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>THE WEST CLINIC

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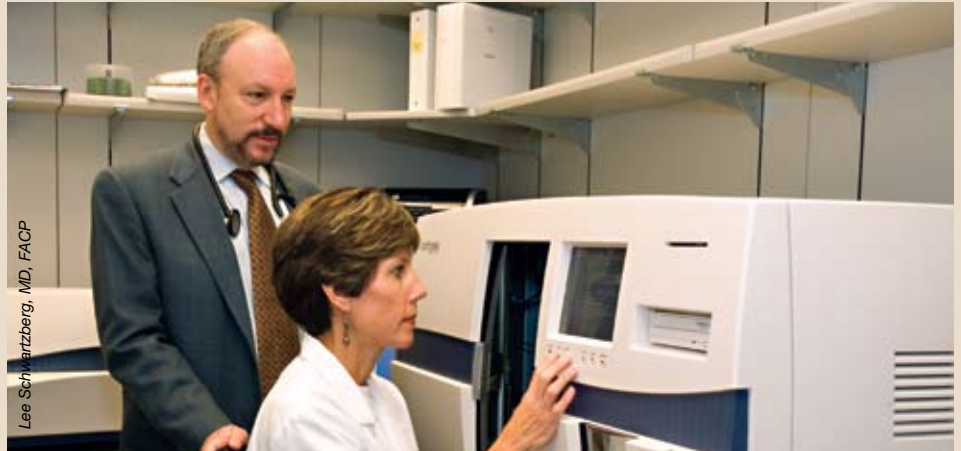
A LETTER FROM Lee Schwartzberg, MD, FACP *Medical Oncology*

This is a time of great excitement and optimism in the treatment of breast cancer. For patients diagnosed with the disease, The West Clinic offers state-of-the-art care.



Our extensive clinical research program helps hasten the development of new drugs which hold promise to be effective in both the preventive and advanced disease settings. We now have the ability to analyze breast cancers genetically, allowing us to design the right treatment for each patient, sparing those who do not need chemotherapy. The clinic's imaging techniques and laboratory technologies permit disease detection earlier than ever before. All of this care is delivered in a setting that understands you as a person with personal and family needs, not just a disease state.

At The West Clinic, we know the statement "You have breast cancer" remains a scary and life-changing declaration to anyone who hears it. Rest assured that everyone at The West Clinic is working to take the fright out of breast cancer by using the best tools available in the fight against this disease.



Lee Schwartzberg, MD, FACP

The West Clinic Installs First CellSearch System™ in Region

The West Clinic forges ahead as it becomes the first cancer center in the Mid-South to install a CellSearch System™. Used to monitor metastatic breast cancer, the CellSearch System™ is the first diagnostic test to identify and count circulating tumor cells (CTCs) that detach from tumors and enter the blood stream. Because death from breast cancer is usually from metastatic disease, the new system truly enables physicians to navigate a new avenue into treatment.

"The acquisition of the CellSearch System™ was a substantial investment for The West Clinic, but this technology compliments our overall goal of bringing the best technology and the state-of-the-art techniques to Memphis and the Mid-South," says Dr. Lee Schwartzberg, Medical Director at The West Clinic.

Metastatic breast cancer occurs when tumor cells spread to other locations in the body and grow. This unique technology identifies and counts circulating tumor cells, with the ability to detect one cancer cell out of 40 billion cells in a single blood sample.

The CellSearch System™ was developed by Veridex, a Johnson & Johnson company, and represents a real asset to physicians who are managing cancer care. "Scientists have long believed that circulating tumor cells hold a wealth of information but

there has been no effective method to evaluate and analyze these cells and use them to make routine decisions in a medical practice," says Robert T. McCormack, general manager of cellular diagnostics during a 2005 interview given to Medical News Today.

