by the National
Marrow Donor Program
to perform bone marrow
or stem cell transplants
from donors unrelated
to patients.*



FIRST PERSON: *Sandy Lang*

When Sandy Lang was diagnosed with breast cancer in 1998, she quickly got several medical opinions about the best course to pursue.

"I wanted to be a participant. I wanted a doctor who would sit down with me on a regular basis and talk about my care. I needed to know what was going to happen to me."

Drawn by the Cancer Center's team approach, she chose UCSD for her treatment and found a clinical environment that was everything she sought.

"When you're dealing with any kind of cancer, it's so devastating to hear the diagnosis, you really need to have someone who will listen to you and answer your questions," she says. "I found that at UCSD."

But Sandy also saw room for improvement. Faced with frequent visits to multiple sites, she sometimes found the travel burdensome. "It would really be ideal to have it all in one center."

Today Sandy is focused on prevention, participating in a Cancer Center nutrition study that is examining the role that a diet high in vegetables and fruits can play in inhibiting breast cancer recurrence.

"There's more than just getting the diagnosis and initial treatment," she says. "What's really important is the follow-up, which you want to be coordinated. At UCSD, if I don't pick up on a problem as a patient, one of my doctors will. So if I do have a recurrence, they'll be on top of it. I can't say enough wonderful things about UCSD Cancer Center."



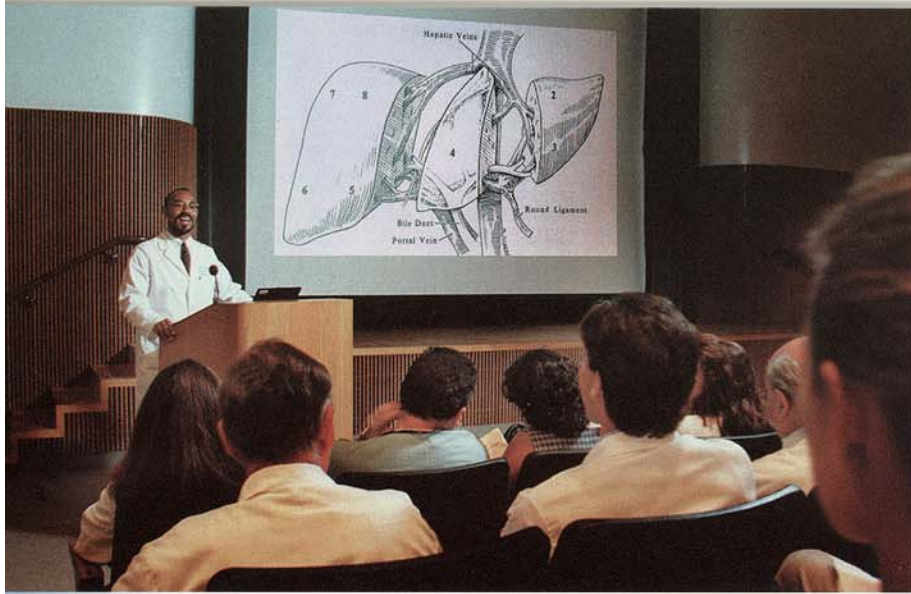
Sandy Lang

Our hallmark: A multidisciplinary approach

In patient care, UCSD Cancer Center's emphasis on integration is manifest in a team approach to case management that brings together interactive groups of specialists who pool their knowledge to develop diagnoses and plans for treatment.

The Breast Care Unit team, for example, consists of surgeons, physicians, pathologists and radiologists who collaborate to deliver the best possible care for each patient, discussing her progress at weekly conferences, communicating with her openly and often, and involving her in decisions concerning her treatment, which will be based on their collective recommendations.

UCSD's was the first breast health service in San Diego to offer women a comprehensive team approach to their care. Similar teams are now in place for patients with many other forms of cancer, including those of the brain, head and neck, gastrointestinal system, genitourinary system and more. The Cancer Pain Relief Unit is also based upon this model, ensuring optimal care for everyone who comes to UCSD Cancer Center.



The research enterprise

Anchoring and strengthening the Center's clinical activities is its underlying foundation in research. Investigations encompass a broad spectrum, from deciphering the inner workings of cells, to testing the efficacy of new drugs and therapies, to developing cancer education programs for underserved populations.

Frequently researchers approach their work from novel — and integrative — perspectives. Instead of focusing exclusively on pain caused by a tumor, for example, UCSD investigators into cancer pain and symptom control are also looking for ways to address the broader issues of fear, anxiety, fatigue and depression. Similarly, the Center's research in cancer genetics is coordinated with its clinical, outreach and educational programs, ensuring that families who carry a gene for cancer are not only followed closely in the clinic, but also have access to counseling, support and educational services.

While each of the Center's programs has made important strides against cancer, the ultimate goal of these investigations is to translate insights gained at patients' bedsides and in research laboratories into important advances in understanding and treating the disease. Translational oncology, as it is known, spans the boundary between clinical medicine and basic science, drawing on multiple disciplines in an effort to yield new approaches to diagnosis and therapy.

Among the Center's 200-plus researchers are a Nobel laureate, seven members of the National Academy of Sciences, two winners of the General Motors Prize for Cancer Research, two members of the National Institute for Environmental Health Sciences, one member of the Advisory Council of the NCI and a past president of the American Association of Cancer Research.



“The new Cancer Center building will make it easier to combine top-notch patient care with the latest research advances, facilitating communication between basic researchers on one side, clinicians on the other and translational researchers, such as myself, in the middle. Its true value will come from these frequent and meaningful interactions.”

