



“New knowledge is the most valuable commodity on earth. The more truth we have to work with, the richer we become.”

— Kurt Vonnegut Jr., *Breakfast of Champions*

SPRING 2009



WELCOME

to the inaugural issue of the Premiere Oncology Foundation's newsletter—*Journeys*. POF programs are geared toward making the cancer journey easier to navigate for patients and loved ones. Dedicated to whole-patient care and acknowledged for expediting Phase I clinical trials, Premiere offers patients the newest cutting-edge treatments, rapid access to novel, internationally recognized therapies and integrative medicine all under one roof. Armed with an arsenal of support tools, we are on a journey to bring hope and improved outcomes for cancer patients. POF collaborates with exemplary professionals in the fields of psycho-oncology, acupuncture, nutrition, patient advocacy, and integrative medicine. The common link to all POF programs is research designed to evaluate and refine effective therapies. The POF focuses on quality-of-life issues and useful day-to-day tools for survivors.

We invite you to join our journey by donating to the Premiere Oncology Foundation. Your support makes our work possible.

Lee Rosen, M.D.
POF Founder

Robbie Gluckson
POF Executive Director

Premiere Secures Grant For Lung Cancer Research Initiative

The Premiere Oncology Foundation has secured more than \$250,000 in a grant from the Phase ONE Foundation to support investigational lung cancer research. The lung cancer initiative focuses on the use of FDA-approved novel treatment regimens in collaboration with experts in the field of lung cancer detection and treatment. The program fosters dialog among practitioners caring for lung cancer patients, and provides a means for seamless interaction with medical oncologists, thoracic surgeons, radiologists, pulmonologists and primary care physicians caring for these patients. “Lung cancer is the leading cause of cancer death in the U.S., killing more people than colon, breast, prostate cancer and melanoma combined, yet few financial resources have been dedicated to this disease,” said Dr. Lee S. Rosen, president and founder of the Premiere Oncology Foundation.

“We are frequently approached to conduct clinical trials focused on patients with lung cancer, and it has been frustrating to turn them down, as these trials are critically needed in the local community,” said Dr. Jonathan Goldman, Premiere Oncology's lung cancer specialist leading the lung cancer research program. “Funding from Phase ONE will give us the ability to expand our understanding of lung cancer, while providing direct benefits to lung cancer patients.” ■

Clinical Trials Basics

What are clinical trials?

Clinical trials provide the most important information used to decide whether a new medical treatment benefits patients (i.e., prevent, screen for, diagnose or treat a disease). Clinical trials are sometimes referred to as research studies. Clinical trials in oncology are conducted in an orderly series of steps called “phases.” In subsequent issues of *Journeys* we will focus on the various phases of clinical trials in more detail.

What are the phases of oncology clinical trials and how do they differ?

There are four phases of oncology clinical trials. **Phase 1** oncology clinical trials are the first step in testing a new drug or drug combination in humans. These studies typically ask how a drug should be given (e.g., by mouth, infused into a vein or injected into a muscle), how often the treatment should be given and how the treatment affects the human body.

Many of these studies give patient volunteers increasing doses of study medication until a maximum tolerable dose can be determined. **Phase 2** oncology clinical trials typically focus on a particular type of cancer. They study the safety and effectiveness of a drug and how it affects the human body. **Phase 3** oncology clinical trials test new drugs or a new combination of drugs to the current standard of care. Participants are typically assigned (randomly) to a group receiving standard of care or a group receiving standard of care and a new/experimental drug. Phase 3 oncology clinical trials often enroll large numbers of people and may be conducted at many different doctors' offices, clinics and cancer centers nationwide. **Phase 4** oncology clinical trials are conducted after a particular drug has been approved by the United States Food & Drug Administration (FDA). These studies typically study the long-term usage of the drug or how a drug affects specific groups. ■

Leading the Field In Integrative Cancer Care



The integrative collaboration between Yo San University and the Premiere Oncology Foundation began four years ago to explore the possibility of a clinical

and research partnership between the university and POF. The result is the establishment of the POF Yo San Integrative Clinic. The first of its kind in Los Angeles, this integrative approach brings the benefits of Traditional Chinese Medicine (TCM) to the cancer community. Current research has shown TCM to be an important tool for managing symptoms and side effects of treatment, including nausea, fatigue, anxiety, pain, dry mouth, peripheral neuropathies, headaches, hot flashes and more.