Imaging scans are not as accurate as West Clinic physicians would like and can be conducted every 12 to 24 weeks. Oncologists at The West Clinic can test blood every three to four weeks to determine how aggressive the cancer is spreading. "Five or more cells in a tube of blood indicate the cancer

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West Clinic WELCOMES Dr. Gary Tian

We are excited to welcome Gary Tian, MD, PhD, who joined The West Clinic in July. Dr. Tian is board certified in Medical Oncology and Internal Medicine. He specializes in Oncology/Hematology with a particular focus in colorectal and breast cancer. Dr. Tian will be seeing patients at The West Clinic's Humphreys and Covington locations.



The West Clinic Chosen As One of Three US Sites for New Breast Cancer Research

It is impossible to talk about The West Clinic without talking about research. Known throughout the region and country as a leader in

innovative clinical research, The West Clinic is relentless about leaving no investigative path untouched.

Over 25 investigational medicines are currently being evaluated as treatment for a variety of cancers, with the latest one focused on breast cancer.

This summer, The West Clinic was chosen as only one of three sites in the entire country to conduct a new breast cancer clinical trial. "Our Corinth office enrolled the first patient in the country in August to study a new second generation oral anti-angiogenic drug that we hope will work even better than the ones already available," says Dr. Lee Schwartzberg.

The trial requires a total of 95 patients. Currently, 87 are enrolled. Cancer research on anti-angiogenesis drugs is one of the most promising areas of research to date. "Anti-angiogenesis basically means blocking the blood vessels that supply a tumor. In effect, the medicine causes the cancer to starve to death," says Schwartzberg.

Three drugs in this class are currently on the market and expectations are high that they will continue to improve the lives of cancer patients. "This same study has been open in Europe since May 2006, but has just now started in the U.S. The West Clinic and two other sites in California have been chosen to conduct the clinical trial," says Tracy Stewart, Director of Research.

Researchers are focused on metastatic breast cancer, exploring multi-targeted inhibitor drugs. Stewart reports The West Clinic currently has 12 breast cancer clinical trials in progress, with 10 being treatment trials and two as supportive trials. Seven of the ten studies involve oral agents.

"We're building a worldwide reputation as a leading research center. It's very exciting," says Stewart.



Johnetta Blakely, MD

Dr. Blakely is a Medical Oncologist and one of our leading clinical researchers. She trained at MD Anderson Cancer Center.

WEST CLINIC EXPANDS STATE-OF-THE-ART CANCER CARE IN CORINTH, MS



Sylvia Richey, MD

The West Clinic recently joined forces with Magnolia Regional Health Center (MRHC) – Corinth in the development of a new cancer center. The center reflects the ongoing commitment of The West Clinic and Magnolia Regional Health Center to provide state-of-the-art cancer care to patients in Corinth and the surrounding areas. According to Steve Coplon, CEO, The West Clinic, "We are pleased to partner with Magnolia Regional Health Center and play a key role in the new state-of-the-art cancer center. Patients will have access to the best multi-disciplinary care using the best clinical pathways and evidenced-based medicine."

The West Clinic opened its Corinth office in 2004. Today, Dr. Sylvia Richey, Medical Oncologist; Dr. Mark Reed, Gynecologic Oncologist; Dr. Stephen Besh, Medical Oncologist; and Wendy Smith, Nurse Practitioner see patients in the office as well as the hospital.

Construction is expected to begin in December 2007.

CELLSEARCH SYSTEM™ ...continued from cover story

is more aggressive as compared to less than five," says Schwartzberg. "In simpler terms, we can identify those people who have an established spread of cancer."

