



# DEFEATING WOMEN'S CANCER



FRED & PAMELA  
**BUFFETT CANCER CENTER**

2017







## FOR THE FIGHT OF HER LIFE



No matter how brave, smart, resilient and strong the woman, cancer remains a powerful foe. One in eight women will face a breast cancer diagnosis in her lifetime. Fewer women will develop gynecological cancers, but these diagnoses are far more deadly.

Every woman facing cancer must weigh life-altering options while balancing the responsibilities of her day-to-day life. She may feel lost as she navigates complicated treatment options. She may wonder how she will cope, fight and heal while protecting her body, her mind and her spirit. She wants to know if she will get better. She needs to know where to begin.

At the Women's Cancer Center we will shine a light on the dark shadows cancer casts on a woman's life. We will empower every woman diagnosed with cancer. We will provide the most effective cancer treatment tailored for her and stand by her side every step of the way, lifting her up as she fights for her health, her body and her life.



## WE STAND FOR EVERY WOMAN

Integrating medicine, science and whole-person care  
to raise the bar in cancer treatment.



To defy expectations and rise to the challenge presented by this devastating disease, we must meet it with strength. Our approach must be collaborative, ensuring effective, comprehensive medical treatment that leverages the expertise of world-class specialists. It must integrate medicine and science to provide cutting-edge treatment driven by scientific discoveries in real time. It must prioritize the individual needs and circumstances of our patients and empower them to fight for their own wellness and recovery.

It must revolutionize cancer care.

Under the umbrella of the Fred & Pamela Buffett Cancer Center — where collaboration and accelerated discovery are built into its very design — the Women's Cancer Center will deliver an entirely new approach to women's cancer care: fully integrated medicine and whole-person care. This integration will weave seamlessly throughout

our clinical programs and research labs and ensure highly targeted, minimally invasive care that offers every woman the best chance for a full recovery. It will ensure comprehensive treatment plans that are personalized and inclusive of every aspect of a woman's life. It will be accessible to all and stand for every woman.

**Nowhere in the world is such a vision so bold — and so closely within reach.**

The construction of the Fred & Pamela Buffett Cancer Center presents a once-in-a-lifetime opportunity and a responsibility to exceed expectations. As cancer continues to touch the lives of far too many women, the need has never been more urgent nor the opportunity so great.

## A revolutionary approach in the fight against cancer.

### I. MULTIDISCIPLINARY MEDICINE

Treating women's cancer effectively requires a collaborative network of specialists. Traditionally, these physicians would target the disease through their lens of expertise and work in silos, but at the Women's Cancer Center, we will erase boundaries and enable multidisciplinary teams to work together. This will ensure the most effective medical treatment that draws on the expertise of every specialist and deliver comprehensive treatment plans that simplify the process for each patient and improve her experience and outcome.

### II. PRECISION MEDICINE

The Fred & Pamela Buffett Cancer Center has been purposefully designed to foster collaboration. Research labs and patients' rooms will be in close proximity, and scientific researchers and medical physicians will be in constant contact. This side-by-side work will lead to accelerated discovery in a field critical to the future of cancer research: Precision Medicine. This innovative approach to care is based on the study of individual genetic maps and aims to identify genetic mutations to determine effective, minimally invasive therapies that are highly targeted to a patient's specific tumor.

### III. COMPLETE CARE FOR THE WHOLE PERSON

For too long, cancer treatment has had a singular focus: treating tumors, not people. A growing number of cancer patients around the country are seeking alternatives. They understand cancer impacts their lives in many different ways — from their financial stability to their mental well-being, and they know medicine is not the only factor in their recovery.

The Women's Cancer Center aims to offer complete, whole-person care for body, mind and spirit. This new approach will ensure treatment plans cover every aspect of the disease's impact by:

- Providing integrative medicine physicians and a supportive, encouraging environment with access to alternative therapies, such as yoga, massage and nutritional counseling.
- Assigning every woman with a cancer diagnosis a Professional Care Coordinator to guide her through her treatment.
- Assisting each patient through the burden of unplanned expenses with financial assistance.



## MULTIDISCIPLINARY MEDICINE DYNAMIC INTERACTION AND COLLABORATION



Cancer stirs our deepest fears and provokes our loneliest moments. As a woman copes with the emotional upheaval of a cancer diagnosis, her experience at the doctor's office can leave her feeling even more intimidated. Conventional cancer care involves numerous specialists separately working on her disease, often in different buildings, leaving her to navigate her treatment alone.

At the Women's Cancer Center, we will not be bound by convention.

## The world's best cancer physicians working across disciplines to provide seamless care.

At the Women's Cancer Center, a multidisciplinary team of medical experts will work together to develop a comprehensive treatment plan and help navigate the many decisions she faces in her care. This team will include everyone she needs — medical, surgical and radiation oncologists, plastic and reconstructive surgeons, clinical researchers and geneticists — who will work closely with each other to provide a personalized, minimally invasive treatment plan.

