## Innovation in Cancer Care



Ridley-Tree Cancer Center at Sansum Clinic



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The Cancer Foundation of Santa Barbara and Ridley-Tree Cancer Center share the goal of providing every patient and their family the best possible care, close to home. Now in our **70th year** as a regional resource for leadership in the diagnosis, management and prevention of cancer, we have many accomplishments to celebrate.

2018 was a remarkable year of teamwork as the Medical Oncology, Surgical Oncology and Radiation Oncology departments became fully operational in the new Ridley-Tree Cancer Center. Our medical team provided comprehensive care to a record number of 12,552 patients, a 23% increase over 2017. Cancer Center oncologists continued to be highly involved with clinical research, enrolling 93 patients in clinical trials. Our evidence-based Supportive Care programs served more patients with new program offerings, and benefited our local community through cancer prevention and awareness events and new community partnerships.

We are so grateful for the commitment of our physicians and staff to patients during the Thomas Fire and Montecito Debris Flow. Compassion and teamwork were delivered in many ways – from helping patients find transportation to appointments or caring for children and pets during treatment, to providing emotional support to those impacted by the tragedy.

The accomplishments of this year are due to our compassionate physicians and staff, a steadfast commitment to our mission, and a community of loyal donors and supporters who have guided us into this new era in cancer care in Santa Barbara. Thanks to generous community support, the Cancer Foundation of Santa Barbara raised **\$2,026,582** in gifts and pledges in 2018 and received \$4,141,577 in pledge payments toward the capital campaign. In addition, the Cancer Foundation of Santa Barbara granted \$3,638,276 to the Ridley-Tree Cancer Center to underwrite equipment, financial aid, clinical research, genetic counseling and other supportive care programs. Additionally, \$113,142 was granted by the Cancer Foundation to support cancer-related programs at Cottage Health, Teddy Bear Cancer Foundation, Camp Kesem and UCSB.

Thank you for ensuring the finest quality cancer care is available for all patients in our community. We hope that you take pride in the successes our partnership has achieved in 2018.

Sansum Clinic

Sincerely,

Loci Willia

Lori Willis **Executive Director** Cancer Foundation of Santa Barbara

Chad Hine, MBA

Kurt N. Ransohoff, MD, FACP CEO and Chief Medical Officer Chief Operating Officer

Sansum Clinic

Matthew Kunkel, MHA

Vice President

Oncology Services

at Sansum Clinic

Frank Foster Board Chair Cancer Foundation of Santa Barbara Ridley-Tree Cancer Center

Janet A. Garufis Board Chair Sansum Clinic



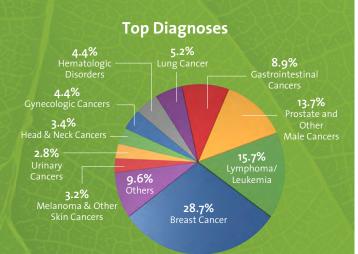


## Ridley-Tree Incer Center at Sansum Clinic

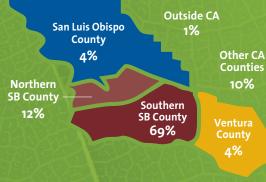
Left to right: Chad Hine, Lori Willis, Frank Foster, Janet Garufis, Dr. Kurt Ransohoff, Matthew Kunkel

## **Patients** at a Glance

**12,552** Unique cancer patients treated **79,673** Visits to our oncology departments **68** Average age



#### **County of Residence**





## Ridley-Tree Cancer Center

Treated the **first Radiation Oncology** patient at 540 W. Pueblo Street in February. The department was fully operational with all modalities of treatment by September 14, 2018, when Ridley-Tree Cancer Center became the only facility located in

**Central California** with two Flekta Versa HD linear accelerators, delivering the full spectrum of radiotherapy techniques.



Director of Surgical Oncology, William Charles Conway, **MD**, established the Gastroinstestinal (GI) Surgical Oncology Program, which was recognized by Leapfrog Group as meeting the requirements of a high-volume pancreatic surgery center in year one.

Recruited Julian Davis, MD, Andrea Kremsreiter, PA-C and Erica Koeppen, **DNP** to the Medical Oncology



Hosted the **2018 Community Open** House in conjunction with the Cancer Foundation, celebrating the newly completed Healing Garden and Wolf Education & Training Center. We welcomed over 300 community members for tours of the new Cancer Center.

Breast cancer surgeon Rosa Choi, MD, FACS, moved her practice to Ridley-Tree Cancer Center in 2018, marking the first time Santa Barbara had a multi-disciplinary **Breast Cancer Program** under one roof. including surgery, medical oncology, radiation oncology and a robust offering of clinical and supportive care services.

Enhanced our Supportive Care patient offerings with the addition of new Library, Wellness and Music Therapy programs including: Moving Pictures in partnership with the Santa Barbara International Film Festival **Book Club** in partnership with the Santa Barbara Public Library, Advanced Care Planning Workshops, **Meditation for Cancer** Survivors, Oncology Wellness Lecture.

20 Highl



Singing Group and

department.





of the Wolf Education





Welcomed five new members to the Cancer Foundation Board of Trustees: **Denison (Denny) Bacon, Kristen Blabey, Patricia** (Patty) MacFarlane, William (Bill) Meeker, Janet Smith.



In conjunction with Mary Solis's retirement, the Cancer Foundation established the **Mary Solis Fund for Oncology Social Work** in recognition of her 34 years of service at the Cancer Center. Proceeds from this endowment support the

Cancer Center. Proceeds from this endowment support the programs and services that address psychological, social and financial stresses associated with a cancer diagnosis. Returned to Montecito Union School for the **26th Annual Cancer Center Walk/Run** attracting **843** participants and raising more than **\$179,806**.



#### Granted \$3,638,276 to

Ridley-Tree Cancer Center to underwrite capital projects, financial aid, clinical research, genetic counseling and other oncology supportive care programs.



Granted \$113,142 to support a wide range of cancer-related programs in Santa Barbara County, including: underwriting pediatric cancer research at Cottage Health, supporting Camp Kesem for children whose parents are fighting cancer, funding research at UCSB on Adipose Stem Cells (ASC) and supporting a family resource specialist at Teddy Bear Cancer Foundation.



























Ridley-Tree Cancer Center, formerly Cancer Center of Santa Barbara, has been at the forefront of comprehensive outpatient cancer care in the Santa Barbara area for 70 years. We have the expertise and technology of an academic cancer center complemented by a personalized approach to care.

## **Integrated Approach to Oncology Care**

Ridley-Tree Cancer Center's highly trained and devoted physicians and staff integrate the latest technology and treatment protocols with supportive care programs to provide patients with every opportunity for successful treatment, recovery and a healthy return to the activities that enrich life.

Our programs include:

- The latest Medical Oncology and Hematology treatment with on-site patient participation in global clinical trials.
- The most technologically advanced Radiation Oncology and Nuclear Medicine departments for precisely targeting and treating cancer.
- A Surgical Oncology department based at the Ridley-Tree Cancer Center for outpatient care, and at Cottage Hospital for inpatient care.
- Integrated Patient Navigation, Genetic Counseling and Oncology Nutrition programs to meet the multi-layered needs
  of our patients.
- Renowned Oncology Social Work services to help patients with psychological, social and financial stresses. This includes: individual and family counseling, case management, support groups, assistance with home care and long-term care, insurance, transportation, finances and advocacy.
- Wellness programs and classes offering a wide range of activities to provide a healing and supportive atmosphere for patients and caregivers. Programs include: yoga, painting, flower arranging, exercise programs, meditation and more.
- Music Therapy services for patients and caregivers that meet various physical, social, emotional and spiritual needs in a one-on-one or group setting.
- A Resource Library with print and electronic cancer education and resource materials for patients, their families and community members seeking information on cancer.
- Community Outreach and Prevention Programs to reduce cancer risk among people in our community.

## ho Are...



Cancer Foundation Staff



As an independent nonprofit organization, the **Cancer Foundation of Santa Barbara** is the exclusive fundraising partner of the Ridley-Tree Cancer Center and has been the leading nonprofit dedicated to raising funds to support cancer care in Santa Barbara since 1949.

Thanks to the generosity of our community, the Cancer Foundation raises millions of dollars each year so the Ridley-Tree Cancer Center can continue to deliver excellent medical care on par with renowned cancer centers in the United States.