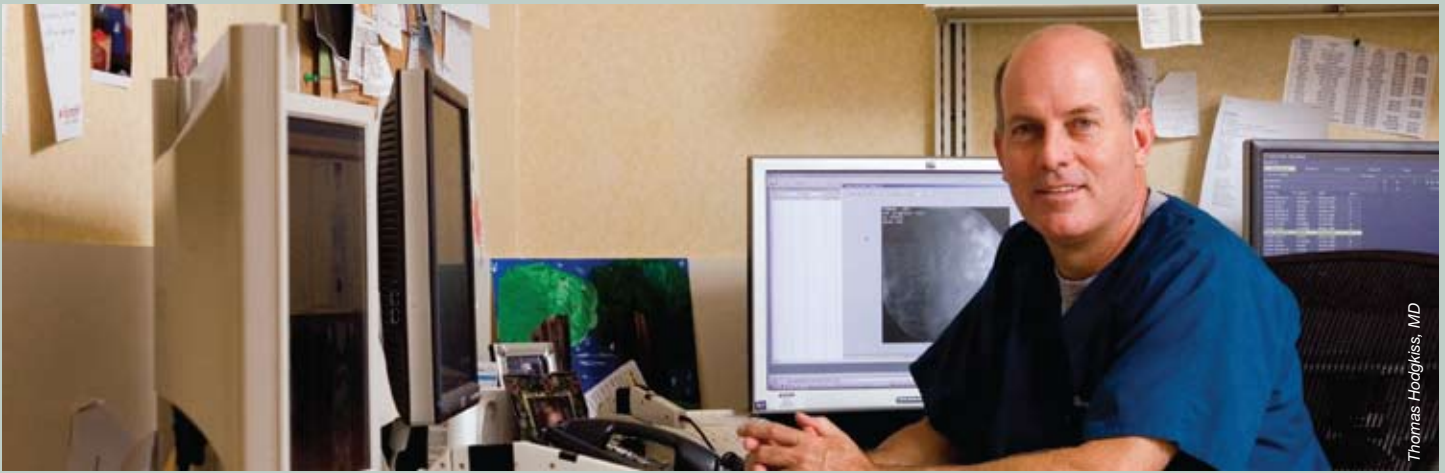
In addition to diagnostics, the system is also used to determine the efficacy of particular treatments. Despite the fact that many treatment options exist for metastatic breast cancer patients, oncologists have been forced to wait until a patient receives several rounds of treatment before they can determine if that specific treatment has been beneficial to the patient. With the CellSearch System™ oncologists will be able to quickly track the treatment progress of a patient.

"Essentially, if we can observe a change in the number of cells, we can determine if the treatment is working and we can refine our treatment approaches if needed," says Schwartzberg. "Finding the right treatment is vital with a fast-moving disease."

The West Clinic began using the new technology in July, and with the large number of breast cancer patients seen at the clinic, oncologists will have the added benefit of generating data for further study. Previous clinical trials were held at The University of Texas, MD Anderson Cancer Center.

For Schwartzberg and all the staff at The West Clinic, the addition of the CellSearch System™ to the clinic's arsenal of research and technology symbolizes another step towards defeating cancer. "We are excited to add this diagnostic capability to our cutting edge portfolio of laboratory testing, imaging and treatments available for all patients suffering from breast cancer," says Schwartzberg.

To learn more about The CellSearch System™, visit www.veridex.com



Thomas Hodgkiss, MD

Radiofrequency Ablation Brings Hope to Breast Cancer Patients

The words themselves can be scary—radiology, computed axial tomography, ablation. For patients and families battling cancer, understanding treatments and technology can be as weighty as battling the disease itself. For years, The West Clinic and its physicians have worked to bring patients the most comprehensive diagnostic radiology services in the region, but above all else, they have created a clinical setting that recognizes and values the human experience.

Jackie Graves, Director of Radiology, explains that patient flow and same day service are critical pieces of the larger picture. “The flow is excellent and we can have report turnaround within minutes. We all know where we stand by the end of a patient’s visit.”

Recently, with the use of radiofrequency (RF) ablation, that end point for more breast cancer patients is promising. While not curative, outcomes have shown that isolated metastasis to the lung or liver have actually been positively treated with RF ablation. According to interventional radiologist Thomas Hodgkiss, MD, “The results have been unbelievable. We can insert a needle into the bone and patients find immediate relief.” Hodgkiss reports that patients can go home in as little as two hours.

