

HEALTH CARE SHOWCASE



SAINT VINCENT'S COMPREHENSIVE CANCER CENTER

Breast cancer radiation advances reduce treatment time from 6 weeks to 5 days.

In May, Saint Vincent's Comprehensive Cancer Center in New York was the first in the Northeast to treat breast cancer patients with the MammoSite Radiation Therapy System (RTS), a radiation therapy device that was recently cleared by the FDA. By internally delivering radiation directly to the tissue surrounding the original tumor, the MammoSite RTS minimizes radiation exposure to healthy tissue. Dramatically reducing traditional radiation treatment plans that could last up to six weeks.

"We are excited to offer this new internal treatment option to women with breast cancer who are confronting difficult choices regarding their care at a very stressful time. The fact that MammoSite is minimally-invasive for patients, coupled with the short treatment time, could make it easier for more women to consider the choice of lumpectomy," said Anthony Berson, MD, Chairman of Radiation Oncology at Saint Vincent's Comprehensive Cancer Center. "MammoSite represents the next generation of internal radiation therapy, providing doctors and patients with a site-specific treatment option that can be completed in five days."

The MammoSite device is a temporary balloon catheter that is inserted into the cavity created by a lumpectomy (the surgical removal of a breast tumor). MammoSite RTS delivers radiation from inside the lumpectomy cavity over a course of five days and is then removed. The device targets radiation to the area where tumors are most likely to recur, while minimizing exposure to healthy tissue. For more information call 1-888-44-CANCER. (1-888-442-2623)



ROBERT WOOD JOHNSON UNIVERSITY HOSPITAL

As a leading academic health center, Robert Wood Johnson University Hospital offers a full range of health care services, from primary, tertiary and quaternary services to specialty and sub-specialty diagnosis and treatment. Hallmarks of the institution include The Bristol-Myers Squibb Children's Hospital at Robert Wood Johnson University Hospital, New Jersey's first free-standing children's hospital designated by the state as a specialty acute care children's hospital and a member of the National Association of Children's Hospitals and Related Institutions (NACHRI). The Center for Heart and Kidney/Pancreas Transplantation offers the full spectrum of care -- from the most aggressive medical management, to the latest surgical techniques for heart, kidney and pancreatic disease. The Heart Center of New Jersey is a 125-bed "hospital within a hospital" featuring the latest diagnostic and treatment techniques for cardiovascular diseases. The Cancer Hospital of New Jersey at Robert Wood Johnson University Hospital, in partnership with the Cancer Institute of New Jersey, the only National Cancer Institute designated clinical cancer center, provides sophisticated inpatient cancer diagnosis and treatment programs for children and adults. The Vascular Center of New Jersey features a multidisciplinary team including medicine, radiology, and vascular surgery to diagnose and treat diseases of the veins using the latest spectrum of procedures, from minimally invasive ultrasound to highly complex surgery.

Diabetes?

