

BRANDED CONTENT

OCTOBER 25, 2021

SPOTLIGHT ON  
Breast Cancer Awareness

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**BREAST CANCER  
AWARENESS MONTH**



The Los Angeles Business Journal will be donating 20% of this cover's proceeds to the American Cancer Society LA Chapter.

## BREAST CANCER AWARENESS

# Exceptional, Leading-Edge Breast Cancer Care in Los Angeles

She's only in her mid-30s and awaiting test results to determine if her breast cancer is genetic. The waiting is the hardest part, especially when you have kids, especially when you don't know what to expect.

The patient came to the right place – the Roy and Patricia Disney Family Cancer Center's Breast Health Center at Providence Saint Joseph Medical Center in Burbank. "The Disney" is the only comprehensive cancer center in the San Fernando Valley and surrounding communities.

"We're seeing more and more younger patients. Many have kids," said Erwin Grussie, M.D., a hematologist and oncologist, who will tailor the latest treatments to meet this patients' individual needs. "There's a lot of anxiety. The unknown is more scary than someone taking the time to explain to you what comes next."

At Providence, care begins with compassionate guidance through diagnostics, results, care and treatment, all coordinated by a nurse navigator who works with doctors, schedulers, social workers and even family members. The Breast Health Center offers the latest advances in cancer care, access to ground-breaking clinical trials, genetics testing and Eastern therapies including yoga and acupuncture.

The entire care team embraces the Providence promise: *Know me, care for me, ease my way.*

## PROVIDENCE HAS L.A. COVERED FOR BREAST CARE

Providence offers the same comprehensive, advanced services offered by major academic centers, provided close to home in hospitals our patients have come to know and trust. Teams of specialists in every aspect of breast care collaborate across the Providence organization, providing not only clinical care, but the personal support patients need, beyond treating the disease.

"Our patients have the same access to diagnostics, radiation therapies and genetic panels as they would at the high-profile cancer centers," Dr. Grussie said. "The difference is we provide more personalized care. We know our patients very well. They know we try to provide everything they need."

Providence Saint Joseph in Burbank and Providence Saint John's Health Center's Cancer Center in Santa Monica are hubs for Providence's robust cancer research programs. Providence Holy Cross Medical Center Mission Hills and Providence Little Company of Mary Medical Centers in San Pedro and Torrance partner with City of Hope. And Providence Cedars-Sinai Tarzana Medical Center patients have access to the expertise at Cedars-Sinai Medical Center. The goal of these partnerships is to enhance care in the community by teaming with two of the nation's most recognized cancer care hospitals.

## WHOLE PERSON CARE

Providence caregivers treat the whole person, honoring cultures, traditions, personal preferences and an understanding of the patient's expectations while they're under our care. This is especially important for patients with breast cancer who may face mastectomy or endure the side effects of chemotherapy treatments. Anticipating significant changes in our appearance can add to the fear of the cancer itself. At Providence, patient navigators, nurses as well as breast cancer survivors, support you from diagnosis through recovery and beyond.

"It's a huge thing for patients, it makes all



the difference to them to come to a cancer center where people know them and have a lot of time to spend with them," Dr. Grussie said. "Sometimes they're coming back for years and it's important that you choose a cancer center where you're taken care of and have your questions answered quickly."

At Providence Little Company of Mary, patients talk with Sacred Cartwright, RN, a nurse navigator whose role is to guide patients as

soon as they learn from their doctor they have breast cancer. Cartwright interprets the doctor's words to "layman's terms," provides illustrations of the specific cancer and offers written material to ensure her patients understand. Most importantly, she offers hope, encouragement and partnership through the cancer journey.

"If I were a patient coming to see me, I would feel relief because I'm overwhelmed just hearing the diagnosis of cancer," she said.

"I don't have time to truly process anything because I must follow up on referrals and make appointments.

"A navigator to me is someone not necessarily holding my hand, but guiding me through this technical course, empowering me. A patient feels good knowing they have someone beside them to help lead the way."

*Learn more at [providence.org](http://providence.org).*



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# Complete Cancer Care Under One Roof



The MemorialCare Todd Cancer Institute (TCI) at Long Beach Medical Center offers comprehensive care, advanced technologies, nationally recognized physicians and innovative treatments to cancer patients in a warm and caring environment. TCI provides custom and targeted integrated medicine and healing for each patient, empowering patients to achieve the best quality of life by promoting wellness in mind, body and spirit.