## **Board of Trustees**

The volunteer Board of Trustees of the Cancer Foundation of Santa Barbara provides steadfast vision, leadership and support to ensure superior cancer care is available in Santa Barbara County.





Stephanie Carlyle Philanthropy Manager



Sophie Rivera Outreach & Stewardship Coordinator



## Our Physicians















Mark Abate, MD

Julian Davis, MD

Dr. Davis joined

Mukul Gupta, MD

Fred Kass, MD

Ryan F. Kendle, MD

Gregg Newman, MD

Novejot K. Sekhon, MD

#### Dr. Abate has

practiced Medical Oncology & Hematology at Sansum Clinic since 1988. He attended the University of Connecticut's School of Medicine followed by an internship in Internal Medicine at Dartmouth College/ Hitchcock Medical Center. He completed fellowships in Oncology & Hematology at Stanford University and the University of California, Los Angeles (UCLA). He has served as the President of the Department of Internal Medicine at Santa Barbara Cottage Hospital and was a member of the **Oncology Advisory** Committee for Health Net.

the Cancer Center's Oncology & Hematology department in 2018. He is board certified by the American Board of Internal Medicine and the American Society of Hematology. Dr. Davis received his medical degree from Royal College of Surgeons in Ireland and completed his Internal Medicine internship and residency at University of Pennsylvania Health System -Pennsylvania Hospital. He completed his Oncology & Hematology fellowship at University of California, Davis **Comprehensive Cancer** Center where he was Co-Chief Fellow in 2017-2018. Dr. Davis has a special interest in hematologic malignancies and advanced cutaneous cancers like melanoma

Dr. Greenwald joined the Cancer Center in 2007 after completing his medical education, internship, residency and fellowship at Stanford University. He received Cottage Hospital's "Physician of the Year" award in 2013 and "Teacher of the Year" award in 2010. In 2009, he was honored as the "Physician of the Year" by Santa Barbara Visiting Nurse & Hospice Care. He currently serves on the Board of Governors of the alumni association of the Stanford University School of Medicine. He maintains a clinical interest and research focus in the treatment of lymphoma.

Dr. Gupta has practiced Medical Oncology & Hematology with Sansum Clinic for 15 years. He completed his medical education at the University of Zambia in southern Africa. His internship in Internal Medicine was at Los Angeles County/University of Southern California (USC) Medical Center, and fellowship in Medical Oncology & Hematology at USC. He is an accomplished researcher and in addition to English, he speaks Spanish, Hindi and Nyanja. Dr. Gupta has a special interest in clinical research and is currently the principal investigator of lung and kidney cancer at the Cancer Center.

Dr. Kass is a Medical Oncologist and the Director of Medical Oncology at the Cancer Center. He has practiced medicine since 1985. After receiving his medical education at Tufts University, he completed his internship and residency at Yale New Haven Hospital, followed by an Oncology fellowship at Harvard's Dana-Farber Cancer Institute. Dr. Kass is especially passionate about cancer prevention, nutrition and palliative care of patients and their families. He is also a member of the Cottage Hospital Medical Advisory Panel and is on the Cottage Hospital population

health task force.

Dr. Kendle is board certified by the American Board of Internal Medicine. He received his medical degree from Drexel University in Philadelphia, PA and completed his Internal Medicine internship and residency at the University of California, Davis Medical Center. Dr. Kendle completed his Oncology & Hematology fellowship at the University of California, Los Angeles (UCLA) David Geffen School of Medicine where he was Chief Fellow 2015-2016. Dr. Kendle joined the Cancer Center in 2016.

Dr. Newman has been with Sansum Clinic's Medical Oncology & Hematology department since 1999 after completing his medical education at Mount Sinai Medical School in New York City, a fellowship at **Cornell University** and internship at the University of California, Davis. Dr. Newman is a principle investigator for research studies for GI and GU cancers and was presented with Visiting Nurse & Hospice Care "Physician of the Year" award in 2010.

Dr. Penn joined Sansum Clinic's Medical Oncology & Hematology department in 2015. After pursuing her medical education at Sackler School of Medicine in Tel Aviv she completed an internship at Cottage Hospital, residency in Internal Medicine and Radiology, and fellowship in Hematology & Oncology at University of California, Los Angeles (UCLA). Dr. Penn has an interest in breast cancer and strives to focus on patients' physical and emotional healing throughout their cancer treatment.

Juliet Penn, MD

Dr. Sekhon is board certified by the American Board of Internal Medicine. She received her medical degree from George Washington University School of Medicine and Health Sciences in Washington, D.C. Dr. Sekhon completed her internship and Internal Medicine residency at **Thomas Jefferson** University Hospital in Philadelphia, PA and was an Oncology & **Hematology** Fellow at the University of California, Los Angeles (UCLA) Olive View Medical Center. Dr. Sekhon joined the Cancer Center in 2016.

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#### **Radiation Oncology**



#### **Nuclear Medicine**



David Carlson, MD Dr. Carlson is the only

Santa Barbara physician

expertly trained in both

Cancer Center's Nuclear

Medicine department

in 2011. He completed

his medical education

University of California,

Los Angeles (UCLA), and

interpretation of fused

PET and CT images.

a three-year nuclear

medicine residency

at the University of

William Pace, MD Dr. Pace is the

Medical Director for the Cancer Center's PET and CT. He joined the Nuclear Medicine department. He attended medical school at the University of Iowa followed by a Oklahoma, followed by a general surgery surgical internship at the internship at Cottage Hospital. He completed his residency at Stanford University, where he also underwent fellowship training in Nuclear Cardiology. He maintains a strong interest in treatment and is among California's most prolific radionuclide therapists. He has been working in Santa Barbara since 2002.

Julie Taguchi, MD

Dr. Taguchi attended the University of Southern California (USC) Keck School of Medicine and graduated Summa Cum Laude and valedictorian of her class at Mount St. Mary's College. She joined Sansum Clinic's Medical Oncology & Hematology department in 1993 after completing her internship and Hematology fellowship at Kaiser Foundation Hospital in Los Angeles, a Medical Oncology Fellowship at USC and then two years at City of Hope in the Department of Hematology and Bone Marrow Transplantation. Dr. Taguchi is a firm believer in overall well-being throughout treatment and into survivorship, and she has a special interest in breast care. She is a Clinical Assistant Professor of Medicine at the USC Keck School of Medicine. has been a Principal Investigator for TORI for 19 years and has lectured around the world on the topic of hormones and breast

cancer.

Dr. Woliver has practiced medicine in Santa Barbara since 1983. He completed his medical education at the University of Cincinnati College of Medicine, his residency and internship at Santa Barbara Cottage Hospital and was a fellow at the University of California, San Diego (UCSD) in Oncology & Hematology. Dr. Woliver is certified in Medical Oncology and Internal Medicine by the American Board of Internal Medicine. As a result of his collaborations with Drs. Kass and Greenwald at the Cancer Center, their research has been published in several medical journals. Dr. Woliver was awarded the Preceptorship Award from American College of Physicians for

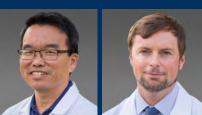
Community-

Based Teaching of

Medical Students

and Residents.

Thomas Woliver, MD Lindsay Blount, MD Dr. Blount completed his residency at the University of California, Los Angeles (UCLA) Department of Radiation Oncology after receiving his medical degree from the Medical College of Wisconsin. He then joined the faculty at UCLA as an instructor and Assistant Clinical Professor in Radiation Oncology until his move to the Cancer Center in 1991. Dr. Blount started the Stereotactic Radiosurgery Program at the Cancer Center over 20 years ago. He also has a special interest in prostate cancer, having performed hundreds of prostate seed implants.



George C. Cheng, MD, PhD Shane Cotter, MD, PhD

Dr. Cheng completed his medical education and residency at Harvard Medical School where he graduated Summa Cum Laude. Dr. Cheng also completed two fellowships at Harvard: Research Fellow at the Joint Center for Radiation Therapy and Clinical Fellow at Harvard Medical School. He has a strong interest in research and has completed the National Institutes of Health Medical Scientist Training and has received several distinctions for his research. Dr. Cheng has practiced Radiation Oncology at the Cancer Center since 2004.

Dr. Cotter earned his Doctorate in Molecular and Cellular Biology and his medical degree from Washington University in St. Louis. He completed an internship at Santa Barbara Cottage Hospital and a Radiation Oncology residency at Harvard Medical School where he also served as Chief Resident. Dr. Cotter then joined the faculty at Harvard Medical School and the Dana-Farber Cancer Institute, and Brigham and Women's Hospital as an instructor in Radiation Oncology until his move to the Cancer Center in 2012.

