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NEWS MAGAZINE

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Tom Sadvary, CEO,
Scottsdale Healthcare

Putting Wellness to **Work**

MEDICAL TOURISM

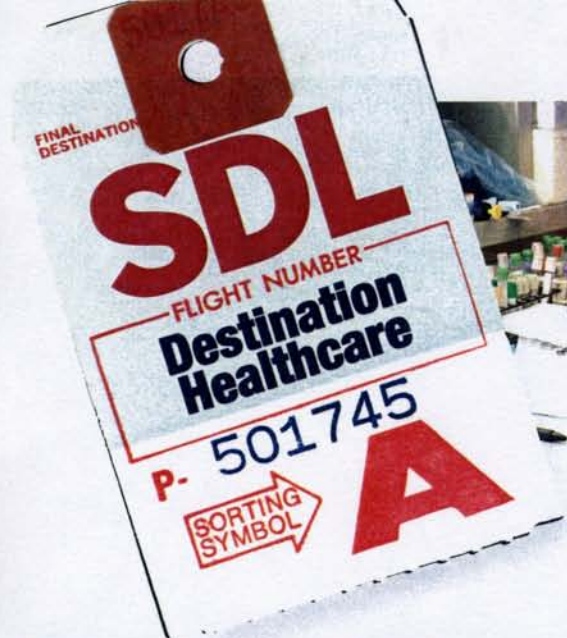
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At Scottsdale Healthcare, medical advances are continually taking shape, particularly in cancer research. Dr. Daniel Von Hoff (far right) is currently working on a clinical research trial on a drug designed to treat basal cell carcinoma, a form of skin cancer.

Putting Wellness to

Work

By
Michelle Jacoby

Scottsdale emerging as destination of choice for cutting-edge medical care

Once a month, Del Lofton travels more than 2,500 miles from her home in the Florida Keys to Scottsdale, where she is participating in a clinical trial she is hoping will help her win her battle against cancer.

Lofton suffers from basal cell carcinoma, a common form of skin cancer that, although easily treated, can cause extensive damage to surrounding bone and tissue. Lofton has a rare form of the disease that has been recurring on the bridge of her nose and eye area.

"The cure is to cut [the tumor] off. However, mine kept coming back so my doctors advised me to remove my eye so it would all be gone," Lofton says. "It still came back."

After numerous surgeries, Lofton went on a radical diet and underwent different rounds of chemotherapy, which weren't responding. Finally, her doctor informed her of a clinical research trial for basal cell carcinoma being conducted at the Virginia C. Piper Cancer Center at Scottsdale Healthcare. He said she would be the ideal candidate.

That was seven months ago. Today, Lofton makes the journey from Florida to Scottsdale once a month to participate in a trial that tests GDC-0449, a chemical synthetic that blocks pathways to a tumor-promoting gene that leads to basal cell carcinoma and other diseases. Studies have shown the drug shrinks tumors

with limited side effects, including a loss of sense of taste, and a small amount of hair loss and weight loss.

"Basal cell carcinoma affects about one million people a year and a proportion of these patients have disease that is not curable with surgery ... This finding has potential importance in this population," says Daniel D. Von Hoff, M.D., Physician in Chief at the Translational Genomics Research Institute (TGen) and Chief Medical Officer for the Scottsdale Clinical Research Institute at Scottsdale Healthcare.

On the Map

Clinical research trials like these and other advancements in medical care are a major reason why Scottsdale is fast becoming a destination of choice for patients all over the country. As the two largest medical facilities in the Valley, Scottsdale Healthcare and Mayo Clinic are establishing themselves as significant destinations for innovative and quality care.

"Because Scottsdale Healthcare is often the first in Arizona or the region to get approval for using new types of surgical procedures and the latest medical technology, patients will seek [us out] for their care," says Tom Sadvary, CEO of Scottsdale Healthcare.

Scottsdale Healthcare was the first in Arizona to have the daVinci surgical robot for prostate surgery, mitral valve surgery and other procedures, and the Sensei robot for treating heart arrhythmia. The



Photos: Scottsdale Healthcare

hospital was also the first in Arizona to have the Novalis stereotactic therapy system for treating hard-to-reach tumors.

"Patients today are very savvy and seek out physicians and medical centers that are on the leading edge of innovation in patient care, research and technology," says Sadvary, who also attributes the dedicated work of its doctors to the national and international recognition the hospital is receiving for its medical programs.

"Scottsdale Healthcare is recognized as a leader in Phase I clinical trials of new cancer therapies. Some



of these studies are first-in-the-world trials of new treatments, and we draw patients both locally and from all over the country," he says. "Dr. Von Hoff is our chief scientific officer and is internationally known for his breakthroughs in cancer research."

The hospital's bariatric surgery program is also gaining notoriety. Led by Dr. Robin Blackstone, the program was one of the first in the nation to be certified as a center of excellence.

"The quality and reputation of Scottsdale Healthcare's bariatric program and surgeons draw patients from all over Arizona, New Mexico and

Nevada. There are also patients from Mexico and Canada who travel to Scottsdale for medical treatment in several specialties," he says.

Home Away From Home

With patients traveling to Scottsdale from all over the globe, finding a comfortable place to stay is an integral part of the journey, which is why facilities like Scottsdale Healthcare and Mayo Clinic are creating environments that go beyond the standard hospital setting.

"A comment we often hear from patients

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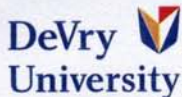
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is that our hospitals feel like luxury hotels and provide a level of service comparable to our local resorts," says Sadvary. "Scottsdale Healthcare Thompson Peak, for instance, has all original artwork, every patient room has a mountain view and we offer a concierge service. Spa services are also available for patients."

All three hospitals — Thompson Peak, Scottsdale Healthcare Shea and Scottsdale Healthcare Osborn — have in-room entertainment systems and on-demand room service menus that patients can access 24 hours a day.

Some patients, however, are required to stay weeks, even months, which can be cost restrictive. To accommodate transplant patients who require prolonged follow-up care, Mayo Clinic recently broke ground on the Village at Mayo Clinic, the new location for the Arizona Transplant House, a facility that houses the hospital's transplant patients in a caring and supportive home-like environment.

Scheduled to open in August 2009, the development will feature nine Southwestern style casitas containing six bedrooms and six bathrooms. Each casita will accommodate patients and their caregivers during their follow-up care, which includes blood draws, biopsies, consults and medication adjustments.

Mayo is also teaming up with the American Cancer Society to provide lodging for cancer patients who need to undergo long-term therapy that can last more than six or seven weeks.

Journey of Hope

Although the trip from Florida to Arizona is long and, at times, difficult, Lofton knows that with every treatment, she gains more hope.

"I don't know how long my treatment will be. There is no protocol because it's still in the research phase," she says. "It has been healing and very hopeful. The cancer is shrinking and my scans show that it's stable and there's no growth. It's all part of my journey."

The mother of four sons, Lofton understands the importance of nurturing care, something she says she always receives from the staff at Scottsdale Healthcare.

"Each time I come to Scottsdale, I'm immediately treated with kindness and care by the hospital staff," she says. "I've come to know the nurses, who greet me with hugs and a caring touch. It's been a great experience and knowing this drug is available and targeted to my cancer is a huge hope."

"We exist to provide excellent care for residents for our community," says Sadvary. "That being said, the depth and quality of our services reach far beyond our borders as evidenced by the number of patients who travel to Scottsdale to receive medical care."