# News of the Center

## Entertainment Industry Executives Elected to Foundation Board

Entertainment industry executives Randall M. Katz and Jay Sures have been named chairman and vice chairman, respectively, of the board of directors for the Jonsson Cancer Center Foundation, the fundraising arm of UCLA's Jonsson Comprehensive Cancer Center.

On the JCCF board since 2007, Katz is a generous supporter of the Jonsson Cancer Center through the Ron and Maddie Katz Family Foundation, where he serves as a director. The president of Milestone Entertainment, Katz earned his undergraduate degree from Yale University. Sures is a board member and partner at United Talent Agency and the 2007 recipient of JCCF's Gil Nickel Humanitarian Award. A JCCF board member since 2008, Sures also co-chaired the 2008 and 2009 dinner committees for Taste for a Cure, the foundation's signature fund-raising event. Sures also serves as treasurer of the Entertainment Industry Foundation, a charitable organization. Sures holds a bachelor's degree in economics from UCLA.

Other board officers include treasurer Jonathan Davidson. A partner at Westridge Capital LLC, Davidson has served as the organization's treasurer since 2007. He earned two degrees from UCLA, a bachelor's degree in economics in 1987 and a master's degree in business administration. The foundation also welcomed David Kramer, a partner at United Talent Agency, as a new member of its board. Kramer earned his bachelor's degree from the University of Georgia and master's degree from University of Southern California School of Cinematic Arts.

## New Integrative Oncology Center Opened

A new center providing leading-edge integrated care to cancer patients and their families has been launched at UCLA's Jonsson Comprehensive Cancer Center. The center offers such services as art therapy and QiGong, one-on-one and group counseling and advice on nutritional, spiritual and complementary approaches to healing.

The Simms/Mann-UCLA Center for Integrative Oncology is designed to help patients and family members optimize wellness and assist them in dealing with challenges during and after their cancer treatment.

"Cancer affects the mind, the body, the soul and the emotions. At our center, we are committed to treating the whole person, not just the disease," said Anne Coscarelli, a psychologist and the center's founding director. "A cancer diagnosis should not be faced alone. Everyone needs information, guidance and support during treatment and recovery."

Most patients, Coscarelli said, want to feel as well as they can despite the challenges that come with a cancer diagnosis. Patients also often want to combine modalities and need the most accurate information available about nutrition, supplements, mind/body approaches and psychological concerns.

Dr. Mary Hardy, the center's medical director, advises patients on nutrition and dietary supplements and can suggest complementary therapies such as massage and acupuncture. She evaluates each patient individually and tailors her advice based on their lifestyle, treatment regimen and emotional and physical condition.

## Leading-edge Research Management System Launched

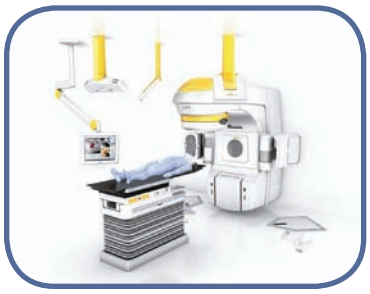
In an effort to improve and streamline clinical trials management, UCLA's Jonsson Comprehensive Cancer Center has acquired and launched Velos eResearch, software that allows for better use of information systems and clinical databases in medical research. UCLA officials chose Velos eResearch because the system offered the best functionality for managing clinical trials.

"We have a very complex structure here on campus and in our affiliated research network," said Nancy Ryba, a registered nurse and administrative director of the cancer center's Clinical Research Unit. "Velos allows us to accurately track the patients and studies with the level of detail that we require. Equally important, Velos is the most user-friendly for those who work with the system. It also is the most flexible and adaptable for addressing all of our on-campus and off-campus needs."

The system supports patient recruitment, patient scheduling, Internal Review Board and study monitoring, project planning, study design, protocol compliance, budget, invoicing, data safety monitoring, adverse event reporting, system integration and study execution. The cancer center tracks everything from simple studies to very complex, multi-arm clinical trials that require very detailed patient information, Ryba said. Velos will also be used to track studies within the Translational Oncology Research International (TORI) network, a large network of participating research sites and medical practices located throughout the country.

# News of the Center

## New Tool Delivers Higher Doses of Radiation in Less Time



UCLA has added a new tool to its cancer-fighting arsenal, a state-of-the-art, image-guided device that provides more accurate, concentrated doses of radiation, allowing patients to be treated in fewer visits and suffer from fewer side effects.

UCLA's Department of Radiation Oncology was the first center in the Los Angeles area to install Novalis Tx, a non-invasive stereotactic radiosurgery machine that includes three imaging modalities. The modalities track the location of tumors during respiration and other movement and allow physicians to pinpoint the tumor and position the patient so the radiation is delivered with the highest precision to the cancerous tissue while protecting the healthy surrounding tissues.

The Novalis Tx has an advanced system that continuously re-shapes the radiation beam to mirror the tumor's size and dimensions as it rotates around the patient delivering treatment from different angles.

Physicians using the machine likened it to a high-performance sports car with all the bells and whistles that make such a vehicle desirable.

"This is like having a really nice BMW. With Novalis Tx, you get all the basic features of stereotactic radiosurgery, but you also get all these amazing, high-tech accessories," said Dr. Percy Lee, an assistant professor of radiation oncology and director of the stereotactic body radiation therapy program. "This machine has state-of-the-art features to cover every clinical circumstance and make it more precise and accurate."

In some cases, Novalis Tx can reduce needed radiation from daily treatments for six weeks to just three to five days because of the high doses that can be delivered. This results in less radiation dose to the neighboring normal tissues, sparing side effects while also improving tumor control rates. The device will be used to treat cancers of the brain, spine, lung, liver, pancreas, prostate and kidney. Because the radiation is so precisely aimed, Novalis Tx also will allow patients that may have inoperable, untreatable tumors to receive therapy they might not otherwise have been given.