Dr. Suh completed a joint 5-year Medical Degree/Masters of Public Health in **Outcomes Research** at the University of Chicago's Pritzker School of Medicine and Harvard University T.H. Chan School of Public Health. He completed his two residency programs: Internal Medicine at Mayo Clinic and Radiation Oncology at the University of Michigan, where he also served as a Chief Resident. Dr. Suh subsequently joined the faculty at Harvard Medical School and Dana-Farber Cancer Institute, and Brigham and Women's Hospital for five years, being promoted from Instructor to Assistant Professor in Radiation Oncology. Dr. Suh joined the Cancer Center in 2009.

W. Charles Conway, MD, FACS W. Warren Suh, MD, MPH, FACR

> Dr. Conway is a fellowship-trained Surgical Oncologist and joined the Cancer Center in 2017. He is a board-certified Surgeon by the American Board of Surgery. Dr. Conway completed his medical degree at Wayne State University in Detroit, his internship and General Surgery residency at Wayne State University and the Detroit Medical Center, and then completed a Surgical Oncology Fellowship at John Wayne Cancer Institute in Santa Monica, CA. Prior to joining the Cancer Center, Dr. Conway practiced at Ochsner Medical Center in New Orleans, LA for 8 years where he was a high-volume pancreas, liver and esophageal cancer surgeon, personally performing more than 250 Whipple procedures. Dr. Conway will continue focusing on the multidisciplinary care of patients with gastroesophageal, hepatic and pancreatic tumors, and patients with melanoma.

at Sansum Clinic since 2001 and is Chair of the Department of Surgery. She is a board-certified Surgeon by the American Board of Surgery. Dr. Choi received her medical degree from the Los Angeles (UCLA) and completed her cancer and she has been instrumental in the formation of the Santa Barbara Santa Barbara County Medical Society and the Society of Surgical Oncology. Dr. Choi has served as Clinical Instructor of Surgery at Harvard University/ Massachusetts General Hospital and Santa Barbara Cottage Hospital.

University of California, internship and residency in General Surgery at Harvard University/ Massachusetts General Hospital. Her special interest includes breast Breast Care Alliance. Dr. Choi also performs melanoma surgery and sentinel node biopsy for treatment and staging of melanoma. She is a member of the Society of Breast Surgeons, the

Rosa Choi, MD, FACS

Dr. Choi has practiced

at the University of California, San Francisco (UCSF). As part of a new training pathway in nuclear medicine, his residency included a year of diagnostic CT training. Dr. Carlson then stayed at UCSF for an additional year as a clinical instructor, and completed a fellowship in CT at UCSF. He remains a member of the clinical faculty in the UCSF Department of Radiology and Biomedical Imaging. Having read thousands of PET/CTs and diagnostic CTs during residency and fellowship, he brings an unparalleled level of expertise to the

## Volunteer Program

**Volunteers** who support the Ridley-Tree Cancer Center and the Cancer Foundation of Santa Barbara deliver kindness, grace and warmth to our patients, staff and members of the community. Volunteers work in many capacities, including: patient greeter/escorts, oncology massage, art instruction, healing touch, event support and an array of other duties.

During 2018, more than **64 volunteers** contributed over **4,400 hours of service**.

## Service from the Heart Patricia Mojarro

fter receiving treatment for breast cancer five years ago, **Patricia Mojarro** baked cookies for her medical team, touched by their warmth and kindness. She always felt though that the gesture wasn't enough. As an admitted introvert, Patricia surprised even herself when she finally worked up the nerve to become a volunteer more than 20 months ago. She now would like others to learn how volunteering changed her life for the better. *"I had this grand idea that I was helping patients and it ended up that I was the one being helped,"* she explains. During 2018, Patricia totaled up more than **600 hours assisting patients** when they arrive and while they receive infusion treatment. Her favorite part of the job is guiding new patients,

helping to ease their apprehension and seeing them leave with smiles. She often walks them to their appointments and listens to their worries. "I say 'I am a patient here too.' It doesn't make me a better volunteer but it gives me insight into how they feel. It gives me a different level of understanding," describes Patricia. Each year, she gathers her family and friends on a team called the "Mammogrammies" to participate in the **Cancer Foundation Walk/Run** and she recently convinced her husband, **David** to join her volunteer shifts. "I hired him," she laughs. Patricia isn't shy about sharing how her volunteer work opened up a whole new world for her. "This is an amazing place with amazing people inside. I want everybody to know about it."



## 2018 Volunteers

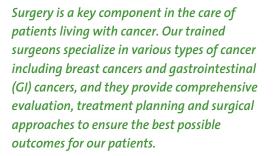
In addition to this list of weekly or monthly volunteers, we have countless volunteers who help with our events. Thank you for sharing your time and energy to assist our patients and our community.



Sue Adams Jan Anderson Jay Anderson Patty Arzate Barbara Askew Sophia Avalos Richard Axilrod Denny Bacon Mina Berenstein Linda Branch Donna Cairns Rebecca Daniels Jan Dependahl Kathleen Elsey Gloria Franco Alma Garcia Colin Goodwin Gary Hill Martha Inman Lorch Louise Keeler Nadia Kinda Olga Korostil Jean Mangus Patti McCormack Patricia Mojarro Louise Moore Soledad Morelos Susie Mosby Julie Payne Magdalena Perez Blair Radisich Ann Smithcors Ellen Stein Sue Suttner Gloria Torres Rick Vincent Anh Vuong Anne Witherell Nina Zimmer



## Surgical Oncology



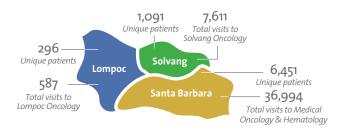
**2018 Highlights** The Surgical Oncology department's GI Cancer Program achieved high-volume pancreatic surgery status according to the Leapfrog Group guidelines, with **Dr. William Charles Conway** performing over 20 resections in 2018. Additionally, this division began minimally-invasive robotic espohagectomy surgeries and developed a multi-disciplinary tumor board focused specifically on patients with GI cancers.

About 56,770 people in the United States will be diagnosed with pancreatic cancer in 2019, according to the American Cancer Society.



**Breast Surgery** 

The Medical Oncology department provides systemic medical care to patients, including the administration of chemotherapy, biologic and immunotherapy, and supportive and preventative care. Ridley-Tree Cancer Center medical oncologists have been trained at the country's leading cancer programs and they partner with oncologists nationwide to bring cuttingedge clinical studies to our community. **2018 Highlights** The Medical Oncology department welcomed new providers, **Dr. Julian Davis** and **Erica Koeppen**, **DNP**, **NP** to the Santa Barbara office, and **Andrea Kremsreiter**, **PA-C** to the Solvang office. Medical oncologists were highly involved with clinical research, enrolling 93 patients in clinical trials in 2018. The department introduced the first Scalp Cooling Program on the Central Coast to prevent hair loss for patients with breast and prostate cancers. **Dr. Dan Greenwald** was recognized as the 2018 Distinguished Medical Honoree at the American Cancer Society's Riviera Ball.



#### Top 10 Diagnoses:

<b>32.2%</b>	<b>18.1%</b>	<b>9.4%</b>	<b>9.4%</b>	<b>5.4%</b>	
Breast Cancer	Lymphocytic Leukemia	Gastrointestinal Cancers	Prostate & Other Male Cancers	Lung Cancer	
<b>5.3%</b>	<b>4.4%</b>	<b>3.1%</b>	<b>2.8%</b>	<b>2.8%</b>	<b>7.1%</b>
Hematologic Disorder	<i>Gynecologic Cancers</i>	Urinary Cancers	Melanoma & Other Skin Cancers	Head & Neck Cancers	Other

Breast cancer surgeon Rosa Choi, MD, FACS, moved her practice to Ridley-Tree Cancer Center in 2018, marking the first time Santa Barbara had a multi-disciplinary Breast Cancer Program under one roof, including surgery, medical oncology, radiation oncology and a robust offering of clinical and supportive care services. Many outpatient procedures are performed at Sansum Clinic's Foothill Surgery Center.

In September 2019, we will be welcoming **Katrina Mitchell, MD**, who completed her fellowship in breast surgery at MD Anderson Cancer Center and has remained on the faculty. Dr. Mitchell will enhance the already-strong Breast Surgery Program started by **Dr. Choi**.

