

I CAN NEWSLETTER

Fighting cancer through science, healthy living, and prevention

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In this edition of Texas Oncology's newsletter, we celebrate our 25th anniversary.

25
CELEBRATING
YEARS

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For more information about Texas Oncology, visit www.TexasOncology.com.

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Visit www.TexasOncology.com for more information and tips.

About Texas Oncology

Texas Oncology delivers high-quality cancer care with leading-edge technology and advanced treatment and therapy options to help patients fight cancer.

A pioneer in community-based cancer care, Texas Oncology is an independent oncology practice with sites of service throughout Texas and southeastern Oklahoma. Texas Breast Specialists and Texas Urology Specialists are a part of Texas Oncology. Texas Oncology patients have the opportunity to take part in some of the most promising clinical trials in the nation for a broad range of cancers. For more information, visit www.TexasOncology.com.

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Texas Oncology: Helping Patients Fight Cancer for 25 Years



History, Mission & Vision

Texas Oncology founders came together with a vision to make high-quality cancer treatment more accessible. As the practice celebrates its 25th anniversary, that core mission has enabled Texas Oncology physicians to make community-based cancer treatment a reality, bringing hope and the prospect of a better quality of life to patients.

“We set out in 1986 to reinvent the way cancer treatment is delivered – putting patients in the center of an advanced and integrated approach typically associated with large-scale institutions – by developing an oncology-specific, statewide group practice,” said Merrick Reese, M.D., Texas Oncology founding physician. “We were guided by a strong sense of responsibility to bring high-quality cancer treatment to patients in Texas, as close to home as possible.”

In the years that followed, the founders’ vision has given rise to a strong and growing network of Texas Oncology cancer centers, guided by a unifying vision: to provide the best care and patient experience available.

“We were guided by a strong sense of responsibility to bring high-quality cancer treatment to patients in Texas, as close to home as possible.”

– Merrick Reese, M.D.
Founding Physician, Texas Oncology

A Network Fueled by Innovation

The pioneering spirit that brought Texas Oncology physicians together continues to push the practice forward today, yielding important advancements benefitting patients past, present, and future. Among them:

- 43 FDA-approved cancer therapies have been developed
- Several Texas Oncology locations are certified to participate in RTOG, an international radiation therapy oncology group sponsoring leading-edge radiation clinical trials
- The Pathways program studies treatments and outcomes across the Texas Oncology network, so patients receive the benefit of collective wisdom and standard-of-care protocols
- Groundbreaking research is being conducted by Texas Oncology physicians in partnership with US Oncology Research
- Experienced Texas Oncology physicians have access to the most advanced cancer-fighting technologies, including a state-of-the-art proton therapy center planned in North Texas

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Texas Oncology Milestones

1988
First cancer center opens in Plano, creating first full-service oncology practice under one roof.

Practice expands to Sherman-Denison.

1988

1993
Texas Oncology forms the Physician Reliance Network, a management company to coordinate public financing, growth, and expansion of Texas Oncology’s network.
Texas Oncology forms statewide clinical research network.
Launches Texas Oncology Pharmacy Services.

1993

1986

Medical Oncology Group, the nation’s largest private practice of 21 medical oncologists, reorganizes as a professional association called Texas Oncology, P.A.

1989

Gynecologic oncology specialty added.

1994

Physician Reliance Network and Texas Oncology develop second major transplant center. First was established by a group of Texas Oncology physicians in 1982, before practice was officially founded.

Patients Curing Cancer

Texas Oncology's leadership in clinical trials and research is a cornerstone of the practice, beginning with its first Phase I trial conducted in Tyler in 1993. Today, the clinical trials program impacts thousands of lives each year.

"By participating in clinical trials, patients are curing cancer every day," said Steven Paulson, M.D., Texas Oncology president and chairman of the board.

"Clinical trials help improve outcomes and quality of life for our patients now and in the future."

Such research has led to advancements in personalized medicine, which uses individual genetic markers to create custom treatments such as Provenge®, the only FDA-approved cancer treatment that uses the body's own immune system to fight advanced stage prostate cancer. Texas Oncology was among the first in the United States qualified to administer the treatment in 2010.

