SPECIAL JUN PROSTATE CANCER SUPPLEMENT

There is a lot happening in the Department of Urology. We had much news in our regular edition of JUN that we are sending out this August 2006 Supplement that focuses on the Department of Urology prostate cancer activities as well as urology news from the Kimmel Cancer Center.

JEFFERSON’S PIONEERING GENITOURINARY CANCER PROGRAM MARKS 10TH ANNIVERSARY AS NATIONAL MODEL

Renowned Specialists From Jefferson And Other Top Institutions Speak At Dinner Symposium

As one of the first multidisciplinary program in the United States for patients with genitourinary malignancies, The Genitourinary (GU) Cancer Program at the Kimmel Cancer Center at Jefferson in Philadelphia celebrated its 10th anniversary this spring. The Jefferson GU program has evaluated and treated over 5,000 patients and, today, serves as a recognized successful model for the trend in the multidisciplinary approach to GU cancer treatment across the nation.

“It is an honor to be celebrating a decade of service to our patients and our community,” said Leonard G. Gomella, M.D., who established the Jefferson Program and served as the first director. He also serves as director of Urologic Oncology at the Kimmel Cancer Center.

“We at Jefferson’s Kimmel Cancer Center have one of the first and continue to develop one of the strongest multidisciplinary GU programs in the country,” explains Dr. Gomella, the Bernard W. Godwin Professor and Chair of Urology at Jefferson. “Patients can be diagnosed, treated or have therapy recommendations or confirmation of therapy plans made to their referring physician, all in one location, during one visit, under the supervision of the most highly skilled physicians, using the most advanced technologies and the latest treatments.”

The 10th Anniversary was commemorated at a dinner symposium, Celebrating Ten Years of Multidisciplinary Care, on Thursday, April 6, 2006 at the Ritz-Carlton Philadelphia Hotel. The symposium focused on the most common solid tumor in men, prostate cancer. Speakers included the following nationally-recognized oncology specialists:

- Walter J. Curran, Jr., M.D., Clinical Director The Kimmel Cancer Center at Jefferson and “Welcome and Introductions”
- Richard G. Pestell, M.D., Ph.D., Director The Kimmel Cancer Center at Jefferson, Thomas Jefferson University, “Translational Science - Opportunities for Therapy Resistance”
- Leonard G. Gomella, M.D., Director, Urologic Oncology, The Kimmel Cancer Center at Jefferson, “History of the GU Multidisciplinary Center”
- Michael J. Zelefsky, M.D. Director of Brachytherapy Program Memorial Sloan-Kettering Cancer Center, “The Latest in Radiation Therapy for Prostate Cancer”
- Daniel P. Petrylak, M.D. Division of Medical Oncology, Columbia University, “Integrating Chemo into Multimodality Approach”
- Michael O. Koch, M.D. Chairman of Urology, Indiana University, “Robotic Surgery and Surgical Options for Prostate Cancer”
JEFFERSON’S GENITOURINARY CANCER PROGRAM (continued)

“Thomas Jefferson University Hospital is thrilled to mark this milestone for the GU Cancer Program,” said TJUH President and CEO Thomas J. Lewis. “That it has paved the way for other multidisciplinary centers across the country is testament to the Program’s primary founders, Dr. Leonard G. Gomella and Dr. Richard K. Valicenti, and its dedicated specialists, nurses and staff, who have committed themselves to the best in patient care and education over this first decade.”

The GU Multidisciplinary Cancer Program at Jefferson has established itself, since the founding in January 1996, as one of the pioneering centers in the United States where patients with prostate, bladder, kidney, testicular or other urologic cancers can receive input from multiple specialists in a single visit. Experts in urologic oncology, radiation oncology and medical oncology evaluate each patient, and pathology and radiology consultations are also available. In addition, the Program offers promising alternative and complementary therapies through a partnership with The Jefferson-Myrna Brind Center for Integrative Medicine as well as the latest in investigational clinical trials. The GU Program also offers a Buddy Program that pairs new prostate cancer patients with survivors, to provide psychosocial support.

First in the Delaware Valley to offer laparoscopic prostatectomy. The daVinci robotic system was added in the fall of 2005. In the summer of 2006 the Department of Urology will have a compliment of three fellowship trained laparoscopic and robotic prostate surgeons.

Access to the latest protocols is essential to many cancer patients as a treatment plan is developed with their team of specialists. KCC and intergroup trials are available to patients through the Kimmel Cancer Center, individual Jefferson departments, as well as the Jefferson Cancer Network Hospitals, which includes 23 area hospitals.