Approximately 12.8% of women will be diagnosed with breast cancer at some point during their lifetime, according to the National Cancer Institute.

## **Dressing for Success**

ach week, Christine Delaney departs from her 20-acre 🚽 ranch in a small, one-stoplight town outside Fresno for the 200-mile trek to Ridley-Tree Cancer Center. She began the trips at the start of her chemotherapy. At the end of each treatment day, she sleeps at her daughter's house in Arroyo Grande and then on weekends, returns home to her husband, Larry, and a menagerie of animals. Some family members questioned why Christine wouldn't opt for treatment much closer to home, but she's never wavered. When the 55 year-old found a lump in her breast in the summer of 2018, she faced weeks of waiting to see a specialist in her hometown. The response from Ridley-Tree Cancer Center was completely different. "They said come in and we'll make it work," recounts Christine. "I went from one department to the next. By the end of the week, we had a plan. It was absolutely fantastic." Breast surgeon Dr. Rosa Choi confirmed Christine's breast cancer diagnosis and the physician's open and direct manner immediately felt like a good fit. "After she did my biopsy, she said to me, 'You have breast cancer.' She said it several times to make sure that I understood," Christine recalls. "But she also told me 'We can take care of this,' and I said, 'I believe you'." Christine's Cancer Center team which included Medical Oncologist Dr. Ryan Kendle and Patient Navigator Sam Howland, **MS**, helped Christine prepare for six rounds of chemotherapy aimed at reducing the size of her tumor. Christine had never heard of patient navigators but truly appreciated having "an extra set of ears" in the very first meetings with her doctors. "It was nice to know Sam was there in the room listening, because I was in a dither," she admits. Having all her appointments under one roof was especially helpful, according to Christine. "Everything I needed was in this building and all the people on my care team were all on the same page. It was just fantastic," she notes. "I felt very comfortable knowing my doctors were talking to each other."

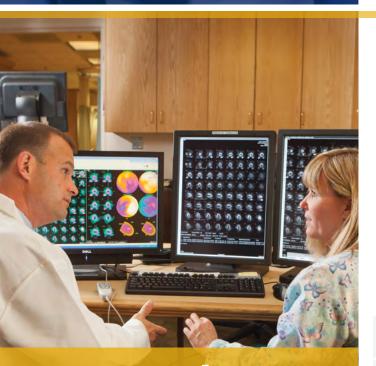
Christine's daughter, Tiffanie, accompanied her to every chemotherapy visit and determined from the start to bring a little levity to the situation. On day one, she insisted they wear matching superwoman tee-shirts and that for each trip, they would have to match in some humorous way and take a photo. Christine's medical team and even the volunteers looked forward to seeing their assorted outfits. Tiffanie knew the routine would be silly, but would lift her mother's spirits. *"I guess I always consider the cup to be half full,*" Christine says. *"I wanted to be as positive as I could and have as much fun as we could and this added some fun."* Despite calling herself a tech-phobe, Christine regularly used the **MyChart** app on her tablet to communicate with her medical team. The ease of the process surprised her. She appreciated how quickly she could shoot questions to Sam and how, even in the evening hours, Dr. Kendle would often respond to her inquiries. *"Everybody here works so hard,"*  she adds. "You can tell they really care about every patient."

Many driving trips, treatment days and outfits later, Christine met with a joyful Dr. Choi. The physician pulled up images of Christine's breast, before and after chemotherapy. *"You're not going to believe this,"* exclaimed Dr. Choi. *"What do you see?"* Christine replied that perhaps she was not viewing the post-treatment scan correctly because she didn't see anything. *"Exactly!"* remarked Dr. Choi. The tumor shrank so much that it was no longer visible. This allowed Christine to save her breast and opt for a lumpectomy to remove the tiny area of cancer inside. She would still need radiation therapy and an infusion schedule of the drug Kadcyla® to prevent the cancer from returning. When the subject of receiving this program closer to home came up again, Christine refused to even consider going anywhere but back to Ridley-Tree Cancer Center. *"I love it here. This team knows me. I feel like this is just an extended family,"* she asserts.

Eager to get back to ranch life and the ten Wirehaired Pointing Griffon show dogs she and her husband raise there, Christine looks forward to ending her long trips south. She's excited to plan a vacation adventure to Alaska with her husband in their RV. Dr. Choi already reassured Christine that when her treatment is complete, she should be free and clear to hit the road. *"I feel completely confident that when I leave here for the last time, I will be fine,"* she declares.



Radiation Oncology



Nuclear Medicine As the premier provider of Radiation Oncology in Santa Barbara County, the Ridley-Tree Cancer Center is proud to provide the latest treatments available, including stereotactic radiosurgery, brachytherapy and image-guided radiation therapy. Our radiation oncologists are board certified and have received extensive training from world-renowned institutions and practiced at academic centers of excellence, including Harvard and UCLA, prior to their move to Santa Barbara. **2018 Highlights** The Radiation Oncology department completed its move to 540 W. Pueblo Street in September 2018, advancing the department's use of state-of-the-art technology to deliver the best patient care. The department became fully operational using two **Elekta Versa HD linear accelerators** that deliver the full spectrum of radiotherapy techniques, with a variety of imaging guidance (IGRT) options that now also includes **Vision RT** – a surface mapping technology that ensures patients are positioned correctly before and during treatment. Additionally, the department hired board-certified Therapeutic Medical Radiation Physicist, **Meg Barker**, to oversee the safety and quality assurance of the entire radiation therapy operation.



#### Top 10 Diagnoses:

<b>29.1%</b>	<b>28.0%</b>	<b>9.8%</b>	<b>8.0%</b>	<b>6.0%</b>	
Breast Cancer	Prostate & Other Male Cancers	Head & Neck Cancers	Lung Cancer	Gastrointestinal Cancers	
<b>4.5%</b>	<b>3.5%</b>	<b>2.6%</b>	<b>1.7%</b>	<b>1.3%</b>	<b>5.5%</b>
Gynecologic Cancers	Central Nervous System Tumors	Lymphocytic Leukemia	Melanoma & Other Skin Cancers	Sarcoma	Other

Nuclear Medicine plays a critical role in cancer diagnosis and treatment by capturing images that deliver vital information about the function of cells and major organs. This involves the use of radioactive materials to create images that allow clinicians to study the structure and measure the function of organs and to identify tumors, areas of infection or other disorders. Both physicians in this department are fellowship trained at world-class institutions.

**2018 Highlights** The Nuclear Medicine department performed 2,255 PET/ CT scans, a 20% increase over 2017. The department began performing **Ga-68 Dotatate PET/CT** imaging to detect neuroendocrine tumors, allowing patients access to this specialized imaging in Santa Barbara when they previously had to travel to large academic facilities. Additionally, **Dr. David Carlson** received the 2018 UCSF Department of Radiology and Biomedical Imaging's Outstanding Clinical Faculty Award, a testament to his teaching and service in the profession of Radiology and Nuclear Medicine.

**4,101** Unique patients

ents Total visits to Nuclear Medicin

8,415

Top 10 Diagnoses:

<b>18.8%</b>	<b>18.7%</b>	<b>11.7%</b>	<b>10.7%</b>	<b>10.3%</b>	
Breast Cancer	Prostate & Other Male Cancers	Gastrointestinal Cancers	Lymphocytic Leukemia	Lung Cancer	
<b>6.5%</b>	<b>6.3%</b>	<b>4.8%</b>	<b>3.5%</b>	<b>2.9%</b>	<b>5.8%</b>
Endocrine Tumors	Head & Neck Cancers	Melanoma & Other Skin Cancers	Gynecologic Cancers	Urinary Cancers	Other

## An Appetite for Life

hen throat cancer temporarily robbed Philippe **Sautot** of his sense of taste, the 60 year-old hoped one day he would again enjoy what had sustained him emotionally and financially for most of his life. As a third-generation restaurateur, haute cuisine and fine wine ran in Philippe's DNA. He grew up in the dining room of his grandparents' inn and after receiving classical training in Paris, served at many French dining establishments. In the 1970s, he brought his experience to California where he helmed several Santa Barbara restaurants and ran a catering business. The exact date Philippe received his cancer diagnosis is etched in his memory: December 19, 2014. An emergency room visit for a nagging cough turned up a 4-inch mass at the base of his tongue. Philippe's medical team which included Radiation Oncologist Dr. W. Warren Suh, Medical Oncologist Dr. Mukul Gupta and Otolaryngologist Dr. Andrew Mester, informed him that he had a locally advanced yet curable cancer. At the time, Philippe chose to take temporary leave from his work as an estate manager to tend to his health. He decided to get a second opinion from a UCLA head-and-neck oncologic surgeon. The UCLA visit confirmed exactly what his doctors at Ridley-Tree Cancer Center had found and recommended for his cancer treatment. "Oropharynx cancers require state-of-the-art radiation treatment technology combined with chemotherapy and a seasoned multi-disciplinary team coordinating the patient's care. But it is still an intense and difficult treatment for patients. We have the top-notch expertise and experience right here in Santa Barbara, so our patients can stay close to home to be successfully treated," explains Dr. Suh.