"Patients are curing cancer every day."

– Steven Paulson, M.D.

Texas Oncology's pediatric oncology practice based in Dallas also pioneered the application of immunotherapy to the treatment of blood cancers in cancer's youngest patients.

Specialists Focus on Breast Care, Urology

In addition to advancing the science behind cancer treatment, Texas Oncology continues to innovate new ways to enhance the overall patient experience.

"Our practice is constantly evaluating ways to improve with patients in mind."

– Steven Paulson, M.D.

That's why a growing number of Texas Oncology nurses are oncology certified. It's also why Texas Oncology has recently formed specialized practice groups focused exclusively on breast health and urology.

"Our practice is constantly evaluating ways to improve with patients in mind," said Dr. Paulson.

Texas Breast Specialists and Texas Urology Specialists include physician teams working closely to provide treatment that is high quality, compassionate, and fully integrated.

"Through its innovative community-based approach, evidence-based science and uncompromising commitment to patients, Texas Oncology is well positioned for the future," said Dr. Paulson. "We will continue to bring our best to the fight against cancer, because our patients deserve nothing less."

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– Steven Paulson, M.D.

**President and Chairman of the Board
Texas Oncology**

Pediatric oncology specialists join the network in Dallas.

1995

Texas Oncology Pharmacy Services structured so every practice has a pharmacist to answer questions, on-site or remotely.

2000

Hereditary Cancer Risk Assessment Program launches to identify patients who have a higher risk of developing cancer because of inherited genes.

2007

1998

Texas Oncology-Baylor Charles A. Sammons Cancer Center begins using a PET/CT scanner to increase accuracy of diagnostic imaging.

2005

Texas Oncology clinical trial leads to FDA approval of Doxil for treatment of ovarian cancer.

FIGHTING WORDS

The fight against cancer is an ever-changing and often emotional journey. As Texas Oncology celebrates 25 years, we invited those fighting cancer to share their personal “fighting words” as we honor our patients who inspire us every day and are true heroes.



“At Texas Oncology, we had more than a patient-doctor relationship, we felt like part of a family. We certainly had some tough days during our fight, but we were told what to expect. It was very comforting to know how much the staff cared.”

Bill & Jean Adler, Longview



“Thanks to the staff at Texas Oncology and the forward thinking of Dr. Vikas Aurora, I now have a healthy husband and an amazing son.”

Meeghan Hubka, wife of patient Tim Hubka, Grapevine



“At Texas Oncology, we’re not just behind a partition dispensing medication – we’re interacting directly with patients to provide an additional level of support during their treatment and

make sure all of their questions about their medications are answered.”

**Jim Schwartz, Pharmacy Area Manager
Texas Oncology Corporate–Dallas**



“The challenges of fighting cancer are exaggerated if you have to leave your home for treatment. My family and I were blessed to have Texas Oncology in our hometown. The level of care, sensitivity, and comfort we received from the doctors and staff was exceptional.”

Rick Taylor, Palestine



“As I am driving to work every morning, I realize that without our patients seeking our help I would feel that something was missing. I am proud to say that I am part of a team of warriors

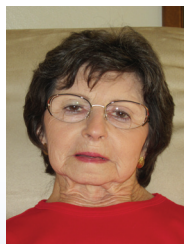
who fight cancer every day with our patients and their families. This is something I want to do for many more years.”

**Jose A. Ramirez, Lab Manager
Texas Oncology–McAllen**



“As a registered nurse and cancer survivor, Texas Oncology provides me with the opportunity to fulfill my personal mission—to love, support, and guide others as they traverse this path called CANCER. It is truly our privilege to be a part of their cancer journey.”

**Kelly Smith, R.N.
Texas Oncology–Bedford**



“I am so grateful to Dr. Vance Esler and his team at Texas Oncology who worked so hard to find a great treatment approach for my thrombosis. They gave me hope when I needed it, and they got me back on my feet again.”

Joyce Sparks, Amarillo



I owe my healing to so many people at Texas Oncology, including Dr. Darren Kocs, who assured me that there was hope for me through participating in a clinical trial. The team is wonderful, helpful, and compassionate.

