

GEORGIA CANCER COALITION

Research Improves Cancer Care in Georgia

The Georgia Cancer Coalition is in business for you. Its efforts to improve cancer prevention, detection, treatment, research and education make Georgia a healthier place to do business, a better place to work, a more desirable place to live.

Cancer is the second leading cause of death in Georgia. One in every two men and one in every three women in Georgia will be diagnosed with this chronic disease.

How can we prevent cancer? Detect existing cancer earlier? Save more lives? The Coalition is making great progress through an investment in cancer research.

research centers in the United States.

- Michael P. Eriksen, Sc.D., was the former director of the Office on Smoking and Health for the Centers for Disease Control and an advisor for the World Health Organization.
- Shuming Nie, Ph.D., was recruited from Indiana University, where he was one of the first scientists in the world to use nanotechnology in the biomedical field.
- William John Hoskins, M.D., came to Savannah from Memorial-Sloan Kettering in New York, where he was deputy physician-in-chief of gynecology and professor of obstetrics and gynecology at Cornell University Medical College.

Seventy-seven such scientists have been recruited to date by the Georgia Cancer Coalition, along with the state's major research universities, to accelerate Georgia's efforts to advance scientific discovery in preventing, treating and curing cancer. The Distinguished Cancer Clinicians and Scientists Program also attracts research investment to Georgia. As of June 30, 2006, the Coalition's scholars have brought approximately \$200 million in research grants to the state.

The mission of the Georgia Cancer Coalition is to control cancer by accelerating prevention, early detection, treatment and research. Reflecting the National Institutes of Health Roadmap, the Coalition is putting increased emphasis on translational research.

While the ultimate goal of all research is to improve health and cure disease, the mission of translational research is to assure that basic scientific inquiry has practical applications in patients. That is, taking

knowledge from the bench to the bedside as quickly as possible; and, in turn, bringing insights from studies involving the patient back to the laboratory.

At Emory University's Winship Cancer Institute, Dr. O'Regan is head of translational research in Breast Cancer Medical Oncology. The major focus on clinical trials in breast cancer will be attempting to identify molecular markers in pre-operative therapies. Dr. Nie, professor of biomedical engineering at Georgia Institute of Technology



Frederick M. Schnell, MD, FACP, Chairman, Georgia CORE with clinical trials patient Eve Irvine

Coalition Recruits World-Renowned Clinicians and Scientists

Some of the world's most renowned scholars in cancer are now working in Georgia, thanks in large part to the efforts of the Georgia Cancer Coalition. To name a few:

- Ruth O'Regan, M.D., was recruited from the National Cancer Institute's Comprehensive Cancer Center at Northwestern University, one of the leading breast cancer

and Emory University, has developed and patented bioconjugated agents with the broad goal of developing translational nanotechnology for biomarker-enabled cancer imaging, detection, diagnosis and treatment.

Working to prevent and control cancer through public policy and education, Dr. Eriksen's research has a behavioral and social science perspective. His research focuses on Georgia's tobacco farmers and their interest in training and education relative to replacing tobacco as their crop of choice. At Georgia State University, where he is director of the Institute of Public Health, he is also conducting research on the development of effective health communications messages relating to cancer prevention and care.

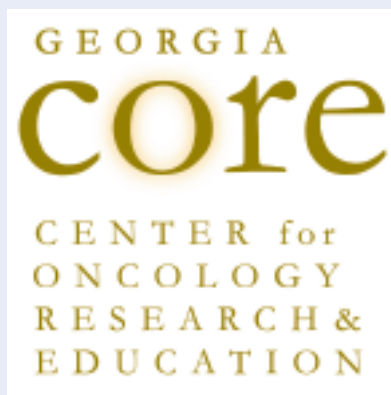
At Memorial Health University Medical Center (MHUMC) in Savannah, Dr. Hoskins has developed and is implementing the concept of a translational cancer research facility, organized by cancer disease types to complement the clinical program at the Curtis and Elizabeth Anderson Cancer Institute, which he directs. Hoskins's work in building the institute and research laboratories has facilitated MHUMC's approval to start a 4-year medical school on its campus and is an essential building block towards applying for NCI designation as a Clinical Cancer Center. The \$22 million cancer research center, which was dedicated in October, is named in his honor.

Georgians Volunteer for Clinical Trials

Today's proven cancer treatments all started as clinical trials — medical research studies using volunteers. The goal: to test new, improved methods of prevention, screening, diagnosis or treatment of cancer. The quality of cancer care in Georgia has a direct correlation to the

number and availability of clinical trials.

The Georgia Cancer Coalition partners with Georgia Center for Oncology Research and Education (Georgia CORE) to increase access to and enrollment in clinical trials.



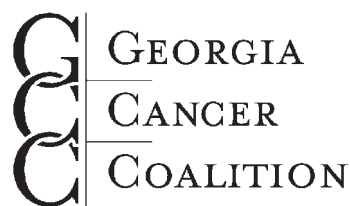
Clinical research advances depend upon strong partnerships between academic scientists and community physicians. Georgia CORE's research network links the state's four medical schools with community oncologists dedicated to increasing clinical trial access and enrollment.

Every Georgian should be able to look within our home state first for the best cancer care. And the best cancer care has a direct correlation to the number and availability of clinical trials. Over 250 adult cancer trials are currently under way in more than 50 locations across the state. The trials offered in Georgia's community or academic settings follow precisely the same protocols as those offered in nationally renowned medical research facilities. For more information about trials in Georgia, visit www.GeorgiaCancerTrials.org.

Every one of us can play a part in expanding clinical trials in Georgia — to save more lives and advance discovery towards a cure for cancer. To learn more visit www.GeorgiaCORE.org or call 404-523-8735.

Taxpayers Support Cancer Research

If you put a check on your state income tax form for a donation to cancer research, you've helped fund Breast, Prostate and Ovarian Cancer Research Awards exceeding \$1 million. In 2006, the Georgia Cancer Coalition funded research by seven scientists at Emory University's Winship Cancer Institute, Georgia Institute of Technology, Morehouse School of Medicine and the University of Georgia. Since its inception, Georgia's citizens have supported more than 40 cancer research projects. For information, go to www.georgiacancer.org or call 404-584-7720.



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