After conferring with his wife, **Jenifer** and his physicians both here and at UCLA, Philippe chose to proceed with the recommended radiation and chemotherapy in Santa Barbara. *"The first day was uncomfortable and scary. You can barely breathe and your brain is going 200 miles per hour,"* describes Philippe. Listening to his favorite rock music helped to distract him. Philippe's respect for the radiation oncology therapy and nursing staff grew daily as they displayed great patience and comfort during his sessions. *"They are incredible people. It can be a heavy job, but I was treated so warmly,"* notes Philippe. Throughout the 7 weeks of his treatment course, his medical team stayed in close contact to monitor the dehydration and weight loss he experienced. Philippe especially appreciated the care and concern from his infusion clinic nurses who made sure he stayed hydrated. *"The doctors and the staff in both the radiation and medical oncology departments were always in constant communication, consulting and talking with each other. I felt there was good teamwork,"* says Philippe. Looking back, he knows Ridley-Tree Cancer Center was the right choice for his care. *"I was impressed by Dr. Suh and Dr. Gupta and am grateful that I could receive my treatments in Santa Barbara where I live. I would not have been able to drive too far in my condition or be away from my family."* Jenifer took a leave of absence from Cold Spring School where she works with autistic children to be by Philippe's side. Their two grown sons provided immeasurable moral support along with a community of friends.

After Philippe completed his treatments, he started his road to recovery. As anticipated, it took time. Everything tasted different as he began to eat again. It continued to improve, but some permanent changes remained given where his cancer mass was located. Trying to channel optimism, Philippe focused on his still-functioning sense of smell. "As a chef, smell is your number one tool. Then you confirm your sense of smell with a taste. Even to this day, I use everyone around me when I cook to adjust the seasoning and the flavors," mentions Philippe. "The whole food and wine culture has always been part of me. Realizing I might lose that was tough but living is more important." Wanting to give back to his Cancer Center team, Philippe began what is now his annual tradition of participating in the Cancer Foundation's Walk/Run. This will be his 4th year. The hours he spent in treatment gave him a new perspective. "You have time to realign your values and think about what life is all about. It makes you realize what's important," he recalls.

As Philippe contemplated what life might look like with cancer behind him, he connected with a long-lost friend on Facebook. Nearly 40 years ago, Philippe played in a late-night rock band with other young restaurant workers in the south of France. He learned that two of the band's members had passed away from cancer. The surviving men encouraged him to take up bass guitar and keyboard after decades away. Music flooded back into Philippe's world and the band's reunion resulted in several fundraising concerts to honor their departed friends and to benefit the French Cancer Alliance. "This disease affects everyone, no matter your income, age or social status," remarks Philippe. "We are trying to broaden the message that if you have cancer, you don't have to hide. There are people who want to help." Philippe is now 64 years old and remains cured. He celebrated his 5th year of complete remission and is enjoying his semi-retirement. He describes his yearly check-ups with Dr. Suh like visits with an old friend. "Philippe is truly in his second act and he has a great outlook on life," comments Dr. Suh. The band's charity concerts, including one in Summerland this past spring, have given Philippe a new energy. "It's a life readjustment. It tells you nothing happens by accident. It gives you another opportunity to do better."





Clinical Research

**Ridley-Tree Cancer Center is our** community's leader in cancer research, participating in an array of global studies alongside other major medical facilities. This includes providing our patients with access to many of the same trials that are available at leading cancer centers and academic centers around the country.

#### **Top Cancer Types in Trials:**

24%

Breast

16% Prostate

Lymphoma

10% 7% Glioblastoma Multiforme

511

2018 Highlights The Genetic Counseling program launched the Genetic Counseling Cancer Prevention Project, an educational video and online advertising campaign to educate the community regarding genetic risk, enhance community partnerships and solidify genetic counseling guidelines for healthcare providers. This outreach was supported through a grant from the Florence and Laurence Spungen Family Foundation. The Center's three licensed certified genetic counselors delivered several talks for healthcare professionals and the community to increase outreach and referrals. The department hosted a master's degree student and continued collaborations with Keck Graduate Institute, UCLA and Boise State to establish formal rotation programs.

2018 Highlights The Clinical Research department enrolled 93 new patients in clinical trials with notable enrollment in newly opened treatment trials for Pancreatic

**Glioblastoma Multiforme** trial utilizing a vaccine, expanding the expertise of Research,

Pharmacy and Infusion departments in this growing treatment area. The addition of a

Research Data Coordinator to the department allowed Clinical Research Coordinators

1%

Multiple

Myeloma

Cancer, Melanoma, Hepatocellular and Renal Cancers. The department began a

CANCER FOUNDATION

more time for direct patient care.

CANCER FOUNDATION

3%

Ovarian

3%

Pancreatic

1%

Renal

1%

Lung

The Cancer Foundation contributed \$315,925 to support genetic counseling in 2018.

The Cancer Foundation contributed \$503,891 to

32%

Other

1%

Melanoma

support research and clinical trials in 2018

1%

Hepatocellular

16 56 44 Participants were counseled on results Participants were identified with Participants were identified with Patients pursued genetic testing and follow-up genetic counseling ordered by another provider breast cancer gene mutations colorectal cancer gene mutations

The Ridley-Tree Cancer Center, in partnership with the Cancer Foundation of Santa Barbara and other community agencies, coordinates community outreach programs and events to improve our community's understanding about the importance of early detection and prevention of cancer, as well as new developments in care, diagnosis and treatment.

694

Patients were seen for hereditary

cancer risk counseling

**2018 Highlights** The Prevention and Community Outreach department partnered with Cottage Health on a colon cancer prevention media campaign, "Early Detection Saves Lives," successfully reaching the intended audience with targeted direct mail, social media and print ads. The campaign launched a new community phone number and provided support on calls related to insurance, colonoscopies, symptoms, referrals and more. For the 17th year, the department partnered with United Way on Raising Awareness Yields Sun Safety (RAYS), a youth skin cancer prevention program.



The Cancer Foundation contributed **\$90,358** to fund prevention, education and outreach programs in 2018.

13,544 Households reached by colon cancer prevention media campaign, "Early Detection Saves Lives".

323 Children, teens and young adults participated in youth-oriented cancer prevention and education programs.



Genetic Counseling



## A New Way Forward

ver the last decade, the field of clinical oncology has seen significant advances with improved outcomes for dozens of different types of cancer. Oncology has always been an intensely research-driven field because of the need for better therapies. Most medical care is delivered in the community and in recent decades clinical trials have expanded from research universities to community cancer centers. "The pace of development has been amazing, where the standard of care today is almost unrecognizable from 10 or 20 years ago," reports Medical Oncologist & Hematologist Dr. Daniel Greenwald. "Therapy has moved from a one-sizefits-all approach to a more tailored application where we use cutting-edge genetics and molecular biology to create more precise therapies for an individual's specific type of cancer." Ridley-Tree Cancer Center takes research seriously and is the community leader in this area. We identify and initiate

trials based on the science and the need in our community. Presently, we participate in 20 to 30 studies at any given time. Many of these studies are also being conducted at major cancer and academic centers. This commitment requires an immense investment in staff who have the expertise to run and execute trials as well as the ability to report results. Dr. Greenwald leads a department that shares in this groundbreaking research. Many of our medical oncologists trained at world-class medical centers with a heavy emphasis on basic and clinical research. Implementation of trials requires a team of dedicated, highly-trained research coordinators, nurses and physician investigators. They closely guide participants through the mechanics of each trial, follow the delivery of their care and are available to answer questions throughout the entire process. Our staff regularly benefits from personal relationships and contacts within

The pace of development has been amazing, where the standard of care today is almost unrecognizable from 10 or 20 years ago.

