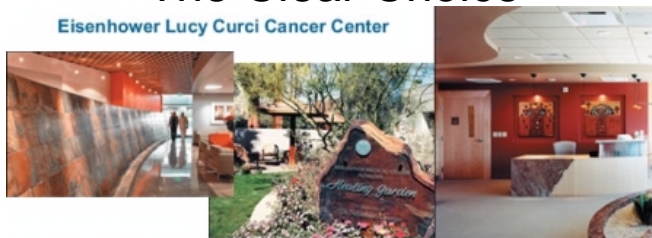


# The Clear Choice

Eisenhower Lucy Curci Cancer Center



FROM LEFT: The healing environment of the Eisenhower Lucy Curci Cancer Center; the soothing Healing Garden at Eisenhower Lucy Curci Cancer Center; the elegantly appointed Eisenhower Schnitzer/Novack Breast Center.

There is a reason that more people choose the Eisenhower Lucy Curci Cancer Center for all of their cancer care when facing the diagnosis — Cancer. It simply is the best.

The Eisenhower Lucy Curci Cancer Center treats 20 percent of all cancer patients in the entire Riverside County area. There are 13 hospitals to choose from in Riverside County. Since opening in February 2004, the Eisenhower Lucy Curci Cancer Center has stood apart from other care options for the overwhelming comprehensive services that are available:

**Arnold Palmer Prostate Center** — the first in the world to offer on-site (for immediate treatment) IsoStrand™ seed stranding with cesium seeds combined with radiation therapy. Also, the Arnold Palmer Prostate Center is the number one provider of prostate brachytherapy in the surrounding four counties of San Bernardino, Riverside, Inyo and Mono.

**Eisenhower Schnitzer/Novack Breast Center** — the first in the Coachella Valley to obtain the Breast-Specific Gamma Imaging. This state-of-the-art advanced screening technology, recently featured on "ABC World News with Charles Gibson," is only available at 33 of more than 6,000 hospitals in the nation.

**International Early Lung Cancer Action Project (I-ELCAP)** — a seminal study available at the Eisenhower Lucy Curci Cancer Center. Only available at four facilities in California, Eisenhower Lucy Curci Cancer Center's research was integrated in the international collaborative of 38 institutions in seven countries, headed by Joan & Sanford I. Weill Medical College of Cornell University. As the number one cancer killer, lung cancer will kill more than 160,000 Americans this year alone, causing more deaths than breast, prostate, colon, liver, kidney cancers and melanoma combined.

**Radiation Oncology** — the first in the Coachella Valley with Stereotactic Radiosurgery, three-dimensional, computer-guided radiation that aims highly focused beams of radiation directly into a tumor. Eisenhower Lucy Curci Cancer Center's Radiation Oncology also was the first in the Coachella Valley to offer MammoSite™ Radiation Therapy System for breast cancer, the high-dose technology delivered over five days versus six to seven weeks.

**Leo and Gloria Rosen Infusion Center** — integrated care, set apart with nurses certified in chemotherapy, pharmacists who prepare all medications, and concierge services where "no waiting" is the motto.

**Eisenhower Imaging Center** — the first in the greater Inland Empire to offer the PET/CT scanner. A "show site" for Siemens Medical Solutions USA, the world's largest medical equipment manufacturer, Eisenhower Imaging Center is on the leading edge of the most advanced technology and a model for imaging facilities worldwide.

## UNCOMPROMISING CARE

What also distinguishes the Eisenhower Lucy Curci Cancer Center from all other centers, is the deep caring that is extended to cancer patients and their loved ones. The Nurse Coordinator program is the focal center of that compassion. Each department has a special nurse who counsels, connects and attends to each patient and family. These Nurse Coordinators support and guide the patients through their entire care. Nurse Coordinators serve as an advocate for every patient, explaining what the doctor said when questions arise later, detailing the ups and downs of various treatment options, providing resources and education about treatment options, assisting with navigating the often-complex hospital systems, following-up on the patient's surgery, radiation, chemotherapy treatments, and linking the patients and their families with support services, social workers, education programs, community services and home nursing assistance.

A model program, the Nurse Coordinator program gives personalized care for each individual, every step along the way. Eisenhower's Nurse Coordinators are Monica Alvarez, Arnold Palmer Prostate Center; Kim Von Haden, Eisenhower Schnitzer/Novack Breast Center; Christal Curry, Radiation Oncology, and Barbara Bigelow, Leo and Gloria Rosen Infusion Center. Kim Von Haden explains the significance of her role. "I would have to say that this is one of the best jobs I have had as a nurse. I have worked with new babies and mothers, and that was rewarding and joyful. But, working with patients with breast cancer is rewarding in its own way," Von Haden shares. "It makes me feel good to be able to give someone hope and guidance when they are told they have cancer. When patients call me confused and upset, I am able to help them understand their diagnosis, which helps calm them."

At Eisenhower Lucy Curci Cancer Center, the Nurse Coordinator is available every step of the way, and often becomes the point person for the patient. The support and compassion, coupled with clinical expertise, is invaluable. "I have made special bonds with some patients, and it is always nice to see them and how well they are doing," says Von Haden. "There is life after breast cancer...and that is what I try to convey to my patients."



LEFT: CT Scanner at Eisenhower Imaging Center. ABOVE, FROM LEFT: Nurse Coordinators Barbara Bigelow, Leo and Gloria Rosen Infusion Center; Kim Von Haden, Eisenhower Schnitzer/Novack Breast Center; and Christal Curry, Radiation Oncology. Not pictured: Monica Alvarez, Arnold Palmer Prostate Center.

## THE CLINICAL EDGE

Eisenhower Lucy Curci Cancer Center has numerous national accreditations and membership affiliations that set the Center apart from others. Accredited by the American College of Surgeons (ACOS), Eisenhower is one of only a few hospitals to attain ACOS accreditation in Riverside County. Fewer than 25 percent of all hospitals in the United States attain this accreditation, and these accredited hospitals treat 80 percent of all cancer patients in the nation.

The Eisenhower Lucy Curci Cancer Center maintains the highest standards of care and is accredited by the American College of Radiology, which accredits all facilities providing mammography on behalf of the United States government. The College is a non-profit professional society of 30,000 radiologists, radiation oncologists, and clinical medical physicists in the United States.

The Eisenhower Lucy Curci Cancer Center is also a member of the Association of Community Cancer Centers, the leading national multidisciplinary organization that works with the Centers for Medicare and Medicaid Services and Congress to define quality care for patients with cancer and influence change to continually improve cancer care.

Accredited by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO), Eisenhower Medical Center has received JCAHO's nationwide seal of approval. An independent, nonprofit organization established more than 50 years ago, JCAHO is the leader in accreditation and certification of health care organizations and serves as the gold standard by which health care quality is measured in America and around the world.

Eisenhower Medical Center is also a member of the prestigious Eastern Cooperative Oncology Group (ECOG), one of the largest clinical cancer research organizations in the United States whose goal is to control, effectively treat and ultimately cure cancer. Funded primarily by the National Cancer Institute, ECOG represents 6,000 physicians, nurses, pharmacists, statisticians and clinical research associates from the United States, Australia, Canada, Israel, Ireland, Peru and South Africa. One of only nine participating organizations in the state of California, Eisenhower has access to more than 90 active clinical trials.

Eisenhower Lucy Curci Cancer Center is an extraordinary facility, nationally accredited, and clinically distinguished. The healing environment, the uncompromising care, the personalized services, the team of professionals coming together to care for you and your loved ones are critical components to top notch cancer treatment. There is a clear choice for your cancer care — Eisenhower Lucy Curci Cancer Center.

