

HOPE

HOW YOU CAN HELP

Call Kristie Minnickel the Oconomowoc Memorial Hospital Foundation at 262-569-0222 or Martha Schmidt at the Waukesha Memorial Hospital Foundation at 262-928-4012 to learn more about the role philanthropy has played in advancing the important work of the Regional Cancer Center. Gifts large and small have made an amazing difference we would welcome your partnership.



PROHEALTH CARE
REGIONAL CANCER CENTER
OCONOMOWOC & WAUKESHA MEMORIAL HOSPITALS
725 AMERICAN AVENUE
WAUKESHA, WI 53188

PROHEALTH CARE REGIONAL CANCER CENTER

- Jeanne Safro, cancer survivor

“I WAS GIVEN A FEELING OF HOPE.” 

IN CELEBRATION OF OUR

20 YEARS

AS AN ACCREDITED CANCER PROGRAM
— THE "GOLD STANDARD"
FOR CANCER PROGRAMS ACROSS THE COUNTRY—

HOW DOES IT FEEL TO HAVE CANCER?

"I was lucky to have the option of going anywhere in the country, or the world, for treatment. But I chose to fight the battle for my life at the Regional Cancer Center. I trusted the doctors and felt that the Center provided state-of-the-art treatment and technology. The staff truly cared, and I knew I would not become just another number. *I was given a feeling of hope.*"

— Jeanne Safro, cancer survivor

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How do you feel when you find out you have cancer?

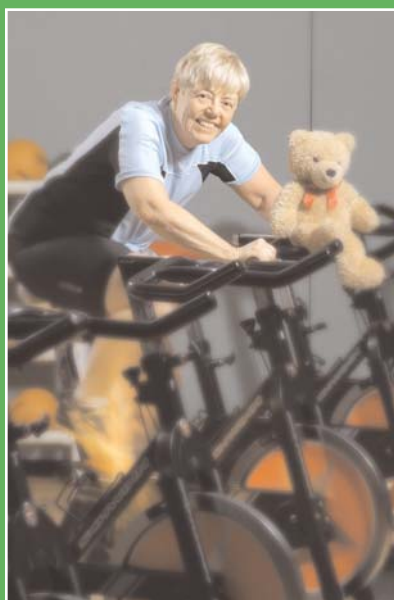
Numb. Frightened. Overwhelmed. Alone.

And yet, our patients often say they come to see cancer as a kind of gift. Not one they would have wished for, but an experience that changes them forever. That helps them look deep within, and find all that is best about themselves. They discover an inner strength. A newfound joy in the simple things. Deeper closeness with those they love.

When you place your trust – your very life – in our hands, we take that responsibility very seriously. At ProHealth Care’s Regional Cancer Center, you’re never alone. We’re right beside you on the journey, easing the bumps in the road. Here you are not a cancer patient. You are a unique human being, with family and friends, hopes and fears, challenges and dreams.

We want to help you live those dreams.

Not just to survive cancer, but to live life.



When marathon runner Sue Rapp learned she had breast cancer, she set two goals for herself: she would win the battle against cancer. And then she would find a way to help others.

She’s done both. “It’s the longest marathon I’ve ever won,” Sue acknowledges. First, she sought out the best medical care she could find. Again and again, the Regional Cancer Center was recommended above all other facilities. “Right from the get-go, I believed I was going to beat this. The Regional Cancer Center makes it easy to be positive.” She had confidence in the cutting-edge technology, treatments and research. She grew close to the staff members, who were unfailingly well-educated and encouraging. Her physician, she quickly learned, was completely focused on her. Sue is certain that if she needed five hours of his time, she’d get it. “You’re not walking down that road by yourself,” Sue affirms. “Everyone there surrounds you with support. They give you a reason to hope.”

Now that Sue has won, she’s determined to take control of her life. She’s back in her running shoes – and on the bicycle trail. The avid athlete just completed a 3,200-mile women’s bike tour and a two-month trip from California to Florida. Sue used the trip to raise money for breast cancer research at the Regional Cancer Center. “It’s a phenomenal place, and I want to support it,” she says. “And I want to show others that cancer isn’t an end, it’s a new beginning.”

EXTRAORDINARY PEOPLE. EXTRAORDINARY CARE.

Mothers and daughters share many things: a goofy sense of humor, freckles, a fondness for chocolate. But Donna Granger and her mother, Roberta Brown, never expected to share breast cancer.