In the past decade, The Genitourinary Cancer Program at the Kimmel Cancer Center at Jefferson has redefined state-of-the-art treatment. It has introduced the latest breakthrough technologies and protocols including prostate brachytherapy, cryotherapy, IMRT (Intensity Modulated Radiation Therapy) including the use of fiducial markers and laparoscopic prostatectomy, nephrectomy and partial nephrectomy. Urologic oncologists at the Kimmel Cancer Center have been involved in minimally invasive laparoscopic surgery since the early 1990’s and were the first in the Delaware Valley to offer laparoscopic prostatectomy. The daVinci robotic system was added in the fall of 2005. In the summer of 2006 the Department of Urology will have a compliment of three fellowship trained laparoscopic and robotic prostate surgeons.

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JEFFERSON’S GENITOURINARY CANCER PROGRAM (continued)

A strong focus has also been placed on education and interaction at the Genitourinary Cancer Program. Patients, their families and their primary care physicians are encouraged to take active roles in the treatment decision-making process. Every case is reviewed at a management conference, during which all members of the cancer center professional staff discuss the recommendations provided to each patient and referring physician.

“I am extremely proud of what the multidisciplinary GU Cancer Program has accomplished in the last ten years,” said Richard G. Pestell, M.D., Ph.D., director, The Kimmel Cancer Center at Jefferson. “As a pioneer in genitourinary cancer care, the GU center has tremendous technological, clinical and research-based resources from which to draw to ensure superior patient care.” He added, “As we seek new treatments and cures, we look forward to seeing the Jefferson Multidisciplinary Genitourinary Cancer Program grow and develop even further.” The KCC is currently expanding the Multidisciplinary centers to other disease sites.

Dr. Gomella said he is looking forward to the next ten years. “I think Kimmel Cancer Center Director Dr. Richard Pestell’s considerable research strengths and interests in prostate cancer will open up many new clinical and investigational opportunities.” Dr. Gomella has also set as a priority a larger physical location, OR facility expansion and additional professional staff to keep up with patient demand.

Several of the clinicians who work in the GU Multidisciplinary Center pose with a specially designed cake to celebrate the 10 year anniversary of the GU Multidisciplinary Center. Drs. Glassman, Gomella, Valicenti, Trabulsi, and Pereira-Rico. Missing are center physicians Dr. Adam Dicker and Dr. Costas Lallas.

The GU Multidisciplinary Team of the Kimmel Cancer Center at Jefferson

First Row: Adam P. Dekker, MD, PhD, (Radiation Oncology); Richard G. Pestell, MD, PhD, (Director, KCC); Thomas J. Lewis, President, TJIH; Leonard Gomella, MD, (Chairman, Urology); Richard K. Valicenti, MD, (Co-Chair, GU Multi-Center); Walter J. Carras, Jr., MD, (Clinical Director, KCC)

Second Row: Aradhana Kaushal, MD, (Radiation Oncology); Patricia Dugan, (Admin., Director, JCN); Leonardo Bonacini, CRNP, (Coordinator Multi Centers); Miruma Sheehan, (Administrative, Radiation Oncology); Janet Fowler, RN, BSN, (JCN); Deborah Greenman, MD, (Urology); Barbara Tolin, RN, BSN, (JCN); Suzanne Heme, RN, OCN, BSN, (Radiation Oncology); Jennifer Huntehman, RN, (JCN); Kathleen Dennis, (Tumor Registry); Darlene Bredel, MSN, CRNP, (Urology)

Third Row: Mildred D. Harden, BBA, (Admin, Assistant, KCC); Kelly Coggin, (Urology); Genevia Lewis, (Radiation Oncology); Jay Solomon, MPA, (Clinical Administrator, KCC); Danielle Almonte, RN, (Social Work Assistant, KCC); Casey D. Lallas, MD, (Urology); Almeir Porreca-Ross, MD, (Medical Oncology); Edward Trabulsi, MD, (Co-Chair, GU Multi-Center); Karena Zahnuky, RN, BSN, (JCN); Lisa Fidel, MD, (Radiation Oncology); James Cronin, BS, CCRP, (Radiation Oncology); Nan Waldman, MD, (Urology); Emily Fennel, RN, (Urology); Francesca Lindley, LPN, (Radiation Oncology)
To make a referral to Jefferson's Kimmel Cancer Center
call 1 800 JEFF NOW (1-800-545-5669)

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Deborah T. Glassman, M.D.
Costas D. Llaila, M.D.

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Steven Rosenzweig, M.D.
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“FASTER THAN YOU CAN SAY….”
In case you missed it….Jefferson’s robotic prostatectomy program has been featured on a billboard that can be seen on the eastbound Schuylkill Expressway near City Line Avenue. The sign has been effective in making people aware of the expanded laparoscopic prostatectomy program using the DaVinci robot at Jefferson. Our laparoscopic program was initiated in 2000 and we currently have three fellowship trained urologists in laparoscopic and robotic prostatectomy. Dr. Ed Trabulsi worked with Dr. Guillonneau a developer of the technique, while completing his fellowship at Sloan Kettering Cancer Center in New York. Dr. Costas Lallas completed a laparoscopy and robotics fellowship at the Mayo Clinic in Scottsdale AZ and Dr. Scott Hubosky, our newest faculty member, completed his endourology, laparoscopy and robotics fellowship with Dr. Mike Fabrizio in Norfolk, Virginia.