C. RICHARD BOLAND, M.D.,
PHYSICIAN-SCIENTIST

The challenges of dispersed facilities

UCSD Cancer Center has achieved its successes despite some daunting logistical challenges.

Specifically, its activities are distributed among three hospitals, as well as clinics, laboratories and offices on the University’s East and West campuses and leased space off campus. Patients and their families or caregivers often must travel to multiple locations to see their physicians, retrieve x-rays and other diagnostic images and receive treatment — all at a time of great stress and concern. Furthermore, with more than 20,000 patient visits annually, many facilities are strained beyond capacity.

Patient visits to UCSD Cancer Center clinics increased 20% over the past year and are expected to continue growing at the same rate.

Dispersed facilities also make it more challenging for multidisciplinary teams to meet, and they impede the intellectual exchanges between researchers and clinicians that lead to new ideas, cooperative efforts and important discoveries.





Achieving the next level of excellence

The dramatic population growth in the San Diego region, coupled with new trends in cancer care and advances in biomedical research, makes it critical for UCSD Cancer Center to move forward now with plans to consolidate its activities in a single location.

The new Cancer Center building, to be located on UCSD's East Campus, will bring together outpatient care, laboratory research, cancer prevention and control, and community outreach activities in approximately 270,000 gross square feet. Its overriding purpose is to facilitate outstanding patient care that incorporates the most advanced scientific discoveries. The building will enable the Cancer Center to capitalize on its existing strengths and prepare for a central role in the changing future of cancer research and care.

Enhancing outpatient care

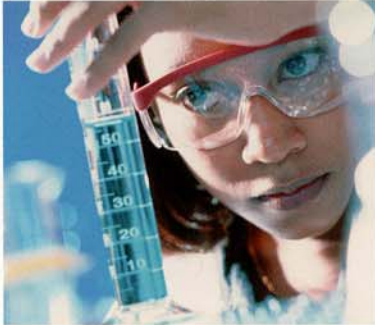
Patient needs will be at the very heart of the building, which has been designed with their support and convenience in mind. The ground floor will be devoted to clinical services and has been designed as an especially pleasing environment. One of its most appealing features will be beautifully landscaped "healing gardens," a peaceful retreat for patients, family and friends. Plans also call for a library and Internet connection on site, so patients can access reliable, up-to-the-minute information.

The facility will expand the Center's outpatient capacity and provide integrated and seamless care, enhancing efficiency and



“With the new building, we’ll not only have adequate space for patients; it will be comfortable space with access to quiet garden areas. All of this will enhance the therapeutic experience.”

JOY SUTERA, R.N., CHEMOTHERAPY NURSE



Since its inception at UCSD Cancer Center in 1992, the California Smokers Helpline has provided services to more than 80,000 people across the state and become a model for similar programs in other states.



easing the burden of travel on patients. It will also improve responsiveness, streamline communication and provide ready access to appropriate staff and speedy scheduling of appointments.

While the new building will become the hub of outpatient services, the Center will continue to serve patients at UCSD Medical Center, Hillcrest, and provide inpatient care at Hillcrest and Thornton hospitals.

Advancing research

The new building, which will house laboratories for 22 principal investigators and their research teams, has been designed to encourage interactions between clinicians, basic scientists and other researchers, building a sense of community and fostering the dynamic interdisciplinary collaborations that can produce exciting results.

On the upper floors, investigators will work together to create new therapies and to bring them quickly into clinical practice. As individual researchers from diverse disciplines make incremental discoveries, they will be able to share their findings, build on one another's work and develop new ways of thinking about scientific problems. It will be easier for clinicians and researchers to learn quickly about new opportunities and, in turn, for them to join forces to seize those opportunities. This dynamic intellectual climate will help the Center attract the nationally and internationally renowned staff who will continue to strengthen its research programs, teaching and clinical services.

Promoting cancer prevention, education and outreach

By centralizing key activities, the new building will transform UCSD Cancer Center into a regional focal point for cancer referrals, prevention, outreach and education, regardless of where patients are receiving treatment. Patients and their families will have a single source for information about clinical trials that could benefit them and about opportunities to take part in prevention programs. The building, equipped with an auditorium, will provide a venue for seminars and forums for community physicians, and members of the public will be invited to attend lectures and other cancer education and prevention activities.



The UCSD Cancer Center and San Diego: A regional resource

San Diego is the sixth-largest city in the nation, and the county's population is projected to increase from 3 million to 4 million in the coming decade. If the Center is to continue serving the region as effectively as possible, it needs to grow in step with the population, maturing into a world-class resource.

UCSD Cancer Center occupies a unique niche in the community. Beyond its status as the region's only NCI-designated clinical cancer center, it regularly collaborates with other San Diego cancer research and health care institutions, as well as bioscience companies, schools and other community-based organizations, all with the goal of doing its part to make San Diego a healthier community.

The new building will give the Center a chance to expand these alliances, with benefits that extend throughout the community and beyond. It is an opportunity that promises to elevate the standards for cancer care throughout the region and accelerate the pace at which innovations are introduced into clinical practice.

There is no better way for the UCSD Cancer Center to realize its full — and enormous — potential.

“An important value in having the new Cancer Center building is that patients will see it as their cancer center. It's really going to be a facility for the people — for patients and their families.”

VICKY JONES, M.D., MEDICAL ONCOLOGIST