October 2014

Precision

UF Health Proton Therapy Institute

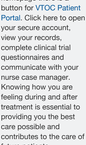
A newsletter from the UF Health Proton Therapy Institute • www.floridaproton.org • Phone: (877) 686-6009

TABLE OF CONTENTS

- Message from Stuart Klein, Executive Director
- University of Florida Proton Therapy Institute Unveils New Name and Brand
- Survivor Spotlight: Jerry Wilson
- For the Gator Good
- Supporting Adolescent Patients and Survivors

IN OTHER NEWS

Keep In Touch



It is easy to stay in touch with us online, at www.floridaproton.org. Look at the top right corner of the homepage for Facebook, Twitter and YouTube icons, click and join us in the social media conversation. Also on the right side of the homepage there is a button for VTOC Patient Portal. Click here to open your secure account, view your records, complete clinical trial questionnaires and communicate with your nurse case manager. Knowing how you are feeling during and after treatment is essential to providing you the best care possible and contributes to the care of future patients.

Community Calendar

Mark your calendar and join us when we are in a town near you.

October 23, 2-5 p.m.
Health Fair at Omni Amelia Island Plantation Resort
39 Beach Lagoon Rd.
Fernandina Beach, FL 32034
Speaker: Bradlee Robbert

November 7, 10:30 a.m. & 2 p.m.
Crichton Hall at the Glenmoor Clubhouse
235 Towerview Dr.
St. Augustine, FL 32092
Speaker: Bradlee Robbert

10:30 a.m. presentation *for Glenmoor residents &* ***2 p.m. presentation*** *for St. Johns County community & the World Golf Village*

November 12, 12:30 p.m.
Beaufort Rotary Club
St. Peter's Catholic Church
70 Lady's Island Dr.
Beaufort, SC 29907
Speaker: Bradlee Robbert

About This Newsletter

The *Precision* newsletter is an electronic-only publication that is distributed by email. Each issue is sent monthly to patients, alumni patients and friends of the University of Florida Health Proton Therapy Institute. As the official newsletter of the Institute, the content is compiled and prepared by our communications representative and approved by the editor Stuart Klein, executive director of UF Health Proton Therapy Institute. Special bulletin newsletters may occasionally be prepared when timely topics and new developments in proton therapy occur. To opt out of receiving the email newsletter, simply click here to unsubscribe. We will make every effort to remove your name from the list.

If you would like to send a Letter to the Editor, please click here.

Sign-Up Today

If you don't already receive this e-newsletter, click here to add your name to the list. You will also be notified of any future events in your area.

Message from Stuart Klein, Executive Director

Our ongoing commitment to your health and to discovering ways to improve cancer treatment inspires us to aim higher every day. This dedication to excellence is why the University of Florida added proton therapy to the fight against cancer eight years ago. It is why we continue clinical research to realize the full potential of protons.

In the spirit of continuous improvement, you will see over the coming days and weeks a change in our name and logo. The University of Florida Proton Therapy Institute is now the University of Florida Health Proton Therapy Institute.

The rebranding represents the combined strength of the Proton Therapy Institute and UF Health, the Southeast's most comprehensive academic health center. The new name reflects our shared commitment to excellence in patient care, academic medicine, clinical research and community health.

Although we are under the UF Health umbrella name, we remain a separate not-for-profit, 501(c)(3) organization. Our organizational structure remains the same. The employment status of staff and physicians does not change. Day-to-day operations are unaffected.

You can have confidence that we will continue to provide the high-quality and compassionate care you have come to know and expect. We are very excited for this new chapter and look forward to many more years of advancing the treatment of cancer. Visit our frequently updated website, **www.floridaproton.org**, to learn more about new developments in proton therapy and the UF Health Proton Therapy Institute.

Sincerely,

Stuart Klein

University of Florida Proton Therapy Institute Unveils New Name and Brand

The University of Florida Proton Therapy Institute announced the change of its name to University of Florida (UF) Health Proton Therapy Institute. A new logo was also unveiled to showcase the new name and brand unity. This rebranding follows the long-term relationship between the two organizations that began with the planning of the facility in 1998 and opening of the facility in 2006.

"The new brand identity reflects our shared commitment to excellence in patient care, academic medicine, clinical research and community health," said Stuart Klein, UF Health Proton Therapy Institute's executive director. "The new, unified name repositions the UF Health Proton Therapy Institute in the context of the competitive environment we operate in. It reflects our desire to focus on qualities that differentiate us as the premier academic health center in the state and region."

"The rebranding represents the combined strength of the UF Health Proton Therapy Institute and UF Health and is a natural evolution following the successful transition last year from UF&Shands to UF Health," said David S. Guzick, M.D., Ph.D., UF senior vice president for health affairs and UF Health president. "We are thrilled to continue our partnership with the UF Health Proton Therapy Institute to break through cancer barriers by combining state-of-the-art research with patient-centered, innovative, high-quality health care."