CANCERCARE MONOGRAPH FOR PATIENTS WITH ADVANCED PROSTATE CANCER

CancerCare is a national non-profit organization that provides free professional support services to anyone affected by cancer: people with cancer, caregivers, children, loved ones, and the bereaved. CancerCare programs — including counseling, education, financial assistance, and practical help — are provided by trained oncology social workers and are completely free of charge. Founded in 1944, CancerCare now provides individual help to more than 90,000 people each year, in addition to the more than one million people who gain information and resources from its website. www.cancercare.org. Dr. Gomella regularly participates as a volunteer for teleconferences answering questions from patients about prostate diagnosis and treatment. A monograph has been published for patients with advanced prostate cancer based on one of these recent teleconferences. Copies are available in our 833 office.
PROSTATE CANCER SCREENINGS SET FOR SEPTEMBER 19 & 20, 2006

The Annual Prostate Cancer Awareness Screening Day will be held on September 19 from 9 a.m. to 3 p.m. at Methodist Hospital, Department of Radiation Oncology, and September 20 from 9 a.m. to 3 p.m. in the Bodine Center, 10th and Sansom Sts. The program has been held at Jefferson since 1989 and has provided free screenings for almost 7,000 men. Jefferson has participated annually as one of the founding centers for this effort. It is jointly sponsored by the Department of Urology, the Kimmel Cancer Center at Jefferson and Thomas Jefferson University Hospital.

Prostate Cancer Awareness Week (PCAW) is one of the oldest and largest screening programs in the United States and is managed and coordinated by the Prostate Cancer Education Council. It is held each September to promote awareness of prostate cancer, the leading solid tumor in men.

The death rate from this disease has decreased by almost 20 percent over the last decade, with much of this decline attributed to several factors including awareness and screening efforts, according to Dr. Ed Trabulsi.

Dr. Ed Trabulsi, Co-Director of the GU Multidisciplinary Center at the KCC also notes that “We are pleased in the GU multidisciplinary Center to dedicate our resources each year to this very important event. Each year more and more men become aware of the importance of annual exams, and make certain to have one.” Christine Hubert, Clinical Trials Coordinator for the Department of Urology is the main organizer of this effort for both the KCC and Methodist Division programs and we are grateful for her dedication.

To schedule a free screening, patients can call 1-800-JEFF NOW.
CHINESE COMMUNITY AWARE OF PROSTATE CANCER SCREENING AT JEFF

The Annual Prostate Cancer Screening at Jefferson welcomes participation by the Chinese Health Information Center (CHIC). This is an opportunity to reach out and screen men from an under represented patient population. Leilei Duan, Program Manager of the Chinese center and Christine Hubert, Logistics Manager of Jefferson’s prostate screening days have diligently worked on overcoming the language barrier by media advertisements and consent forms translated into Mandarin. They have also arranged for interpreters to be in attendance on the day of screening.

We are privileged to provide some information about our new founded participant. In the early 1990’s Thomas Jefferson University Hospital, located only three blocks away from Philadelphia Chinatown recognized the need to provide good healthcare to this non English speaking community by recruiting Chinese-speaking physicians and healthcare outreach workers. In September of 1998 TJUH established the Chinese Health Information Center with a mission to help Chinese-speaking Asian Immigrants to overcome language, economic and cultural barriers to healthcare. This center provides Health Information Consultation and Referral Services, Medical Interpretations, Disease Prevention Services, and Health Education & Outreach. The Chinese Health Information Center is located at 111 South 11th Street, Suite 1830, Philadelphia, PA. Health Line: 215-955-8882.
FATHERS DAY 2006

Fathers Day has become synonymous with men’s health and prostate cancer awareness over the last few years. Our Department was involved with several important community activities marking Fathers Day 2006.

The 4th Annual Run 4 Your Life event was held on Fathers Day starting at 8:00 AM the Art Museum/Eakins Oval. The Prostate Cancer event is sponsored by Prostate Health International and participants can do a 5K Run, 5K Walk or 1 Mile Fun Walk. Dr. Gordon Schwartz and his wife Shelly are the Driving force behind this event and the organization that supports prostate cancer research and education based here in Philadelphia. Thomas Jefferson University Hospital, the KCC and the Department of Urology have been supporters of the Run since its inception in 2003. Dr. Gomella serves as the events medical spokesperson. The event was broadcast on Channel 6 ABC news and featured the Gary Pappa Challenge and was the largest event to date. Maren Gaughan, Development Director for the Kimmel Cancer Center organized “Team KCC” this year to support the event. Members of our Department present included Drs. Costas Lallas, Max Koppel, and Drs. Tricia and Lenny Gomella, along with sons Andrew and Michael. Maren Gaughan and several other KCC members including Drs. Richard Valicenti and Ron Myers also participated.