## **MULTI-DISCIPLINARY TREATMENT PLANNING – SO YOU GET THE BEST OUTCOMES**

Through multi-disciplinary treatment planning conferences, TCI specialists review new or difficult cases and develop treatment plans suited to the specific needs of each patient. These conferences include an experienced team of medical oncologists, radiation oncologists radiologists, pathologists and surgeons who decide together what the best course of treatment is for each individual. This results in a personalized care plan for each patient leading to better outcomes.

## **THE FUTURE OF CANCER CARE IS HERE**

TCI blends the most advanced technologies and breakthrough therapies under one roof led by experienced fellowship trained high-volume specialists. TCI's capabilities include:

### **Minimally Invasive Surgery Options**

TCI specialists use minimally invasive techniques including robotic-assisted surgery for a variety of cancers. TCI has the latest da Vinci Xi Surgical System providing breakthrough minimally invasive surgical capabilities that minimizes risk and has fewer complications resulting in shorter hospital stays and faster recoveries.

### **Precision Medicine is What TCI is About**

TCI offers disease treatment and prevention that considers an individual's variability in their genes, their environment and lifestyle. TCI offers:

- Immunotherapy Biologics
- Hormone Therapy
- Chemotherapy including cool cap chemo
- Ambulatory Infusion Center complete with 36 infusion bays skylight views and a rooftop garden

### **Most Advanced Radiation Oncology & Therapy**

- The Thomas & Dorothy Leavey Radiation Oncology Center consistently achieves the best outcomes using top-of-the-line radiation therapy equipment helping radiation oncologists to specifically target tumors, including the Varian Edge™ radiosurgery system. Using real-time motion management technology, the patient's position is checked every 10 milliseconds and the beam is automatically turned off if the patient moves to ensure patient safety during treatment. This results in minimal impact on surrounding healthy tissue and vital organs.
- High Dose Rate Brachytherapy is delivered using computer-controlled movements of tiny radioactive seeds which is made to dwell in an applicator placed directly inside the tumor. The applicator's position and timing of source placement are precisely controlled allowing the physician to shape the radiation dose to the target.
- Hyperthermia is a specialized therapy that involves heating selected tumors to 106-108 degrees Fahrenheit for up to one hour. Hyperthermia enhances the effects of radiation and helps in eliminating tumors.
- Intraoperative radiation therapy (IORT) is used for early stage breast cancer treatment where a low energy therapeutic X-ray system delivers a concentrated dose of radiation therapy in the operating room to a tumor bed right after a lumpectomy. This eliminates the need for radiation therapy follow-up after surgery. Treatment is complete in one surgery.

### **Leading Diagnostic & Therapeutic Technology**

TCI specialists have access to the latest technologies on the market to ensure that cancer is caught early and in the most treatable stages. This includes:

- 320 slice CT scanner
- Electromagnetic navigational bronchoscopy
- Endobronchial ultrasound
- Endoscopic ultrasound

## **LUNG PROGRAM**

TCI offers a low-dose CT scan to detect lung cancer in its earliest stages for high risk patients. A dedicated lung nurse navigator guides patients through the screening process and treatment options is cancer is detected. To help reduce the risk lung cancer, TCI also offers a smoking cessation program. People interested in quitting nicotine can learn more by contacting [stopsmoking@memorialcare.org](mailto:stopsmoking@memorialcare.org).

## **Interventional Oncology Program**

The Interventional Oncology Program uses the most advanced image-guided techniques providing a wide-array of minimally invasive non-surgical procedures to treat many types of benign and malignant tumors. These approaches offer non-invasive treatments for cancer where tiny catheters deliver precisely targeted treatment anywhere inside the body – without the need for open surgery or damaging healthy tissue.

## **Research-Driven Patient Focused**

TCI participates in national cooperative groups and novel pharmaceutical trials giving patients access to many research protocols. Drugs and biologics are being developed and introduced as the new standard of care at an unprecedented rate. A cancer research program helps physicians stay at the forefront of new therapeutic discovery giving their patients access to these drugs.

## **MEMORIALCARE BREAST CENTER AT TODD CANCER INSTITUTE**

The MemorialCare Breast Center offers the latest in diagnostics, such as 3D mammography, to catch breast cancer at an early stage. This uses digital x-ray technology to capture multiple images of the entire breast from different angles to produce high-resolution, 3D images, enabling our radiologists to "see through" the dense breast tissue and find cancer that may be hiding within it.

Every mammogram is read by a team of all female, sub-specialized, dedicated breast radiologists who focus only on mammography and breast care. This focus and experience results in a higher quality, more accurate mammogram. The Breast Center also offers the latest treatments that not only increase survival, but improve the patient experience and cosmetic outcomes.