The new branding has kicked off with a statewide advertising campaign to help spread the word about proton therapy and the UF Health Proton Therapy Institute. The tagline for the commercial, "Harder on cancer. Easier on you.", was chosen to clearly define the benefits of precise, targeted proton beam therapy. You can view the 30-second commercial on our YouTube channel by clicking **HERE**. Share the link and spread the word about proton therapy.

For more information, please contact UF Health Proton Therapy Institute at (877) 686-6009 or visit **www.floridaproton.org**.

Survivor Spotlight: Jerry Wilson

Jerry Wilson's first experience with cancer came in 1996 when he was diagnosed with stage four Hodgkin lymphoma. At the time, Jerry recalls that he felt that he had no other choice but chemo for treatment. While it was a very scary time, Jerry pulled through and began to closely monitor his health and blood levels. As he got older, his PSA began to creep up and jumped one day from the mid 3s to 7.3. He decided that it was time to have a biopsy done and went to Duke Medical Center in Durham, N.C., near his hometown, where it was confirmed that Jerry had prostate cancer.

"The diagnosis was the easy part," recalls Jerry. "In my opinion, the toughest part about having prostate cancer is what to do about it. Every doctor I met with said their treatment was probably the best, but I had to make that decision for myself."

A few weeks after his diagnosis, Jerry was introduced to proton therapy through his sister, a hair dresser, who mentioned an earlier client was telling her about it. "The lady was a dental hygienist in town and was telling my sister of a man whose teeth she had just cleaned that had been to Jacksonville to be treated for prostate cancer with proton therapy," said Jerry.

Thinking this was a sign, Jerry made an appointment at UF Health Proton Therapy Institute to see what proton therapy was all about. While in Jacksonville, a friend called to let Jerry know he was welcome to stay in a condo he owned in Amelia Island during his treatment should Jerry choose proton therapy.

Jerry ultimately decided proton therapy was the treatment for him and began his eight-week treatment on June 18, 2012. "The whole time I was in Florida, I felt like I was on vacation and was almost embarrassed when people would send me get well wishes," said Jerry. "I was extremely pleased with my treatment and everyone at UF Health Proton Therapy Institute. My treatment was noninvasive and I had no side effects whatsoever. In fact, I had plenty of energy, played golf on a regular basis, and entertained friends who came to Florida to play with me and visit."

Jerry wrote several blog posts about his daily stay and treatment that were published in his local newspaper in Fayetteville, N.C., and was recognized by the mayor and city council for his dedication in defeating cancer and willingness to share his story with others. After treatment, Jerry was inspired to write a book about his battle with Hodgkin lymphoma and prostate cancer to encourage others, highlight his faith and the other most important factor in fighting cancer – attitude.

"My book, Cancer...A Blessing?, which is currently available for purchase on Amazon.com, was written for three main reasons. First, was to let people know that cancer is not the end of the world nor necessarily a death sentence. Second, was to let people know how faith and how a positive attitude contributes toward the healing process. And third, was to tell people about what proton therapy is and how wonderful it had been for my situation."

For the Gator Good

The challenges facing our world are bigger than one person or one organization. But together, by combining our efforts, we can solve them. The University of Florida recently began a campaign to showcase some of the good things that can happen when we work together for the greater (or "Gator") good.

To demonstrate our shared commitment to solving the problem of cancer, the UF Health Proton Therapy Institute teamed up with UF to produce a PSA highlighting proton therapy and the story of Aaron Pinsky, a brave young survivor who was diagnosed with cancer and underwent proton therapy at the age of four. Aaron is now cancer free and living the life of a typical seven-year-old boy. If you'd like to see the PSA, click **HERE** to watch it on our YouTube channel, or **HERE** to read about Aaron's story.

Supporting Adolescent Patients and Survivors

Adolescent and young adult (AYA) oncology represents an emerging field in oncology practice acknowledging the specific developmental stages that teen and pre-teen patients are going through and the impact these changes have on their care psychologically, socially, financially and developmentally.

Nemours Children's Clinic/Wolfson Children's Hospital Pediatric Cancer Program offers a newly developed AYA program, known as C.H.A.T., representing "Cancer. Healing. Adolescents. Talking." The UF Health Proton Therapy Institute has partnered with Nemours/Wolfson to invite our AYA patients on treatment to participate in these events. The C.H.A.T. program provides psychosocial support, peer "ambassadors," educational sessions, age-appropriate equipment, fertility preservation opportunities, vocational counseling and is now rounding out its development with research studies.

UF Health Proton Therapy Institute recently hosted a special advance screening of the new FOX television show premiere, "Red Band Society," for the C.H.A.T. group. "Red Band Society" is an unconventional and unique coming-of-age dramedy about a group of AYA patients with chronic illnesses and the adults who mentor them through the ups and downs of adolescence in Los Angeles' Ocean Park Hospital. The premiere screening was an opportunity for the AYA group to socialize during dinner, view the show and then discuss afterward. This discussion was facilitated by social workers and child life specialists from UF Health Proton Therapy Institute and Nemours along with a pediatric oncologist.

One of our AYA alumni, Kathleen Patti, spoke to Action News here in Jacksonville following the screening about being a teen with cancer. See her amazing story **HERE**.

2015 North Jefferson Street
Jacksonville, FL 32206