#### – Dr. Daniel Greenwald

the field to gain access to the latest advances, the newest drugs and a wide global network of experts. *"It's extremely rewarding to treat previously incurable forms of cancer with new technologies. In many cases, these therapies can extend the life of patients in a meaningful way or cure some forms of cancer. These advances come through science-driven treatment as well as a commitment and devotion to clinical research,"* notes Dr. Greenwald.





Patient **Navigation** 

Ridley-Tree Cancer Center's patient navigators provide valuable education to patients and families, offer support at times of transition in care and act as liaisons between individual patients and the various healthcare providers required for proper diagnosis, treatment and disease management.

2018 Highlights The Patient Navigation department consisted of five patient navigators and one navigation coordinator. The department invested in continued education, sending two navigators to a conference to receive nationally recognized navigation certification. In addition to the department's involvement in cancer prevention and awareness events in the local community, the Ridley-Tree Cancer Center navigators met with navigators throughout southern California for on-going collaboration to discuss best practices in the field.



The Cancer Foundation contributed \$567,290

1,142 Unique patients assisted by patient navigators

11,238 Patient encounters with patient navigators

The Cancer Center's oncology dietitian nutritionists provide personalized food and supplement recommendations to patients to correct nutritional deficiencies and help optimize nutritional health and well being during and after treatment. Our oncology dietitian nutritionists have specialized training in both oncology and nutrition and their recommendations are evidencebased and proven by scientific research.

2018 Highlights The Oncology Nutrition department received referrals from all Cancer Center oncologists with the most common referrals received for patients with GI, breast and head and neck cancers. The department began a collaboration with the Genetic Counseling department to counsel patients with hereditary disorders that are at high risk of nutritional compromise. The Center's oncology dietitian nutritionists delivered educational talks to the public, including employees at Raytheon, families at Harding School and members of Santa Barbara Village.



726 Unique patients received nutrition assistance

3,195 Total patient visits with the Nutrition department

The Oncology Social Work team is dedicated to helping patients with psychological, social and financial stresses associated with the diagnosis and treatment of cancer. This includes individual and family counseling, case management, support groups, assistance with home care and long-term care, insurance, transportation, finances and advocacy.

2018 Highlights The Oncology Social Work department was instrumental in helping patients affected by the Montecito debris flow by organizing transportation including arranging flights and taxi pickups and funding boat and train tickets. The department hired a bilingual social worker with a master's degree to provide services to our Spanishspeaking patients in both North and South Counties. Additionally, all social workers completed training in Advance Care Planning and the department now leads the Cancer Center's efforts to assist patients with planning and documentation.



\$597,450

Grants from outside agencies for co-pay assistance

The Cancer Foundation contributed \$528,045 to fund social work services in 2018.

The Cancer Foundation contributed \$150,000 from the Arthur J. Merovick Endowment for Patient Assistance for charity care in 2018

\$76,759

Grants from outside agencies for gas and living expenses

2,157 Unique patients served by the Cancer Center's Social Work team

**Ridley-Tree** Cancer Center

**Oncology Nutrition** 

Oncology Social Work

**Financial Assistance** Provided

Number of Patients & Families Receiving Financial Assistance

973 Unique patients received financial assistance

\$3,588,986

Free medications

339 Unique patients received assistance with health insurance coverage

## Striking the Right Chord

s a longtime computer desktop support engineer, 52 year-old Bob McGee wasn't intimidated by the MyChart app he downloaded to his phone to review his medical record. He just hadn't gotten around to opening it. In September of 2018, instead of waiting to learn about his blood test by phone, he decided to log on to MyChart for a little "sneak peak." When he pulled up the test results, the lab work appeared normal but Bob noticed a pop-up message indicating he was overdue for a colonoscopy. When he visited his internist **Dr. Richard Ponce** to discuss the labs, the physician encouraged him to schedule the exam used as a screening tool to detect for colon polyps and cancer. A subsequent colonoscopy, biopsy and MRI revealed a cancerous tumor in Bob's rectum. "If I had not seen the message on MyChart, I would have probably shied away from it, ignored it like many guys," admits Bob. "I am grateful that I took it seriously." An avid bike rider, Bob processed the news on a long cycle from Avila Beach to Morro Bay, using the time as a kind of "therapy to *grind through everything.*" Then he planned his first consultations with Oncologist Dr. Ryan Kendle, Radiation Oncologist Dr. George **Cheng** and Colorectal Surgeon **Dr. Greg Greaney** to create a plan. The team agreed the best course of action to battle his early stage 3 colorectal cancer would be to start with a radiation course five days a week combined with the oral chemotherapy drug Xeloda® to shrink the tumor. Afterward, Bob's doctors would determine if surgery would be necessary. "I had absolute confidence in Dr. Kendle and Dr. Cheng and was very impressed with all three doctors. They were very upfront with me. I was at peace with the whole process," he confirms.

At the start of treatment, Bob's upbeat and easygoing nature kicked in despite having to lie on the radiation table looking at the floor. "Yes, it was kind of hilarious," Bob chuckles. "But if going face down means getting rid of the cancer, I will take that every time." Instead of griping about not being able to see the state-of-the-art entertainment flatscreen mounted on the ceiling, Bob asked to select some music. As a guitarist in the Calvary Chapel Santa Barbara worship band and the chorus director of a men's barbershop harmony group in Santa Maria, he knew some tunes would definitely lift his mood. The radiation therapists surprised Bob with Janis Joplin's "Me & Bobby McGee" and his treatment theme song was born, a true representation of his playful spirit. Patient Navigator **Dawn Elliott** could

only smile when Bob told her about it. She became the liaison for all members of his care team as he began oral chemotherapy and radiation simultaneously. Dawn and Bob worked hand-in-hand to ensure he understood everything that was happening at each stage and that he felt comfortable asking questions. "Dawn's been just great, super helpful and supportive. Everyone was very communicative," he reports. Luckily, Bob's body tolerated the treatment very well and he felt lucky that fatigue and some minor stomach distress was all he had to manage. Oncology nutrition dietitian Sarah Washburn MS, RDN, CSO encouraged Bob to continue his healthy eating and regular lengthy bike rides if possible since medical studies show eating well and maintaining exercise can ease cancer treatment side effects and improve treatment outcomes. Sarah reviewed Bob's entire medical profile and they discussed research indicating a specific supplement could quell some of the negative symptoms he experienced. Bob also met with the Social Work Department to undergo a "Distress Screening." Cancer care teams use the method to gauge the emotional health of their patients and decide if their distress level could be affecting them. Social Work Program Manager Amy Shapton admires Bob's positive outlook despite his health challenges. "He is a great example of someone who continues to keep things as normal as possible even though he is fighting a cancer diagnosis. Some of this strength comes from his strong faith and great support from his family and church friends. I wish more patients had that in their lives," she mentions. This reliance on his Christian faith gave Bob a real spiritual and emotional boost. "I knew it was in the Lord's hands," he affirms. Also included in his time with Cancer Center social workers was a primer on advanced directives, the legal documents that allow adults 18 and over to prepare for a time when medical decisions cannot be made due to injury or illness.

After digesting all the pros and cons of surgery, Bob discussed his options with his medical team and determined that the radiation had done its job and with no cancer visible, he'd decline the invasive procedure for now and continue with an oral and intravenous chemotherapy regimen. He's encouraged his friends to not delay getting their colonoscopies. *"I know several people now who have told me*  *'Because of you, I decided to have one,'''* he boasts happily. And while some people may look back on their cancer journey as stressful, Bob describes his experience at Ridley-Tree Cancer Center as *"absolutely tremendous. I have been very impressed with the way everything is run here,"* he says. *"I just give everyone an A across the board."* 



I have been very impressed with the way everything is run here... I just give everyone an A across the board.



Elly Nadel Music Therapy 85

The Elly Nadel Music Therapy Program provides music therapy services and support to cancer patients, family members and loved ones in a way that meets various physical, social, emotional and spiritual needs in a one-on-one or group setting. Under the leadership of our trained music therapist, patients can explore musical experiences throughout their cancer journey. This program is generously underwritten by Julie Nadel.

**2018 Highlights** The Elly Nadel Music Therapy Program launched new classes including Music and Relaxation, Singing Class and Drumming **Together**. Our music therapist continued to provide individual music therapy appointments, relaxing music for patients and caregivers in reception areas, and she began involving class participants for performances during Cancer Center events. Participant feedback highlights that the program has helped patients express emotion, relieve stress and improve self-control.