These teams will comprise the world's leading physicians and cancer experts who will be recruited to Nebraska Medicine, excited by the possibilities of innovation and traditions of medical excellence at the Fred & Pamela Buffett Cancer Center. As a patient arrives for her appointment, she will see the world's best specialists working together, for her, in one location.



**“Cancer alters every aspect of a woman’s life. This approach surrounds her with support.”**

Sarah P. Thayer, M.D., Ph.D.  
Associate Director for Clinical Affairs  
and Physician-in-Chief  
Fred & Pamela Buffett Cancer Center





## PRECISION MEDICINE ACCELERATED DISCOVERY AND DELIVERY



Sometimes the treatment of cancer can be as debilitating as its diagnosis. Chemotherapy and radiation can leave a woman weakened; invasive surgeries can leave her scarred and wounded.

We believe every woman deserves customized medical therapies that target her specific tumor, leaving healthy cells alone and protecting her from unnecessary harm. At the Women's Cancer Center, every woman will receive the most effective, minimally invasive medical treatment from her team of specialists, while just down the hall some of the world's leading scientific minds will work to understand the key genetic drivers that define her cancer – refining her treatment even further.

This is the future of cancer care. This is precision medicine.



## A revolution in cancer therapeutics is taking place. The Fred & Pamela Buffett Cancer Center is at the forefront.

The integration of science and medicine at the Women's Cancer Center will lead to accelerated discovery and delivery of breakthroughs in precision medicine and genetics research, the keys to transforming cancer care and improving outcomes and survivorship for every woman. Utilizing the latest resources in genomic mapping, our researchers will work in concert with expert medical teams to ensure every woman diagnosed with cancer receives the most effective medical treatment tailored to her individual biology and personal needs. The Fred & Pamela Buffett Cancer Center is the only cancer center in Nebraska where precision medicine can and will occur with the collaboration of specialists, physicians and researchers.



“The biology of cancer is controlled by specific genetic mutations. Understanding these allows us to develop precise treatments that target each patient’s specific tumor. This type of precision medicine is the future of cancer treatment.”

Dr. Kenneth Cowan, M.D., Ph.D.  
Director, Fred & Pamela Buffett Cancer Center



## COMPLETE CARE A DIFFERENT WAY, A BETTER EXPERIENCE



Cancer is an invasive disease. It takes up space not only in a woman's body, but in her mind and spirit.

In order to summon the strength to defeat her cancer, she knows she must address the needs of all three. She hears advice from family and friends about alternative treatments that may help ease the side effects of chemotherapy and radiation. She reads about nutrition, yoga, massage therapy and homeopathic medicine but is still unsure if it's right for her.

Can she address the needs of her body as well as her mind and maintain the integrity of her treatment? We believe she can.

## Taking care of body, mind and spirit.

At the Women's Cancer Center, we want to ensure every woman feels supported medically, emotionally and spiritually. We believe taking care of her whole self is essential to successfully fighting cancer. We plan to incorporate alternative strategies in therapy, nutrition and homeopathic treatments that safely supplement our patients' medical treatments and encourage a sense of health and wellness. We will provide a mindful experience and offer a personalized, spa-like atmosphere that enhances her ability to manage the stress of cancer.

### OUR OFFERINGS MAY INCLUDE:

- Yoga + Meditation
- Massage Therapy
- Neutraceuticals + Homeopathy
- Acupuncture
- Chinese Medicine
- Nutritional Counseling
- Distress Counseling
- Supportive Programs:
  - Sexual Health and Rehabilitation
  - Infertility Counseling
  - Symptom Management and Palliative Care
  - Celebrating Survivorship and Wellness



## COMPLETE CARE

### OUR COMMITMENT TO EXTRAORDINARY CARE



While the weight of the world feels like it's on a woman's shoulders as she battles her cancer, she is never alone. She will have questions arising at all hours of the day. Questions about her treatment, her options and what resources are available to her. Thankfully, the moment she walks through our doors she will be greeted by a guide who will see her through her entire journey.

## A guide for the journey.

Here at the Women's Cancer Center, every woman with a cancer diagnosis will be assigned a Professional Care Coordinator (PCC) to assist in guiding, informing and organizing all aspects of her treatment. Her PCC is a specially trained social worker who will serve as a one-on-one guide, becoming her single point of contact, available to answer any questions she may have whether medical or financial. From answering clinical questions to putting her in touch with someone who can — her guide will be there, just a phone call away, by her side, from wellness to illness to survivorship.

## Ensuring every woman gets the care she deserves.

We believe every woman who walks through our doors deserves world-class medical treatment regardless of her ability to pay. Defeating cancer can bring a plethora of unexpected financial strains. Everyday costs are compounded by medical treatment-related expenses. We plan to create the **Helping Hand Patient Assistance Fund** through the generous support of private donors. This assistance fund helps to fill the gaps, ensuring the journey from illness to survivorship is clear of financial roadblocks.