"I couldn't even cry when I found out I had cancer," Donna recalls. "There was such a sense of disbelief." Donna chose the Regional Cancer Center in the fight for her life. She believes she couldn't have received better care anywhere else in the world. Just as important to Donna, the Regional Cancer Center conveyed a sense of hope. "As soon as you walk in the door, you know you're going to be okay," Donna says. "Whether it's the nursing staff or the cashier in the gift shop, everyone gives you the confidence that you can get better."

When Roberta was diagnosed with cancer just a few years later, her doctor suggested she go to UW-Madison hospitals. But having nursed her daughter through cancer, Roberta knew exactly where she would go for care. "I didn't even think about it," says Roberta, who lives an hour north of Madison. "There is no place in Wisconsin like the Regional Cancer Center. It is first class."

When Mike Spence was diagnosed with multiple myeloma, a rare blood cancer, he knew exactly where to go for leading-edge care: the Regional Cancer Center in Oconomowoc. Only a handful of researchers in the country were investigating this type of cancer, and Mike's physician at the Regional Cancer Center worked closely with them.

"Going elsewhere wasn't even a consideration," Mike explains. "I was the beneficiary of all the latest technology, treatment and research because the Cancer Center was so connected to these specialists around the world." More than five years later, Mike is cancer free.

Like many people treated for cancer, Mike was apprehensive about what the treatment would entail. He and his family were quickly put at ease by the compassion and expertise of the entire Regional Cancer Center staff. "Every staff member is very kind and so accommodating. They are all there to help you through it," Mike says. "The Regional Cancer Center is more than a state-of-the-art medical center. It's like family."

PHYSICIANS AND STAFF WHO REALLY LISTEN

The Regional Cancer Center's technology is second to none. But, to be honest, many hospitals offer the fancy equipment. What makes the Regional Cancer Center different is the people. The patient is at the heart of everything we do, whether it's high-tech diagnostic imaging or simply holding a hand. It's the nurse who drops by just to chat – on her day off. The housekeeper who brings in a favorite music CD for a patient who loves jazz. The doctor who writes a prescription for a hot fudge sundae. It's staff members who take the time not just to listen, but to understand. Who truly care for each patient as an individual. Others talk about it. We live it. That's the difference between competent care and extraordinary care.



donna granger & roberta brown patients

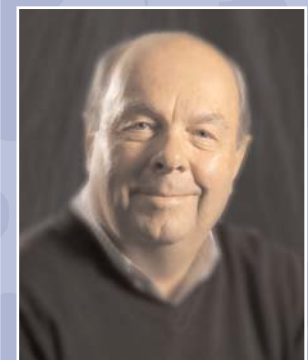
regional cancer center in waukesha

"The Regional Cancer Center has all the wonderful high-tech machinery. But more than that, they take the time to be there for you. They care in their hearts. It's that compassion that makes the difference."

— Donna Granger, pictured with her mother, Roberta Brown

mike spence patient

regional cancer center in oconomowoc



"The Regional Cancer Center offers all the latest in technology and treatment, and my doctor was in constant communication with the world's leading researchers. I couldn't have received better care anywhere else. Every member of the staff takes the time to listen, to explain, to understand, and to really care about me and my family."

— Mike Spence

WORLD CLASS. CLOSE TO HOME.

The Regional Cancer Center's newest hematologist/oncologist, Tony Ruggeri, M.D., has credentials that would earn him a place with any oncology group in the country. But when he completed his fellowship at MD Anderson Cancer Center in Houston, one of the world's most prestigious cancer research institutions, Dr. Ruggeri had no doubts about where he would practice. He chose ProHealth Care's Regional Cancer Center.

"The difference is the people at ProHealth Care. It's not just that they are exceptional clinicians. They are exceptional people. They exemplify everything that is best about medicine."

Dr. Ruggeri wanted to practice in a community setting, where he might be helping a neighbor, a fellow parishioner or his son's soccer coach. But he wasn't willing to sacrifice the technology and research you expect to find only in large cities at the most cutting-edge institutions. "The Regional Cancer Center offers state-of-the-art technology combined with personal attention and a true caring for patients," he says. "I was astonished to find all of this here."

LEADING RESEARCH AND TECHNOLOGY

Through relationships with the world's leading research institutions and extensive participation in clinical research trials, the Regional Cancer Center connects our patients with the most advanced diagnostic and treatment options available. Our multi-disciplinary team approach integrates the expertise of physicians and medical professionals from numerous specialties to create an individualized treatment plan. It all adds up to world-class care, without having to travel across the country – or even across town.

To learn more about technology and clinical research trials, visit www.prohealthcare.org.

"At the Regional Cancer Center, I can offer my patients the best of both worlds: the same cutting-edge tools that are available at major national research institutions with the caring, individualized attention of the community hospital setting."