143 Unique patients attending Music Therapy classes

64 Private Music Therapy sessions provided



The Wellness department offers many programs that complement conventional medical care for patients and their caregivers. Programs include yoga, exercise programs tailored for all phases of treatment, painting, flower arranging, meditation, oncology massage and more. 2018 Highlights The Wellness department began offering Oncology Wellness Lectures and added a new category of offerings for patients who have completed treatment called **Post-Treatment Programs**. In December, the department held its first Art Heals reception in the new building, featuring 52 patient watercolor paintings displayed throughout the lobbies in the Center. A year-end patient evaluation reflected high ratings, including a **96% score for assisting patients** with the healing process and a 98% score for helping patients.



The Cancer Foundation contributed \$212,077 for wellness programs in 2018.

Wellness Programs 🗠

Resource

Library

420 Unique patients attended Wellness Programs

2,325 Total attendees in Wellness Programs

The Resource Library offers a comfortable place where patients and families can find current, comprehensive information about all aspects of cancer. Our library coordinator can help answer questions and offers research assistance, and also provides physicians and clinical staff with scientific medical literature that is in support of our evidence-based approach to care.

**2018 Highlights** The Resource Library launched new programs including the Wolf Education & Training Center's Community Lecture Series and Book Club program in partnership with the Santa Barbara Public Library. The department began offering MyChart assistance, enrolling more than 60 patients and providing personalized patient support. Additionally, the department introduced the **Bookmobile**, a small portable cart that volunteers bring to the infusion suite to offer patients and caregivers donated books, coloring activities, games and other entertainment.



CANCER FOUNDATION of SANTA BARBARA The Cancer Foundation contributed \$101,076 for the Resource Library in 2018.

## **Healing Through Music**

atient Peter Moreno learned the best way to twist and roll his torso to get out of bed in the morning. Tightness in his mid-section made taking deep breaths difficult. For an active 58-year old who travels the country for his jewelry sales career, adjusting to the pace of recovery took time. When a fellow patient at Ridley-Tree Cancer Center shared that the music relaxation class felt like meditation with music, Peter decided to give it a go. "It was great to be surrounded by these wonderful tones as my body was healing," he explains. "It struck a deep chord in me. I found it to be an incredibly helpful respite."

Music Therapist Saiping Lin leads the Music Relaxation class and several others offered by the Elly Nadel Music Therapy Program. "Music Peter was grateful to his surgeon for removing the tumor. therapy can not only help patients reduce negative side effects or help them to express emotions, it also improves their quality of life," notes Saiping. "I always say, don't forget to take care of your inner world." Peter formed a special bond with Saiping as he tried out each one of her classes, including Drumming Together and Singing Class. He practiced the breathing tips she recommended to relax his muscles and the more he participated, the more his confidence and memory improved.

Before his first visit to the Cancer Center, a severe car accident had

turned Peter's world upside down. Imaging after the crash revealed a softball-sized tumor in his pancreas. As a healthy and active person with no symptoms, Peter could barely believe the news at first. "My head was spinning and I was just reeling. I kept saying, 'Are you sure you didn't make a mistake?' Who would have thought that a *car accident would be a blessing in disguise?*" His second stroke of luck would be meeting Dr. Charles Conway, Ridley-Tree Cancer Center's brand-new and first fellowship-trained surgical oncologist whose specialty happens to be pancreatic cancer. "It was surreal," says Peter. "If Dr. Conway had not been there, I would have had to go to Los Angeles or somewhere further for this surgery."

But recovery from the accident and surgery combined with chemotherapy sapped his energy. He began to seek out more ways to feel better. Running down the roster of Wellness classes, he tried everything from Gentle Yoga and Qigong, to Meditation and Flower Arranging. He especially enjoyed the Stress Management class. Even when Peter couldn't drive, he'd hitch a ride from family or Uber drivers to ensure he could arrive for class. He credits Lisa Winebrenner, Manager of Wellness and Community Outreach, for always encouraging him and helping him to get on the schedule.

"When I wasn't sure about it all, she'd nudge me and say 'I think you would enjoy this.' Many times all I wanted to do was to go home and *qo to bed.* But interacting with other people really was part of the healing process," describes Peter. "I could feel it helping me. I could feel the change happening inside. Everything wasn't always in place but it was strengthening me and bringing me to a new normal."

At first, Peter shied away from sharing too much with others in class, but he noticed how those who contributed seemed more at ease with their challenges. "I have found it's wonderful therapy to let some of that out. You do eventually connect with the group and develop this friendship and camaraderie," expresses Peter. Over time, Saiping began to see positive changes in her participant. "Sometimes Peter would feel frustrated or upset about life issues, but in class, he was able to find a safe and comfortable space to reduce anxiety and stress. He could work himself into a good state quickly," she reports. Peter is now a regular fixture at the Cancer Center and an ambassador for the Wellness and Music Therapy Programs because he believes so deeply about the benefits. "It's been amazing to me how everything has fallen into place," he confirms. "I am progressing, always moving forward, thanks to everyone's help."



## **Cancer Foundation Events** to Benefit Ridley-Tree **Cancer Center 2018**



#### Tough Enough to Wear Pink Rancheros Ride May 2018

The Rancheros Visitadores and Wrangler Jeans hosted this colorful event for the seventh consecutive year to raise awareness of breast cancer. In celebration of this year's ride, the club's members **contributed a record \$165,025** to fund research and support programs for breast cancer patients at the Ridley-Tree Cancer Center. This event has raised **\$845,911** since its inception.



Vivala Vila A celebration of cancer patients & survivors

#### Viva La Vida Annual Celebration of Life June 2018

More than 800 patients, survivors, family members, friends and staff joined us for this free event which honors our community's patients and survivors and coincides with National Cancer Survivors' Day.

#### Cancer Center Walk/Run October 2018

The 26th annual Walk/Run was an inspirational event raising \$179,806 in support of the Cancer Center's research and supportive care programs. This year Julie Main's Team not only raised the most money - \$24,475 – but they also earned the prestigious Silver Cup! Awarded to the First Place Team - the team that raises the most money in donations, on average, per person - Julie Main's Team raised an average of \$1,217 per participant. Kudos to the Miracle Chefs for having the largest team with 38 walkers and runners. This year, Dan Manfredonia, received the Julie Main Inspiration of Hope award. This event has raised \$3,620,135 since its inception.



If you are interested in hosting an event, please contact us. We would be delighted to assist you in getting publicity and social media to help support your efforts. **(805) 898-2116** 



## Barbara Ireland Walk for Breast Cancer March 2018

n 2000, **Barbara Ireland** was inspired by the death of a dear friend from breast cancer to rally friends and family in Santa Barbara to raise funds to help women facing this diagnosis. Originally conceived as a 13-mile walk which took place in the fall, today's event now features three different course lengths – 5K, 10K and 15K – in the spring. On March 17th, the 18th annual Barbara Ireland Walk & Run for Breast Cancer **raised more than \$50,000** to support breast cancer research, genetic counseling and patient navigation services at the Cancer Center. For the seventh year in a row, a kickoff event was held at Dargan's Irish Pub & Restaurant. Congratulations to **Save 2nd Base**, who was awarded the Pink Ribbon trophy for being the team that raised the most money! This event has raised **\$728,998** since its inception.





- My family and I love partnering with the Cancer Foundation to put on the Walk each year. It's great to see so many people who come out to support such vital programs for our community and help to increase awareness.
  - Barbara Ireland



## **Funds Raised by Cancer Foundation**

#### **Gifts Received**

Designation	2018	2017	Difference	% Change
General Support	\$822,681	\$496,819	\$325,862	66%
Capital Projects/Building	\$4,141,577	\$10,581,619	(\$6,440,042)	-61%
Research	\$99,726	\$131,989	(\$32,263)	-24%
Patient Assistance	\$108,140	\$197,700	(\$89,560)	-45%
Endowment	\$284,736	\$77,411	\$207,325	268%
Patient Navigation	\$354,732	\$205,246	\$149,486	73%
Oncology Supportive Care/ Genetics/Wellness	\$276,673	\$406,065	(\$129,392)	-32%
Equipment	\$65,520	\$29,055	\$36,465	126%
Event Sponsors	\$9,113	\$14,960	(\$5,847)	-39%
Other	\$5,260	\$102,158	(\$96,898)	-95%
TOTAL	\$6,168,159	\$12,243,022	(\$6,074,863)	-50%

All figures represent funds collected; no pledges are included.