Dr. Max Koppel participated in the run (and yes that is the Philadelphia Eagles Cheerleaders standing next to Max)

A beautiful Sunday morning at the Eakins Oval was the starting point for the Fathers Day Prostate Run.

Dr. Leonard Gomella welcoming the participants of the 2006 Fathers Day Run 4 Your Life at the Art Museum.

Some of the members of Team KCC at Run 4 Your Life.
Photo by Bob Neroni Photography
DEPARTMENT OF UROLOGY MEDIA COVERAGE BOOSTS PROSTATE CANCER AWARENESS

The Department was involved in two additional media events surrounding Fathers Day 2006. Dr. Gomella was featured on Channel Six/WPVI news discussing trials using the prostate cancer vaccine known as Provenge (Dendreon Corporation). The Department and the KCC are one of the Mid-Atlantic sites where the prostate vaccine program is available. On Fathers Day a special broadcast interview on “Prostate Cancer and Mens Health” featured a ½ hour interview with Dr. Gomella. Brad Segall of WOGL 98.1 FM conducted the interview.

VISIT WPVI.COM HEALTH SITE IN SEPTEMBER FOR PROSTATE CANCER TIPS

Prostate cancer awareness will become “high tech” this September. In addition to our free screening programs, Thomas Jefferson University Hospital will be featuring prostate cancer health tips on WPVI Channel 6 Action News web site. Go to www.wpvi.com or http://abclocal.go.com and click on the HEALTH tab. Dr. Gomella will be there directing you to the tip of the day on prostate cancer. You really have to see it to believe it.

2006 PROSTATE CANCER REVIEW HELD IN PHILADELPHIA

One of the regional symposia that update clinicians on the State of the Art in Prostate Cancer was held here in Philadelphia on August 11 at the Park Hyatt Hotel. Dr. Leonard Gomella, who serves on the national series faculty, was course director for the Philadelphia program. Over 100 physicians and other health care providers from the region attended. In addition, urologists form outside the area took advantage of the opportunity to attend the meeting and visit the Delaware Valley. The faculty lecturers were from Harvard, Hopkins, Duke, Vanderbilt and the University of Michigan. Topics ranged from robotic prostatectomy, the latest in PSA dynamics and therapy for advanced disease. Interactive panels and case presentations were also part of the day long program.
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MID-ATLANTIC SECTION of the
AMERICAN UROLOGICAL ASSOCIATION, INC.

August 22, 2006

Dear Colleagues,

The 64th Annual Meeting of the Mid-Atlantic Section of the AUA will be held at the Capital Hilton in Washington DC from October 12-15, 2006. I would like to encourage you to attend and take part in what will be a most exciting weekend in Washington. The new Thursday evening to Sunday format and the fact that this is an “in section meeting” makes this an ideal meeting venue to attend for those of us in the Philadelphia region.

This year’s scientific program, put together by Dr. Tom Jarrett and the 2006 Program Committee, features a faculty that includes some of the most respected leaders in urology, including our Hugh Hampton Young lecturer, Dr. Anthony Atala, who has become a leader beyond the field of urology for his pioneering work in tissue engineering. In addition to my involvement with the meeting as this years President and Dr. Barthold as Board member, our faculty will have a prominent role with Drs. Shenot, Glassman, Trabulsi on the program in addition to several presentations by our residents.

There will be a unique and impressive social program for the attendees and their families that features a fun filled “spy and mystery” theme. Social events include a private opening and dinner at the International Spy Museum, The Great D.C. Da Vinci Code Adventure on Saturday afternoon, and our special “Top Secret” entertainment for the President’s Banquet — a world-renowned illusionist who is also a NY Times Best selling author and TV personality. His popularity prevents us from using his name in our promotional brochure, another reason to attend and meet this famous guest in person!

This is a MA-AUA Annual Meeting you will certainly not want to miss. Visit the MA-AUA Website (www.MAAUA.org) to learn more on the meeting. Please note that the deadline for reduced rate registration is September 1, 2006 with September 22 the cut off for pre-meeting registration.

Please also consider bringing your family to this very exciting event in our nation’s capital as we have designed a social program program with them in mind as well. My family and I look forward to seeing you in Washington.

Sincerely,

Leonard G. Gomella, M.D.
President