



HEMATOLOGY/ONCOLOGY ASSOCIATES
OF CENTRAL NEW YORK

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Our Connection to You

Fourth Quarter 2005
Newsletter

Our Mission is to provide the highest level of quality care in a healing environment for the mind, body and spirit of patients dealing with cancer and blood disorders.

Developing partnerships with our patients is essential in the treatment of illness and disease and in the enrichment of wellness thereafter.

Our patients are our number one priority and we hope that you will embrace our efforts as we strive for excellence in all that we do. We hope you enjoy our desire to keep you "connected" to us by the distribution of this newsletter.

You are also encouraged to visit our patient education area located on the second floor across from the elevators. Please ask questions about the many resources available to you within our practice and in our community. We hope to make your journey more informative and less stressful.

Our staff can help you find all sorts of publications concerning health issues—we have a library of books, videos and CD's.

May your days be filled with love and peace.

In this issue:

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Tracy E. Alpert, MD
Our new Radiation
Oncologist**
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Stars—New Projects
and Goals**
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Spirit * Services for
our patients**
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Department and
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away ... Just miles
ahead!**
- **Medicare and the
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Quote for the Quarter

The happiest people don't necessarily have the best of everything. They just make the best of everything .



Tracy E. Alpert, MD

Dr. Alpert received her Doctor of Medicine Degree from Upstate Medical University and graduated Summa cum laude from Rensselaer Polytechnic Institute. She has recently completed her residency in Radiation Oncology at Upstate and we are privileged to announce that she has joined our family of physicians at Hematology-Oncology Associates. She has participated in clinical trials and maintains several publications. She is trained in all facets of Radiation Oncology including IMRT, HDR/LDR, Prostate Seed Implants, Mammosites and more. Among her presentations at national and international conferences, she spoke in Vienna Austria in May of 2004 regarding Gamma Knife Radiosurgery for Trigeminal Neuralgia.

Reaching For the Stars ...

Striving for Excellence

Expansion to meet the needs of our patients in the West and South!

In 2003, Hematology-Oncology Associates of CNY, P.C. purchased a building adjacent to Community General Hospital. Our goal remains to expand the square footage of that site so we can provide a comprehensive, state of the art cancer center to patients. We hope to have the demolition of the interior complete by year end 2005 with construction commencing in the Spring of 2006. If everything progresses as planned, we should be able to render services by late fall/early winter 2006.



“A Rare Connection” - A mentoring program designed specifically for our patients.

Our practice is in the process of developing a mentoring program in which cancer survivor/ patient volunteers are trained to become a “mentor” to newly diagnosed cancer patients of similar diagnosis . A diagnosis of cancer is a life-altering event that elicits a myriad of emotions and anxiety. Should any new patients desire a relationship of this nature, they would have a person that has walked in their shoes guide their steps and provide support through this journey. A tax-exempt corporation will be formed to employ one full-time coordinator of the program and funds will be sought from grants and donations to maintain this staff member and other minor costs of the program. Good news—any donations will be tax deductible! Inquire at the Patient Education desk.

Canton Woods Senior Center

Cancer Support Group

is held every 3rd Monday

from 1:00—2:30 pm

The center is located:
76 Canton Street, Baldwinsville

Gussie Sorensen is the facilitator of this program. For more information contact Gussie @ 472-7504 or Terri @ 638-4536

**For the mind and Spirit
Support for Our Patients
Free to All !!**

Patient Support

This group, as with all support groups, is facilitated by our social worker, Gussie Sorenson. She is a certified clinical oncology social worker with an abundance of wisdom and skill. You do not need to be a patient of the practice to attend. Support groups meet each Tuesday from 4—5:30 pm.

Caregivers and Family Support

This group provides caregivers and family members the opportunity to meet with others who have cared for or are currently caring for a loved one with cancer. Sessions include discussions about the emotional reactions to diagnosis, effective problem solving, the role of the caregiver, spiritual considerations and helpful ways to manage stress. This group meets the fourth Monday of each month from 4-5:30 pm.

Recurrent Support Group

This support group is dedicated to providing guidance to those cancer patients with recurrent disease. The unique aspects of this journey are explored with patients who are experiencing similar challenges. This group meets the 1st Monday of each month from 4-5:30 pm.

Look Good... Feel Better

Cosmetology professionals will help you with make-up application, dry skin, discolored nails, choice and care of a wig, scarves, turbans and hats.

Held every 2nd Monday 5:30—7:00 pm at our Brittonfield Office

Call **Leigh Knapp** for more details or to sign up for a session— 437-7026 ext. 112

Sponsored by the American Cancer Society, The Cosmetic, Toiletry and Fragrance Association and the National Cosmetology Association.

Art as Therapy

Classes held:

Every 4th Monday of the month
from 5—7 pm

Materials are provided and there are no fees!

No art training is necessary and
Your friends & family may join us, too!

Pre-registration is requested

Contact: Penny Murphy

(315) 472-7504 ext. 2065

Art in all its forms is good for the soul and body! A truly therapeutic adventure—join Art Therapist Lisa Kiefer at our Brittonfield Office

I Can Cope

“I Can Cope” is a free lecture series for patients, friends and families in our community. It is provided in conjunction with the American Cancer Society and OrthoBiotec. It occurs in 4 sessions twice a year - each Tuesday in April and October. Excellent topics and speakers combined with light refreshments and camaraderie have made these sessions a huge success. Look for upcoming details in each newsletter.