## **PSYCHOSOCIAL ONCOLOGY – Supportive Care For Mind, Body & Spirit**

TCI's psychosocial support program empowers patients and families affected by cancer to achieve the best quality of life by promoting wellness in mind body and spirit. Resources Include:

- Mind-Body Oncology Coach
- Cancer Answers Hotline
- Behavioral Interventions & Survivorship Programs
- Women Guiding Women: Peer Mentor Support & Education Program
- Support Groups

## **PATIENT EDUCATION & NAVIGATION PROGRAM**

TCI has advanced practice nurses who serve as "navigators" to help patients through their cancer journey. Navigators can explain medical terms and processes direct patients through the maze of diagnosis and treatment and lead the patient's transition from treatment into long-term wellness.

## **CANCER RISK & PREVENTION PROGRAM**

The Cancer Risk & Prevention team analyzes family cancer patterns and provides an accurate assessment of a person's genetic risk of developing hereditary cancer. After a genetic test is done the team works with the patient to develop a prevention plan to reduce risk.

## **CANCER REHAB & LYMPHEDEMA PROGRAM**

Licensed physical therapists teach patients how to effectively manage their lymphedema – buildup of protein and fluid in the limb. TCI also uses "pre-hab" to build a patient's strength before treatment begins.

TCI is a comprehensive cancer center, so no matter the diagnosis you get the best care at the right time from leading experts to produce the best outcomes for you and your family. Learn more at [memorialcare.org/TCI](http://memorialcare.org/TCI) or call (562) 933-0900.



# Never fear, always forward.

We're here to be your partner in breast health.

Fear should never hold you back from living your best, healthiest life. That's why we are always nearby, with more convenient locations and shorter wait times across South Los Angeles and Orange Counties. Our dedicated breast imaging team is ready to walk you through every step of the mammography process. Should a diagnosis occur, we combine our expertise with breakthrough therapies and technologies, and supportive care to minimize discomfort and ease recovery. We're here to help you move forward feeling confident, comfortable and above all, cared for.

Don't delay. Schedule your mammogram.  
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**MemorialCare**<sup>™</sup>  
Breast Center

## BREAST CANCER AWARENESS

# Every 180 Seconds Someone in the U.S. is Diagnosed with a Blood Cancer

Every 180 seconds, someone in the U.S. has their life turned upside down by a blood cancer diagnosis. When this happens, The Leukemia & Lymphoma Society (LLS), the global leader in the fight against blood cancers, is there, providing guidance, education, and support every step of the way.

Despite the challenges of the COVID-19 pandemic, LLS has remained laser-focused on its mission priorities: Research, Education & Support and Policy & Advocacy.

## ADVANCING THE MOST PROMISING BLOOD CANCER RESEARCH WORLDWIDE

LLS is an unstoppable innovator, driving research worldwide to deliver next-generation breakthroughs and cures. From pioneering the first collaborative precision medicine clinical

trial in a blood cancer to supporting the rise of CAR T-cell immunotherapies, LLS is an early adopter of the most cutting-edge treatment technologies and approaches.

## HELPING PATIENTS ACCESS THE CARE THEY NEED

LLS is the leading source of free blood cancer information, education, and support for patients, survivors, caregivers, families, and healthcare professionals. The organization urges patients to learn about its free, one-on-one support, including:

- LLS Information Specialists are highly

trained oncology professionals who provide free, personalized assistance to patients, families, and healthcare providers. LLS Information Specialists are ready to help at (800)

955-4572, Monday to Friday, 9 a.m. to 9 p.m. ET or by live chat/email on LLS.ORG.

- LLS Clinical Trial Nurse Navigators are registered nurses with expertise in blood cancers who conduct comprehensive clinical trial searches and personally assist patients, parents, and caregivers throughout the entire clinical trial process.

- LLS's registered dietitian has expertise in oncology nutrition and provides patients, parents, and caregivers with free nutrition consultations.

LLS also offers financial assistance, a podcast, peer-to-peer support, online chats, webcasts, videos, caregiver support, education and outreach programs like Myeloma Link, and so much more.

Through a nationwide grassroots network of more than 30,000 active online volunteers, LLS advocates for policies at the state and federal level and is taking action to reduce patients' out-of-pocket costs, address financial toxicity, and protect public health and cancer patients, during this crisis and beyond.

## TAKING ON PEDIATRIC BLOOD CANCERS FROM EVERY DIRECTION

Through The LLS Children's Initiative, a \$160 million multi-year endeavor, LLS is taking on children's cancer from every direction. The LLS Children's Initiative includes: more dedi-

cated pediatric blood cancer research, expanded education and support for children, young adults, and families, bold advocacy endeavors, and LLS PedAL, the first global precision medicine clinical trial for pediatric acute leukemia, with an anticipated launch later this year.