## New Urologic Oncology Institute Will Develop Leading-Edge Therapies

UCLA has launched a first-of-its-kind, patient-centered institute dedicated to developing leading-edge therapies for the treatment of kidney, bladder, testicular and prostate cancers

The Institute of Urologic Oncology at UCLA challenges the traditional model of academic departments operating independently of each other, bringing a multi-disciplinary team of scientists and physicians together as part of one cohesive organization. Their goal is to expedite the development of new therapies for patients with genitourinary cancers.

The disciplines represented in the institute include urologic oncology, medical oncology, diagnostic and interventional radiology, pathology, nursing, basic sciences and clinical trials. The new institute will allow experts from these areas to collaborate more efficiently and effectively, bringing to patients the most promising advances in medical and surgical treatments, including targeted therapies, chemotherapy, immunotherapy, radiation therapy and minimally invasive and ablative surgery.

"This is a one-stop shop. All the experts will be involved in their care, all working together," said Dr. Arie Belldegrun, a researcher at UCLA's Jonsson Comprehensive Cancer Center and director of the new institute. "Our goal is to bring all our resources to the patient, rather than the patient going from office to office to see everyone they need to see."

That multi-disciplinary, translational approach to care and targeted therapies was pioneered at UCLA. The molecularly targeted drugs Herceptin for breast cancer and Gleevec for chronic myeloid leukemia, among others, were developed based on research conducted in Jonsson Cancer Center laboratories. Such leading-edge work will be done within the institute to develop new, more effective, less toxic therapies for urologic cancers.

## Avon Walk Raises $1.35 Million for UCLA Breast Cancer Program

The sixth annual Avon Walk Los Angeles, held in September 2008, raised $1.35 million for a program at Olive View-UCLA Medical Center that helps poor and uninsured women navigate their way through breast cancer detection, diagnosis, treatment and survivorship.

# News of the Center

The UCLA-Avon Cares for Life program, offered through UCLA's Jonsson Comprehensive Cancer Center, has proven invaluable to low-income women, many of them minorities, who are treated for breast cancer at the county hospital. The women are guided by bilingual care coordinators from diagnosis through chemotherapy and beyond. Services offered include on-site patient navigation, survivorship programs, access to screening and genetic counseling for high-risk women, clinical trials infrastructure and support for breast imaging fellowships at the Iris Cancer Center for Breast Imaging and UCLA Santa Monica Women's Imaging Centers.

"The Avon Cares for Life program ensures that patients understand their diagnosis and are seen by the appropriate doctors in a timely manner," said Lori Viveros, program manager. "The coordinators help our patients overcome language barriers, receive follow-up care, as well as facilitate their access to vital community resources. Each patient receives literature and educational materials to help them understand what's ahead. It really helps to have the big picture and to have someone who they can turn to if they have any questions."

The UCLA-Avon Cares for Life Program received one of seven grants given by Avon to local organizations.

## Cancer Center Joins Statewide Effort to Revolutionize Breast Cancer Care

UCLA's Jonsson Comprehensive Cancer Center is taking part in an unprecedented statewide University of California collaboration to revolutionize care for breast cancer patients by designing and testing, system-wide, new approaches to research, technology and health care delivery.

Called the ATHENA Breast Health Network, the groundbreaking project will initially involve 150,000 California women, who will be screened for breast cancer and followed for decades through the five UC cancer centers. The ATHENA project is supported by a $5.3-million University of California grant and by a $4.8-million grant from the Safeway Foundation.

The project is expected to generate a rich collection of data and knowledge that will shape breast cancer care the way the renowned Framingham heart study changed the care of patients with heart disease.

Dr. Arash Naeim, principal investigator for the Jonsson Cancer Center's part in the project, said the primary goal of ATHENA is to accelerate research, "effectively translating it into innovative clinical care and demonstrating the value that can be leveraged when institutions share knowledge and technology."

"Breast cancer is the most common cancer in women, and innovative efforts aimed at preventing and treating breast cancer require significant financial, intellectual and organizational resources to improve survival and reduce suffering from the disease," Naeim said. "If the University of California cancer centers, their researchers and healthcare providers work together in an organized and cohesive way as equal partners, there will be a tremendous opportunity to leverage research to improve prevention, diagnosis, treatment and survivorship for all women developing breast cancer."

## UCLA Scientists Receive nearly $50 Million in Grants to Fund Research

Three UCLA scientists have been awarded grants totaling $49.2 million to take leading-edge stem cell science from the laboratory and translate it into new therapies for such devastating diseases as brain, ovarian and colorectal cancers, sickle cell and HIV/AIDS.

In all, 14 disease team grants totaling more than $250 million were awarded in October by the California Institute for Regenerative Medicine (CIRM), the state's stem cell agency. To date, scientists with the UCLA stem cell center have been awarded 32 grants totaling nearly $122 million in state funding since 2005.

The UCLA grants include one awarded to a top researcher at UCLA's Jonsson Comprehensive Cancer Center, Dr. Dennis Slamon. That grant focuses on developing novel drugs that kill cancer stem cells, which are believed to be the root cause of several different types of cancer. The two other scientists who received grants also are Jonsson Cancer Center members, but their grants focus on other diseases.

The four-year grants are part of CIRM's Disease Team Initiative, which seeks to explore new ways of integrating and organizing the highest quality basic, translational and clinical research with the aim of developing new therapies and diagnostic tools. As part of the approval process, disease teams must submit an investigational new drug application to the Food & Drug Administration within four years, fast-tracking stem cell-related drug development.