## **Grants Made by Cancer Foundation**

Funds Gran	ted by the Cancer Foundation to Local Organizations	\$ Provided
Ridley-Tree Cancer Center	Ridley-Tree Cancer Center - Programs	\$2,778,299
Ridley-Tree Cancer Center	Ridley-Tree Cancer Center - Capital Projects	\$864,977
Teddy Bear	Teddy Bear Cancer Foundation - Family Resource Specialist	\$33,750
<b>Cottage</b> Health	<b>Cottage Health</b> - Clinical Research Coordinator for Pediatric Oncology and Clinical Trial Translation	\$64,392
camp kesem	UCSB - Camp Kesem - Summer program for children whose parents have cancer	\$5,000
UC SANTA SUMMERSESSIONS	<b>UCSB - Research Mentorship Program</b> - UCSB PhD candidates mentor select high-school students on cancer-related research projects	\$10,000
	TOTAL	\$3,756,418



#### Accountable

The Cancer Foundation of Santa Barbara voluntarily submits to an annual financial audit by an independent accounting firm. Financial statements are presented in accordance with generally accepted accounting principles.

#### Ethical

The Cancer Foundation of Santa Barbara issues an annual attestation letter provided by an independent accounting firm that bears witness to our expenditures.

#### Efficient

The Cancer Foundation of Santa Barbara ensures that all fundraising efforts clearly portray the purpose of the funds to be raised and that all contributions received are used for those specific purposes.

#### Integrity

The Cancer Foundation of Santa Barbara requires all board members and employees to abide by a conflict of interest policy that encourages high standards of ethics and integrity.

#### Secure

The Cancer Foundation of Santa Barbara protects the privacy of our donors by not marketing our mailing list.

#### Trustworthy

The Cancer Foundation of Santa Barbara posts IRS Form 990 on <u>www.guidestar.org</u> annually and we invite your review.



Infusion suite staff and volunteers ensure patients are comfortable by visiting with them and offering refreshments, activities and other amenities.

101

Ridey-Tree Canke-Center

## The Elaine & Edward Stepanek Legacy Society

The Elaine and Edward Stepanek Legacy Society honors donors who have chosen to support the Ridley-Tree Cancer Center by including the Cancer Foundation of Santa Barbara in their will, living trust or other planned agreements.

Peter & Rebecca Adams Mr. & Mrs. William H. Allaway\* Christina Allison\* Mrs. Karine Anderson Anonymous (3) Ms. Jeano Bailard\* Mr. & Mrs. William J. Bailey\* Mr.\* & Mrs. Eugene C. Baum Dr. & Mrs. Richard A. Baum Betsy Bertero\* Mr. D. Craig Bigelow\* Mr. Joe Bleckel\* Joanne & Bob Bouslough Mr. & Mrs. Dean Brown\* Ms. Helen J. Brown Barbara Burket & Bob Hodges\* Mr. Karl & Dr. Katherine Burrelsman Kenneth & Frances Jewesson Les & Zora Charles Greg R. Corso Mr. John L. Courtois\*

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"Choosing to support the Cancer Center began as a visceral reaction to an *experience* with this *"emperor* of all maladies". I had two rounds of breast cancer, our family members have had

breast and lung cancer, and melanomas, friends/acquaintances too numerous to mention have suffered and are suffering from various cancers. Some have died. Ultimately the decision to provide more intentional support for cancer treatment and research here in Santa Barbara became a responsibility to our community and all those who come now and after. To include the Cancer Foundation of Santa Barbara and support the *Ridley-Tree Cancer Center in our estate planning is a necessity* and a small way of loving our neighbors as ourselves. We are inconsequential; what is done for others is paramount."

The Burrelsmannweg Living Trust Katherine and Karl Burrelsman, TTE

## Named Endowment Funds

#### Nan Cox Endowment for Lung Cancer Research

The Nan Cox Endowment was established for lung cancer research protocols performed by the Cancer Center, often in collaboration with other research institutions. VALUE: \$345,777 (\$17,225 distributed in 2018)

#### Elvira Broome Doolan Endowment Fund

The Elvira Broome Doolan Endowment Fund was established from the estate of Elvira Broome Doolan and is restricted for research. VALUE: \$10,624,061 (\$529,214 distributed in 2018)

#### Elizabeth McEwen Jacobs Endowment Fund

The Elizabeth McEwen Jacobs Endowment Fund is dedicated to medical or scientific research related to genetic cancer, with a primary emphasis on brain cancer. VALUE: \$159,565 (\$7,945 distributed in 2018)

#### Julie Main Endowment Fund

The Julie Main Endowment Fund was established with proceeds from The Main Event, a celebration of Julie's life, and is restricted for wellness exercise programs for patients. VALUE: \$158,200 (\$7,412 distributed in 2018)

Named Endowment Funds require a minimum of \$100,000 to be established. The principal in a named endowment remains protected and grows over time, while annual distributions ensure that the Ridley-Tree Cancer Center receives a perpetual source of philanthropic support for the purpose designated by the donor. To learn more, contact Lori Willis, Executive Director of the Cancer Foundation of Santa Barbara at (805) 898-2187.

#### Arthur J. Merovick Endowment for Patient Assistance

To honor Art Merovick's extraordinary contributions to the Cancer Center as its Director of Development for 17 years, the Cancer Center Board of Trustees established the Arthur J. Merovick Endowment for Patient Assistance in 2011. VALUE: \$1,636,545 (\$75,371 distributed in 2018)

#### **Toby Ann Parisse Memorial Education Fund**

Richard Parisse and his three children honored their wife and mother, Toby Ann **Parisse**, with a memorial gift dedicated to benefitting the patients at the Cancer Center by funding continuing education for physicians, nurses and staff. VALUE: \$157,819 (\$7,419 distributed in 2018)

#### Scott D. Smith Memorial Fund

The Scott D. Smith Memorial Fund was established in memory of Scott Smith and is restricted for colorectal screening and prevention programs. VALUE: \$1,735,104 (\$86,432 distributed in 2018)

#### Mary Solis Fund for Oncology Social Work

The Mary Solis Fund for Oncology Social Work was created in recognition of Mary's 34 year career in Oncology Social Work at the Cancer Center. Proceeds will support the programs and services that ensure psychological, social and financial stresses associated with the diagnosis and treatment of cancer are addressed.

#### Thomas H. Weisenburger, MD Fund

The Thomas H. Weisenburger, MD Fund was established to recognize Dr. Weisenburger's retirement in 2012 after 28 years of service at the Cancer Center of Santa Barbara. Proceeds support the education of medical personnel and the acquisition of radiation oncology equipment.

VALUE: \$252,032 (\$12,029 distributed in 2018)

## Lifetime Donors

The Cancer Foundation of Santa Barbara is honored to recognize the individuals and organizations whose generous lifetime commitments equal \$100,000 or more.

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Thank you to each of our 2,500+ donors in 2018 – your support makes a world of difference to our patients.

We have made every effort to represent gifts accurately. We apologize for any errors or omissions and invite you to bring them to our attention by calling (805) 898-2116. Thank you.

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The Ridley-Tree Cancer Center building located at 540 W. Pueblo Street allows us to continue the fullfillment of our founding promise – to provide the highest level of cancer care in Santa Barbara County.

Ridley-Tree Cancer Center

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#### **Cancer Foundation of Santa Barbara**

601 West Junipero Street Santa Barbara, California 93105 (805) 898-2116 www.cfsb.org www.ridleytreecc.org

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Ridley-Tree Cancer Center CANCER FOUNDATION at Sansum Clinic CANCER

Focused on Cancer • Centered on You

A partnership of the Cancer Foundation of Santa Barbara and the Ridley-Tree Cancer Center at Sansum Clinic

The Cancer Foundation of Santa Barbara and the Ridley-Tree Cancer Center work in partnership to deliver exceptional cancer care to everyone in Santa Barbara County regardless of means.

Our combined mission is to provide a comprehensive diagnostic, treatment, prevention and research program that allows cancer patients to receive the highest level of care without having to leave Santa Barbara. To keep the Central Coast at the forefront of modern cancer care, this partnership

invests in the recruitment, development and education of highly trained medical staff; timely acquisition of new medical equipment; active participation in clinical research; integration of oncology services; and continual introduction of promising new methods of treatment.

With your help, we will continue to be a regional resource to which both the public and the medical community can look for leadership regarding the diagnosis, management and prevention of cancer. *Thank you.* 

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