## FUELING MEDICAL BREAKTHROUGHS

To fuel its mission, LLS relies on the support of dedicated volunteers and donors, including everyone who participates in one of its groundbreaking fundraising campaigns like Man & Woman of the Year — a nationwide philanthropic competition in which thousands of individuals from diverse backgrounds come together for an exciting 10 weeks of creative fundraising efforts to fight blood cancer. Because of their commitment, LLS has played a role in advancing nearly every breakthrough in blood cancer research today.

"Advancing and accelerating our mission wouldn't be possible without the relentless volunteers and supporters who raise critical funds through campaigns like Man & Woman of the Year," said Louis J. DeGennaro, Ph.D., LLS president and CEO. "Together, our work is fueling medical breakthroughs across the cancer landscape. At LLS, we have the power, the passion, and the resolve to ensure blood cancer patients live longer, better lives."

To learn more, visit [www.LLS.org](http://www.LLS.org).

Together, our work is fueling medical breakthroughs across the cancer landscape. At LLS, we have the power, the passion, and the resolve to ensure blood cancer patients live longer, better lives.

# CANCER HASN'T STOPPED.

*So neither have we.*

Victoria, Cancer survivor

Support cancer patients now  
[cancer.org/donate](http://cancer.org/donate)



# Six Reasons to Schedule and Keep Your Mammogram Appointment Today

If you put off getting a mammogram during the pandemic, here's why it's time to schedule one

**A**re you overdue for a mammogram? Getting this breast cancer screening every year helps your doctor spot signs of cancer long before you may notice any changes in your breasts.

Like many people in the U.S., you may have put off your usual check-ups and screenings during the COVID-19 pandemic. In fact, you may be one of the 382,000 women who missed breast cancer screenings between March 2020 to March 2021. But even though the virus hasn't quite gone away, it is safe to get a mammogram once again—and it's important to keep your appointment.

If it's been a while since you had a mammogram, these six reasons just may convince you to pick up the phone and make an appointment today:

**1. You may have breast cancer even if you haven't felt a lump.** You may not be able to feel a lump if it's small or deep inside your breast. Mammograms can show lumps and other changes in the breasts that can be caused by cancer before they're otherwise felt. The screenings use low dose X-rays that give doctors a look at the inside of your breasts.

**2. The sooner cancer is caught, the better.** Your chance of surviving breast cancer is much better if the cancer is found early. The five-year survival rate is 99% if the cancer is found before it spreads outside the breast, according to the National Breast Cancer Foundation. If found early, your doctor may only need to remove the lump instead of the entire breast.

**3. You may be more likely to get breast cancer if family members had it.** Your chance of getting breast cancer could be higher if someone else in your family had the cancer. If your mother, daughter or sister had breast cancer, your risk could be nearly double. Keep in mind, however, that you can also get breast cancer even if no one in your family has ever had it.

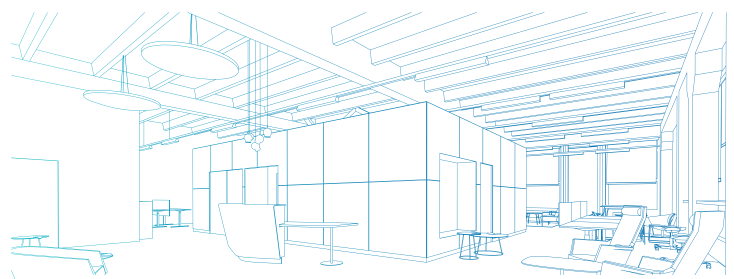
**4. The older you are, the higher your risk of breast cancer.** You can get breast cancer at any age, but it's more likely to happen as you get older. The Centers for Disease Control and Prevention (CDC) reports that most breast cancers happen in women over 50. The American College of Radiology recommends starting yearly breast cancer screenings at age 40.

**5. Besides age and family history, there are other things that may increase your risk.** According to the CDC, factors that may raise your risk of breast cancer are dense breasts, having breast cancer in the past, radiation treatment of the chest or breasts, starting your period before age 12 or starting menopause after age 55. Talk to your doctor about your risk factors.

**6. Mammograms are quick and easy.** Getting a mammogram usually takes only 30 minutes or less. Most places that provide screenings offer a choice of appointment times so you can select a time that's most convenient for you. You might be able to get a screening during your lunch hour,

before or after work, or on the weekend.

Information for this article was provided by PIH Health. Schedule your mammogram today at [PIHHealth.org/Mammogram](http://PIHHealth.org/Mammogram) or call (562) 906-5692.



## LOS ANGELES BUSINESS JOURNAL NAVIGATING WORKPLACE NEEDS

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