KATS

Kids Adjusting Through Support –a heartwarming program for children and their families to help cope with a serious illness, by intervening with group support and an education process This program is provided in conjunction with Camp Good Days and Special Times.

CLINICAL TRIALS

Hematology-Oncology Associates of CNY Announces Cutting Edge Radiation Trial for Early Stage Breast Cancer Patients

Women who are diagnosed with early stage breast cancer find themselves with treatment options that precipitate a myriad of emotions. Among the alternatives, women are often faced with decisions such as mastectomy vs. lumpectomy with whole breast irradiation. Although numerous studies have shown that breast conservation therapy (BCT) consisting of lumpectomy and whole breast irradiation produces survival rates similar to those of mastectomy for early breast cancer, only 10-40% of the candidates for BCT actually make this selection. For many patients the obvious cosmetic and potential emotional advantages of BCT are outweighed by the inconvenience of undergoing five to seven weeks of radiation therapy in addition to chemotherapy and hormonal therapy. Recent studies indicate that the greatest benefit of radiation therapy after lumpectomy may be to eradicate any tumor cells left behind at the site of the excision, and that radiation therapy to the entire breast may not be necessary to control recurrence.

If an acceptable outcome can be achieved by giving radiation therapy only to the site of excision or tumor bed, the length of time that the patient must undergo treatment can be reduced to one or two weeks. A shortened treatment schedule would decrease healthcare costs and decrease the burden of care for women undergoing BCT – thus making it a viable option for more women.

In conjunction with the National Surgical Adjuvant Breast and Bowel Project (NSABP) and the Radiation Therapy Oncology Group (RTOG), this study is looking to enroll 3,000 patients nationwide. Patients who fit all the study criteria will be randomized to receive either whole breast irradiation or one of three partial breast irradiation techniques in accordance with the physician's discretion and facility credentialing. Chemotherapy, if given, is administered before whole breast irradiation and following partial breast irradiation.

Currently, Hematology-Oncology Associates is credentialed to perform 3D conformal external beam radiation as the partial breast irradiation technique. If interested in participating or finding out more information about this study, please contact the Research Department at HOACNY by calling 472-7504 or checking out www.hoacny.com.

What is a CCOP?

A Community Clinical Oncology Program allows a medical practice to work with the National Cancer Institute to formally access clinical research trials and cancer control and prevention studies for patient participation. Through our CCOP, our staff and patients have had the opportunity to contribute to the improvement of cancer care and prevention since 1986!

There are about 50 CCOPs in the United States and only 2 in New York State. Hematology-Oncology Associates and a practice on Long Island. We're so proud of that fact!

Hematology-Oncology Associates of CNY Community Clinical Oncology Program

We take pride in our 19th year of participation with the National Cancer Institute's CCOPs to bring cutting edge clinical trials and cancer control and prevention studies to Syracuse, New York. With our CCOP comes the ability to work with the following research centers:

- Fox Chase Cancer Center
- University of Rochester Cancer Center
- MD Anderson Cancer Center
- Mayo Clinic
- Memorial Sloan Kettering
- Roswell Park
- Brigham and Women's Hospital

We can offer investigational drug therapies and cutting edge treatments to our patients—and they don't need to travel to Philadelphia, Buffalo, Rochester, Texas, Boston, Minnesota or New York City!

Complementary Therapy

Complementary Therapies are services that support your current medical treatment and are never intended to replace it. They are for patients who are seeking wellness or well being of not only the physical body, but of the mind, body and spirit.

Complementary Therapies
Offered at Brittonfield

Massage	Reiki	Healing Touch
Acupuncture	Trager	Restorative Yoga
Lymphatic Drainage	Foot Reflexology	

Please refer to our brochure for appointment times and pricing



Our Featured Modality:
Reiki Therapy
(Pronounced ray-key)

Reiki is a Japanese technique for stress reduction and relaxation which promotes healing. The word "Rei" means universal, the word "Ki" means life energy. It is a precise vibrational frequency that brings harmony, balance and well-being to mind, body and spirit.

*We're not miles away
... Just miles ahead*

Services and Amenities
Comprehensive Outpatient Treatment and Support Services

- ◇ Chemotherapy and Radiation
- ◇ Clinical Research
- ◇ Accredited Clinical Laboratory
- ◇ Pharmacy
- ◇ CT and Other Diagnostic Testing
- ◇ Patient and Family Counseling and Support Group Services
- ◇ Nutritional Counseling
- ◇ Complementary and Art Therapy
- ◇ Community Educational Programs

Amenities

- ◇ State of the Art Facility ◇ Imaging Services
- ◇ Boutique ◇ Flat Screen TV's in Infusion
- ◇ Patient Internet Access in Infusion ◇ Free Parking
- ◇ Patient Education Area ◇ Electronic Medical Record

Did you know? "The ancient sages did not treat those who were already ill; they instructed those who were not ill. The traditional Chinese physician was responsible for maintaining health. He did not wait until symptoms arose and the levels of care and cost increased. In fact, traditional Chinese physicians were paid only if the patient remained well. The quality of care was not measured by the success of treatment, but by the effectiveness of disease prevention and health promotion."

Mark A. Hyman, MD Editor-in-Chief,
Alternative Therapies in Health and Medicine

If you have any suggestions for our newsletter or if you want to be added to our mailing list, please email :

Newsletter@hoacny.com