– Tony Ruggeri, M.D.



tony ruggeri, m.d. hematologist/oncologist

prohealth care regional cancer center

GENERATIONS OF CARE

Paul S. Fox, M.D., a surgeon with the Regional Cancer Center, has cared for generations of the same families. Now his own children are doing the same. It's not unusual to find generations of families working at ProHealth Care. And generations of families receiving our unique combination of clinical expertise, care coordination and heartfelt compassion.

"This is a place where everyone strives for excellence," Dr. Fox emphasizes. "But it's also a very friendly place, where people really respect and care about each other. That's the best environment to work in. It's the best environment in which to be a patient."

Dr. Fox was instrumental in the Regional Cancer Center's accreditation by The American College of Surgeons in 1983. Ours was the first multi-site cancer center in the Midwest – and the third in the nation – to gain network accreditation.

Dr. Fox has no question that the Regional Cancer Center is at the forefront in medical expertise. And when it comes to patient care, he believes it is unsurpassed. It's the deep roots in the community that make the difference. "We see each other at the grocery store. Our children go to school together. We're friends and neighbors. We're all connected," Dr. Fox observes. "That kind of involvement generates a deep compassion and a high level of accountability. There is no way we are going to provide anything less than our best."

"We have a vested interest here," agrees his son, Paul F. Fox, M.D, a ProHealth Care interventional radiologist. "We've been committed to this community – and only this community – for 90 years. ProHealth isn't about having a hospital in every town in Eastern Wisconsin. We concentrate all our resources on promoting the health of the community in which we, too, live, work and raise our children."



paul s. fox, m.d. surgeon

pictured with children, margaret armstrong, b.s.n., paul f. fox, md, and daughter-in-law, mary fox, m.d.

"ProHealth Care is an integral part of this community. We've been caring for our neighbors for 90 years. Our roots here are strong and deep. You don't form those kinds of relationships overnight, or even in a generation."

- Paul S. Fox, M.D.

“At the Regional Cancer Center, our unique approach to care includes weekly multi-disciplinary conferences that bring together physicians and experts from dozens of specialties. This gives me a confidence that my patients are receiving the most state-of-the-art care available. When we combine our talents, knowledge and experience, we can bring our patients something far greater than any one of us could achieve individually. It’s that team approach, the leading-edge therapies, and a deep compassion for each patient that make the Regional Cancer Center unique.”

— Richard Hansen, M.D.



richard hansen, m.d. co-medical director

prohealth care regional cancer center



katherine bayliss, m.d. co-medical director

prohealth care regional cancer center

“There is a special connection here between the physicians, the staff, and the patients and families. You don’t find those kinds of relationships at the more institutional hospitals. That’s why, when my dad had cancer and needed a stem cell transplant, I recommended the Regional Cancer Center. He received outstanding clinical care, and he felt right at home. Not because I work here, but because at the Regional Cancer Center every patient is treated like family.”

— Katherine Bayliss, M.D.

“Competent care means offering the most advanced technology. Extraordinary care means delivering it differently. There is no cookie-cutter approach at the Regional Cancer Center. Our focus is the individual patient. Here, we work as a team, bringing together all our vast resources to provide personalized care, comfort and support to our patients and their families. The Regional Cancer Center offers far more than technical expertise. We pay attention to the little things. It’s a very special kind of care that inspires reassurance and strength. Courage and hope.”

— Barbara Mathison, M.S.

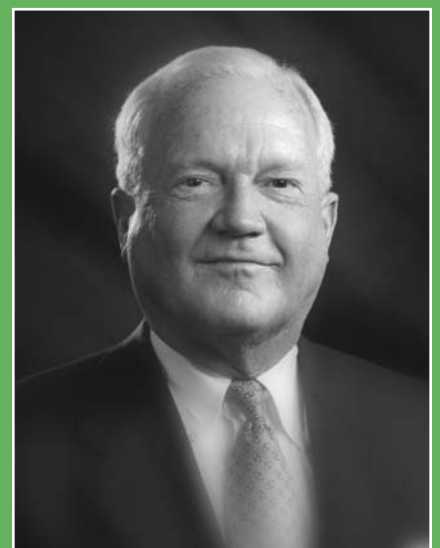


barbara mathison, m.s. executive director

prohealth care regional cancer center

“Cancer care has changed tremendously in the 90 years we’ve been caring for our community. What hasn’t changed is our commitment to provide extraordinary care. For our clinical staff and everyone connected with the Regional Cancer Center, extraordinary care is both a passion and a promise. That means staying at the forefront of research, technology and treatments. Attracting outstanding cancer specialists – many from the country’s leading cancer centers -- and the most talented, creative and compassionate staff. Treating the person, not just the disease. And never being satisfied with what we are and what we have done, but always reaching for a higher level of performance.”