Ana Sierra, Round Rock



Texas Oncology offers hope, encouragement, helpful information, and support to families of cancer patients. I have been included in every phase of my husband's treatment. For almost four years we have walked into Texas Oncology and each time I have felt we were entering a place of healing.

Theresa Turner, wife of patient Don Turner, Amarillo



I had cancer when I was 10 and spent nearly a year in the hospital counting the days until I could get back to school. My doctors and nurses at Texas Oncology helped me get through it, and now I'm in college. Cancer is a rotten thing to deal with at any age, and thankfully for me it is a distant memory. But one thing I remember very well: Dr. Stan Goldman can sure play a mean game of pool!

Pearce Murphy, Dallas



Thanks to the excellent care and treatment provided by the wonderful folks at Texas Oncology, my wife and I are the proud parents of our son Gage, who is the joy of our life. They helped me beat testicular cancer and we are forever grateful.

Tim Hubka, Grapevine



I love and worry about my patients on a daily basis. I always start chemotherapy class by telling patients to think of the whole cancer process as a speed bump. It may slow you down for a little while, but pretty soon, you'll be able to look back in your rearview mirror and be proud of your accomplishments.

**Melissa McEwen, R.N.
Texas Oncology–Lewisville**



I am especially inspired by our patients who participate in clinical trials—they fight not only for themselves, but for all patients affected by cancer now and for generations to come. The end of cancer begins with research!

**Lauren Hendrix, Clinical Research Supervisor
Texas Oncology–Williamson Co. and North Austin Offices**

The level of care and compassion shown by Dr. Kavadi and the Texas Oncology team is like none other I've experienced. Their dedication to my success and healing not only made my participation in a clinical trial an easy decision, but one that helped save my life. My family and I will be forever grateful.

Courtney Frayard, Sugar Land



When diagnosed with stage III inoperable lung cancer in January 2011, I was scared! My doctor referred me to Texas Oncology and from the first consultation with the doctors, I felt confident that I was in the right place to receive treatment. I always know that the staff will take great care of me.

Sid Stevens, Odessa

I am so very thankful to Dr. Sandhya Bejjanki and her team in Cleburne. They have all worked so hard to get me the very best treatment for my breast cancer. I would encourage anyone who faces any type of cancer to seek treatment at Texas Oncology.

Carla Davis, Cleburne

Patients in Clinical Trials Are Key to Finding New Cures

In 1993, Texas Oncology formed its statewide clinical research network, which has been responsible for medical breakthroughs like the anti-nausea medication ondansetron, as well as TC, the most widely-used chemotherapy regimen for breast cancer in the world.

“Texas Oncology has been instrumental in testing a number of groundbreaking new therapies, and none of it would be possible without the help of thousands of brave patients participating in these trials,” said Stephen Jones, M.D., Texas Oncology medical oncologist and lead physician on the TC study. “Our patients are true heroes on the frontlines of cancer research.”

“Our patients are true heroes on the frontlines of cancer research.”

– **Stephen Jones, M.D.**

**Medical Oncologist, Texas Oncology–
Baylor Charles A. Sammons Cancer Center**



Christina Currie

Christina Currie was still in the hospital after the birth of her second child when she asked her doctor about a lump on her breast. It was soon diagnosed as stage IV metastatic breast cancer. An initial CT scan showed that the cancer had also spread to her liver.

“I knew that I had to do everything I could to fight, so I could be there to see my children grow up,” said Christina. “When my doctor at Texas Oncology told me about a clinical trial that could help me, I signed up immediately.”

A year later, Christina is in remission, and her last set of CT scans came back clear, just in time to celebrate her son’s first birthday.



Donald Turner

Amarillo resident Donald Turner was diagnosed with stage IV lung cancer in December 2007, and his Texas Oncology physician was honest with him that even with treatment, it was likely that he would not live longer than two years.

“When my doctor told me that I qualified for a trial testing a new combination of chemotherapy drugs, I was eager to participate because I hoped the study would help others,” said Donald.

Now, three and a half years later, Donald and his wife Theresa are celebrating the success of the clinical trial, which shrank his tumor and has allowed him to return to his normal life.

Texas Oncology Milestones Cont.

Texas Breast Specialists launches, dedicated to breast health.