Radiofrequency ablation isn’t new. Physicians have been using the treatment on liver patients for over a decade. During the procedure, a chilled needle is inserted while the surrounding tissue is heated with radiofrequency waves. “Patients tolerate the procedure very well. We’re doing several diagnostic tissue biopsies and one ablation per day,” says Hodgkiss.

For patients who previously were considered untreatable, RF is a breakthrough technology according to Dr. Hodgkiss. “We have several patients that have undergone RF without additional recurrence for several years. The treatment has been excellent in kidney cancer with nearly a 100 percent cure rate in our experience,” says Hodgkiss.

Hodgkiss, Graves and all the staff of The West Clinic radiology group are excited about having another alternative for helping patients fight cancer. The West Clinic has seen at least a 100 percent increase in the number of RF treatments in the last six months alone. “It really is an incredible thing that is truly taking off,” says Hodgkiss.



In The Pink Once More

It’s that time of year again when masses of pink flow through the streets of Germantown in the 15th annual Race for the Cure. Once again, The West Clinic will join the greater Memphis community to laugh and cry with survivors and remember those lost to breast cancer.

As in the past, The West Clinic staff and physicians create a real presence. “This is our biggest sponsored event each year and we usually register a third of our staff, and countless friends and family members,” says Traci Hampton, Director of Administrative Services. Hampton states that even the staff who are unable to attend can register as “spirit runners” and contribute financially. The West Clinic has over 300 staff members. In 2005 The West Clinic tied for first place with having the largest corporate team at the race.

The West Clinic is pleased to be a gold sponsor this year and will also sponsor two water stations along the race route. “The race brings our staff members closer in touch with the work we do everyday,” says Hampton.

The West Clinic invites everyone to visit their booth during the race. It’s going to be a great day!



**15TH ANNUAL
RACE FOR THE CURE
SATURDAY, OCTOBER 27
SADDLECREEK
GERMANTOWN, TN**

Ask the Doctor



Kurt W. Tauer, MD *Medical Oncology*

Dr. Tauer is an internationally recognized medical oncologist who began his affiliation with The West Clinic in 1985 after completing his Fellowship in Medical Oncology at Memorial Sloan-Kettering Cancer Center in New York. Dr. Tauer believes his role as a physician is to “help people—not patients—be the best they can be during their cancer journey”.

Q: If I am diagnosed with breast cancer what can I expect?

A: *When the diagnosis is first made you can expect to have several things happen very quickly. First, you will feel the shock of the diagnosis and before you adapt to that fact you will be sent to see a surgeon, then perhaps a medical oncologist and the actual surgery itself. Things will happen so quickly that they become a blur.*

Q: Does every breast cancer patient require surgery?

A: *Usually there is some surgical procedure involved—from a simple biopsy to a full mastectomy. The extent of the surgery depends on the disease presentation.*

Q: What are some of the newest treatment options?

A: *The treatment of all cancers is changing all the time. There are several new breast cancer treatments mostly involving targeted therapy—treatments that are targeted to specific enzymes or proteins in or on the cancer cell—usually in combination with more typical chemo or hormonal therapies.*

Q: How will breast cancer impact my life and my relationships with my family? Kids? Husband? Having children?

A: *It is important to remember that you are still you. Any changes you experience from the cancer are superficial, and the core being that you are is unchanged. There will be superficial changes however—hair loss, radiation changes, weight changes (usually weight gain), emotional and sexual changes. Some of these are permanent, but most are transient and recede with time.*

Q: What are some of the side effects breast cancer patients experience with radiation and chemotherapy?

A: *Hair loss, weight changes, menopausal changes, emotional changes, fatigue, anxiety, and finally relief when the treatments are over.*

Q: Is breast cancer hereditary?

A: *Some breast cancer is hereditary. If you have breast cancer at an early age, or if one of your first degree relatives had cancer, that increases your chances of having hereditary-based breast cancer.*

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