— Ford Titus



ford titus president and ceo

prohealth care

A VISION OF HOPE — A HISTORY OF CANCER

80 million years ago:	Fossilized dinosaur bones show possible evidence of cancerous cells
2500 BC:	Egyptian papyruses describe rudimentary treatments for cancer
400 BC:	Hippocrates coined the term “karkinos” (Greek for “crab”) after observing that tumors have roots spreading like legs of a crab
1895:	x-rays discovered
1903:	radium found effective in treatment of tumors
1912:	cancer cells are grown in laboratory
1913:	The <i>Ladies Home Journal</i> published the first article in the popular press about the warning signs of cancer
1914:	Waukesha Memorial Hospital opens
1939:	The National Cancer Institute is formed
1943:	Pap smear introduced in medical practice
1950:	Link between cigarette smoking and cancer confirmed
1954:	Oconomowoc Memorial Hospital opens
1956:	First cure of metastatic cancer through chemotherapy
1966:	First dedicated mammography machine is developed. Prior to this, a standard x-ray machine was used
1971:	National Cancer Act is signed into law by Richard M. Nixon. The “War on Cancer” declared. “Brian’s Song” airs on TV recounting the story of Chicago Bears’ football player Brian Piccolo and his courageous fight with cancer, which took his life in 1970
1973:	Computerized tomography (CT) introduced in the U.S.
1973:	First gene cloned
1980s:	Prostate-specific antigen (PSA) test developed First highly effective anti-nausea drugs developed to alleviate side effects of chemotherapy Flexible sigmoidoscopy and colonoscopy developed Magnetic resonance imaging (MRI) introduced
1983:	First American College of Surgeons (ACOS) Commission on Cancer (COC) Accreditation awarded to Waukesha Memorial Hospital
1990s:	Breast cancer death rates begin to decline First human gene therapy for cancer (melanoma) attempted Annual fecal occult blood test proven to reduce colorectal cancer deaths by one-third Cancer genes cloned New classes of drugs approved in cancer treatment and offered at RCC First biotechnology product approved to treat cancer and offered at RCC RCC begins offering free community cancer screenings, education, and support groups
1995:	Center for Breast Care opens at Waukesha Memorial Hospital
1996:	Harvard School of Public Health reports that 65 percent of all cancer deaths are due to smoking, diet, inactivity and other lifestyle choices
1997:	First RiverWalk for Breast Cancer takes place at Frame Park, Waukesha
1998:	ProHealth Care, Inc. formed “STAR” breast cancer prevention trial opens. Over the next six years, the Regional Cancer Center (RCC) enrolls more people in this national trial than anyone in southeastern Wisconsin Only dedicated cancer inpatient unit in Waukesha County opens at WMH with more nurses certified in oncology than any other hospital in southeastern Wisconsin RCC begins offering stem cell transplants
1999:	Center for Prostate Care opens at Waukesha Memorial Hospital – the first of its kind in Wisconsin “SELECT” prostate cancer trial opens
2000:	First FDA-approved full field digital mammography system introduced in U.S. and installed at the Center for Breast Care just a few months later. Regional Cancer Center opens at Oconomowoc Memorial Hospital
2001:	RCC becomes the first multi-site cancer center in the Midwest, and third in the nation, to earn network accreditation from the American College of Surgeons – the GOLD STANDARD for cancer programs across the country RCC is among the first in the country to provide IMRT – a breakthrough considered the most significant advancement in radiation therapy for cancer since the 1960s
2002:	Center for Breast Care opens at Oconomowoc Memorial Hospital RCC is one of the first in the area to offer High Dose Brachytherapy (HDR) to treat early stage breast cancer, using the mammosite, a device that received FDA approval only a few months earlier RCC is one of the first in southeastern Wisconsin to offer PET/CT technology for improved cancer treatment. This new technology helps pinpoint the exact location and extent of cancers
2003:	RCC is first in Waukesha County to provide CAD (Computer Aided Detection) for digital mammography. One of the most significant radiological advancements because of its ability to increase early breast cancer detection rates
2004:	RiverWalk for Breast Cancer hits million dollar mark in funds raised for breast cancer First LakeWalk for Cancer in Oconomowoc raises over \$55,000 RCC leads the way in cancer research enrolling 9.5% of its patients in clinical trials as compared to 3% nationally RCC selected as the only center in the state to participate in an international clinical study on CT screening for lung cancer Lung cancer program begins