The Yo San team of professionals offers on-site acupuncture services once a week at the Premiere Oncology Foundation center. Plans are moving forward to develop joint research projects in the field of integrative oncology, as well postgraduate doctoral-level studies in integrative oncology at Yo San University. This is an extraordinary opportunity to bridge East and West, enabling cancer patients to receive fully integrated eastern and western medical care, including Chinese herbal medicine, acupuncture and acupressure. ■

FOUNDATION WISH LIST

Our donation wish list includes:

- ✓ Miscellaneous art supplies
- ✓ Cancer-related non-fiction books (new / used)
- ✓ Children's books (new / used)
- ✓ Jigsaw puzzles (500 to 1000 pieces)
- ✓ Folding card table
- ✓ Flat screen televisions



Ask the Oncology Nutritionist

By Carolyn Katzin, MS, CNS

Q: Does what we eat really affect our risk?

A: The National Cancer Institute estimates that at least 35% of all cancers have a nutritional connection. When lifestyle factors such as smoking and exercise are included, the associated risk becomes much stronger and may be as high as 85%. What we eat makes a big difference in our energy levels, our mood and even our self esteem. When we choose foods rich in protective factors such as fruits and vegetables, we are also doing something positive for our health and well-being.

Q: Why should I change my eating habits just because I have been recently diagnosed with cancer? Isn't it too late now?

A: It is never too late to embrace a healthy lifestyle including choosing foods that are supportive to your immune system. Every time you choose a fruit, vegetable, bean or whole grain item you are adding a brick

to the foundation of your health. This is an ongoing and active part that you can play in your recovery process.

Q: Which foods are highest in anti-oxidants?

A: Anti-oxidants prevent free radical formation which if unchecked causes damage to DNA. Black raspberries, blueberries, blackberries, garlic, kale, raspberries, spinach, brussel sprouts, plums and broccoli are all excellent choices. ■

Oncology nutritionist **CAROLYN KATZIN, MS, CNS**, is available at the POF for one-on-one nutrition counseling for cancer patients and their caregivers. The detailed diet evaluation includes an extensive diet review, bio-impedance analysis (body fat, caloric requirements and phase angle) and evaluation of your current diet plan, with a focus on meeting the individualized nutritional needs of cancer patients during and after treatment. A free copy of her nutrition handbook is included.

Premiere Clinical Trials in Focus

Premiere offers a wide array of studies for the treatment for all advanced malignancies. We work collaboratively with clinicians across the country to provide their patients with innovative treatments that bridge the gap between established and future therapies. The featured trials include newly opened studies and trials with immediate availabilities.

FEATURED TRIAL 1: CVX-060 is a study of a recombinant humanized monoclonal antibody

(IgG1É») fused to two ANG-2 binding peptides. This study has reached the maximum tolerated dose and is now in the dose expansion phase.

FEATURED TRIAL 2: ARQ 621 is a study of a drug that inhibits Eg5, a kinesin essential for mitotic spindle formation, for patients with advanced solid tumors.

FEATURED TRIAL 3: PAZOPANIB QTC is a 10-day study of the effect of Pazopanib on the QTC interval. Upon completion, patients will continue to a roll-over study receiving Pazopanib daily. Pazopanib is a multi-targeted receptor tyrosine kinase inhibitor of VEGFR, PDGF, and c-kit.

Premiere Patient Perspectives

In this column, Premiere Oncology patients describe in their own words lessons learned during the course of their cancer journey.

"My type of lymphoma always comes back so there is that to worry about. But honestly, I don't worry very much because my quality of life has been improved by my cancer diagnosis. My friends and family, especially my husband, have proven to be the good people I thought they were. Additionally, I have a whole, new circle of dear friends at Premiere and St. John's Health Center who have supported and cared for me, as if I were a member of their family. I have always approached life with a sense of humor and I find that has been

invaluable in this journey. I have also learned that I cannot fix everything for myself, or my family members and that has been a very liberating enlightenment.

I wouldn't choose cancer, but it has chosen me and I have been able to make lemonade so far and will continue to do so.

You are starting on a long journey when you get a cancer diagnosis. Once you find a doctor who you think can handle your case, be sure you also have good and open communication with them.



Make sure your doctor is affiliated with a hospital that you are comfortable with. I have found keeping a detailed calendar of appointments and treatments makes it so much easier when you need to discuss your case. Remember, your physician has many patients to care for. You are your only patient, and need to be responsible for knowing what is going on at all times." *This patient was diagnosed with Mantle Cell Lymphoma early in 2005 and remains in remission.* ■