

Oncologist Von Hoff to be in Honor Ball spotlight

Keith Jones of Scottsdale Health submitted this information.

Dr. Daniel Von Hoff will be Scottsdale Healthcare Foundation's honoree at its 34th annual Honor Ball. Von-Hoff, an oncologist and chief scientific officer at Scottsdale Healthcare's Virginia G. Piper Cancer Center, is known worldwide for groundbreaking cancer research.

The Honor Ball, a black-tie event, will be held, Feb. 6 at The Phoenician Resort Grand Ballroom. Proceeds benefit cancer research and treatment at Scottsdale Healthcare's Virginia G. Piper Cancer Center.



**Dr. Daniel
Von Hoff**

Von Hoff, a Scottsdale resident, is internationally known for his research in pancreatic, basal cell and other cancers. His findings have been published in the *New England Journal of Medicine*, most recently for a breakthrough in treating advanced basal cell carcinoma led by Von Hoff and his team in the Virginia G. Piper Cancer Center.

An advocate of targeted therapy known as precision oncology, Von Hoff is co-leader of the Stand Up to Cancer (SU2C) Pancreatic Cancer Dream Team, created with an \$18 million grant from the Entertainment Industry Foundation to investigate new approaches for treating pancreatic cancer, the fourth-leading cause of cancer death in the U.S.

The Virginia G. Piper Cancer Center offers cancer diagnosis, treatment, research, prevention and support services in its facilities at Scottsdale Healthcare Shea.

"I'm humbled to be selected as the Honor Ball honoree this year but glad that the Virginia G. Piper Cancer Center has been selected as beneficiary. The team works so hard to bring comfort to our patients, and we know we have a very special place here," Von Hoff said. "We promise you that we will do everything in our power, with your help, to make a dent against this disease."

In his dual roles at Scottsdale Healthcare and as physician-in-chief at Translational Genomics Research Institute Von

Hoff leads a team of cancer researchers in the TGen Clinical Research Services at Scottsdale Healthcare clinic in the Virginia G. Piper Cancer Center.

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Several studies conducted at Scottsdale Healthcare have yielded promising results to advance the battle against cancer. Skin, lung and pancreatic cancer clinical trials conducted at Scottsdale Healthcare have been the subject of scientific papers and presentations at recent international cancer conferences.

In addition to his positions at Scottsdale Healthcare and TGen, Von Hoff is chief scientific officer for US Oncology and clinical professor of medicine at the University of Arizona.

His major interest is in the development of new anti-cancer agents. Von Hoff's work focuses on the development of molecularly targeted therapies for patients with pancreatic and other advanced cancers.

Von Hoff is serving a six-year term on the National Cancer Advisory Board and has served on the U.S. Food and Drug Administration's Oncology Advisory Committee.

He is a past president of the American Association for Cancer Research, the largest cancer research organization in the world dedicated to the prevention and cure of cancer. He was on the AACR and the American Society of Clinical Oncology's board of directors, and is a fellow of the American College of Physicians.

"Cancer patients in our community have access to this ground-breaking, world-class research right in their own backyard," said Mark Slater, vice president of research at Scottsdale Healthcare.

"The Honor Ball has raised more than \$8 million through individual and corporate donations to benefit Scottsdale Healthcare.

For sponsorship or table reservation information: 480-882-4510 or www.shc.org/honorballinfo.

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