Texas Oncology creates partnership with Radiation Therapy Oncology Group, expanding reach of leading-edge radiation clinical trials.

2008

Texas Urology Specialists launches to provide overall urological care.

2009

Texas Oncology–Baylor Charles A. Sammons Cancer Center is one of first sites in country approved to treat patients with new Provenge® immunotherapy vaccine for advanced prostate cancer.

2010

2008

Practices in Dallas and Tyler are among the first free-standing cancer centers to use Novalis™ stereotactic radiosurgery system and RapidArc radiotherapy.

2009

Texas Oncology clinical trials lead to docetaxel and cyclophosphamide (TC) chemotherapy regimen, which became the most widely-used breast cancer treatment.

You've Just Been Diagnosed With Cancer: Now What?

Research shows that surviving cancer is more possible today than ever before, with the number of cancer survivors in the U.S. growing each year. While this increase is due in large part to early detection and advances in treatment options, there is another factor that's important to consider when fighting cancer: emotional well-being.

Based on years of experience, Texas Oncology nurses recommend the following "dos and don'ts" to patients to help them stay strong when faced with a cancer diagnosis:

DO: Take a Deep Breath and Organize Your Thoughts

Oftentimes patients tell us that when they're diagnosed with cancer, their minds race. But it's important to take a moment to organize your thoughts and allow the reality of a cancer diagnosis to sink in.

DON'T: Listen to Horror Stories

While friends and family mean well, they often share negative cancer-related experiences. It's easy to think their stories apply to your situation, but that's generally not true. Amazing advances have been made in cancer treatment, and there are more effective, less invasive treatment options available today.

DO: Educate Yourself Using Reliable Sources

Unless there's a family history of cancer, most people don't know many details about the disease and try to gather as much information as possible. However, each case is different, so it's important to first allow your doctor to explain your exact circumstances. Then, Texas Oncology recommends visiting reliable websites like *Cancer.org* and *Cancer.gov* for more information.

DON'T: Ever Stop Asking Questions

When you're diagnosed with cancer, be your own advocate! While it's important to trust your oncology team, you must also be comfortable with and understand your treatment plan.



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Texas Oncology, US Oncology, and Baylor Healthcare System announce plans to bring the first proton therapy center to North Texas.

2011

Texas Oncology is nation's largest physician practice exclusively focused on cancer treatment and research, with 345 physicians, 2,900 employees, and 86,000 new patients annually.

2011

2011

Texas Oncology physicians lead Phase II clinical trial testing iniparib, a drug with PARP inhibiting activity, to treat metastatic triple negative breast cancer.

2011

Texas Oncology is first in Texas to treat male breast cancer using SAVI high dose rate brachytherapy technology.

How to Have a Healthier Holiday Season

Texas Oncology helps patients fight cancer with leading-edge technology and advanced therapies, but the first step to fighting cancer starts at home with a healthy lifestyle.

According to the World Cancer Research Fund, healthier lifestyles and better diets could prevent up to 2.8 million cases of cancer each year.



This holiday season Texas Oncology is encouraging people to make small changes that could result in big health payoffs. To make it easy, Texas Oncology has introduced its Healthy Holiday Recipe Collection, which offers healthy recipe ideas—including Merry Mulling Mix, an easy-to-make, healthy alternative to high-calorie punches and sodas.

Download nutritious holiday recipes at www.TexasOncology.com/HealthyHolidays and consider giving the gift of health this season by using these tips:

- Sprinkle your table with healthier dishes, including fresh seasonal fruits and vegetables, and whole grains.
- Promote healthy eating to children early by leaving Santa a nutritious snack.
- After holiday meals, take a stroll with the family or encourage a friendly game of flag football.
- While shopping, park farther away to increase your exercise.

MORE THAN 135 TEXAS ONCOLOGY LOCATIONS

For more information visit www.TexasOncology.com

Texas Oncology physicians bring the power and resources of a world-class network to bear for patients fighting cancer.

- 345 physicians practicing medicine at Texas Oncology
- 86,000 new patients who access care annually
- 1,275 patients who participated in clinical research trials last year
- 43 FDA-approved therapies developed
- 25 years helping Texans fight cancer