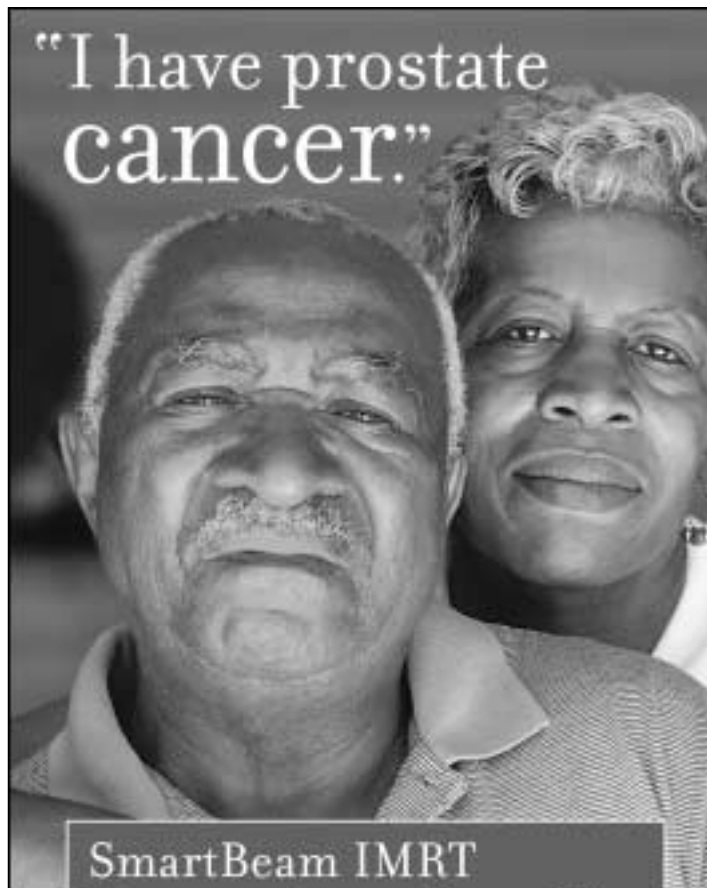
Are you caught between these two health problems? Then you may qualify for Look AHEAD, a National Institutes of Health research project studying the long-term benefits of weight loss in people with type 2 diabetes.

Physical exams, medical tests, and educational programs are provided at no cost to volunteers who qualify.

For more information, call

**St. Luke's-Roosevelt
(212) 523-8037**

Overweight?



SmartBeam IMRT
lets me get on with my life.



SmartBeam IMRT (Intensity Modulated Radiation Therapy) is the newest and most advanced non-surgical technology for the treatment of prostate and other cancers. IMRT offers improved outcomes through the safe delivery of higher doses of radiation — sculpting pencil-thin beams to avoid surrounding healthy tissue.

St. Vincent's is one of the few Varian Learning Centers in the U.S. — Leading cancer specialists from NY and across the U.S. come to St. Vincent's to observe how advanced radiotherapy technologies like IMRT and High Dose Rate seed implants improve patient outcomes and quality of life.

Before you decide on surgery, get the facts about IMRT.
1-888-44-CANCER



St. Vincent's
Comprehensive Cancer Center
www.svccc.org

325 W. 15th Street, New York, NY 10011

Part of Saint Vincent Catholic Medical Centers Accredited by the American College of Radiology

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HEALTH CARE



Pioneering groundbreaking innovations. And advancing technology in the most extraordinary ways. Robert Wood Johnson University Hospital is one of an elite few hospitals in the nation using advanced robotics in surgery. We offer revolutionary diagnostic tools, such as PET Scanning and dedicated Cardiac MRI. And through partnerships with leading educational and research facilities, including UMDNJ-Robert Wood Johnson Medical School and the Cancer Institute of New Jersey, we're providing the research and technology that is helping to fight disease and injury as never before. What's more, our new state-of-the-art Cancer Hospital will open this summer, offering the latest cancer treatments and advanced clinical care. With a renowned team of physicians, researchers and Magnet Award-winning nurses, we're taking medical science farther than it's ever been. And then some.

For more information, call us at *1-800-242-0022*.

We're moving medicine forward
one amazing advancement at a time.



ROBERT WOOD JOHNSON
UNIVERSITY HOSPITAL

Moving Medicine... Forward.

Principal hospital for UMDNJ – Robert Wood Johnson Medical School - Member, New Jersey Council of Teaching Hospitals, The Robert Wood Johnson Health System and Network members include: Bayshore Community Hospital, CentraState Healthcare System, Children's Specialized Hospital, Rahway Hospital, Raritan Bay Medical Center, Robert Wood Johnson University Hospital, Robert Wood Johnson University Hospital at Hamilton, Warren Hospital, UMDNJ - Robert Wood Johnson Medical School, Presbyterian Homes & Services, Inc., Chandler Health Center, Henry J. Austin Health Center, Plainfield Health Center and VNA of Central New Jersey Community Health Center

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