



Because *Care* Matters

THE CAMPAIGN *for*
ROCHESTER REGIONAL HEALTH

Cancer Care



More Care, More Access, More Survivors



Look at your watch or the nearest clock. After two minutes, a woman in the U.S. will have been diagnosed with breast cancer. Thirty seconds after that, someone will have been told they have lung cancer. And about 30 seconds after that, a parent will have learned their child has some form of cancer.

The ubiquity of this terrible disease in our society is staggering. In the absence of a cure, the Lipson Cancer Institute believes the best way to battle this is to ensure that exceptional treatment centers have a similar omnipresence in our region. That's why our focus during the *Because Care Matters* Campaign is to increase the access to comprehensive cancer care across our system.

The Campaign's \$300 million goal represents the aspirations we have for our outpatient facilities, our presence in Rochester Regional Health hospitals as well as our programmatic goals that will enhance a multidisciplinary and fully integrated approach to care.

Until we can reduce the incidence of cancer, we need to put all of our effort into increasing the number of survivors. We can do that by choosing not to see this as something that affects us as individuals, but as a community.

Together, we can be "cancer-strong" and give more people a better chance at a longer, healthier life.

A handwritten signature in black ink that reads "P. D. Phatak".

Pradayumna Phatak, MD

*Chief, Medical Oncology and Hematology
Lipson Cancer Institute*

The Lipson Cancer Institute

A recognized leader in the treatment of cancer and blood disorders, Rochester Regional Health's Lipson Cancer Institute isn't just a place, it's a network. In seven locations throughout the region, we are providing comprehensive local care for a national concern.

CANCER IN THE U.S.

#2

CAUSE OF DEATH

\$156B

PROJECTED COSTS FOR
CARE BY 2020

39.6%

OF MEN AND WOMEN DIAGNOSED
DURING THEIR LIFETIME

Staffed by highly trained and dedicated oncology teams we are taking this pervasive disease head on, helping patients enjoy higher success rates and fewer treatment-related side effects. With the help of the Rochester Regional Health Breast Center, a national Center of Excellence, we are treating cancer in all of its forms, with customized and compassionate care. We are also employing the most innovative therapies and tapping into the most promising research in cancer detection and diagnosis for longer, healthier lives.



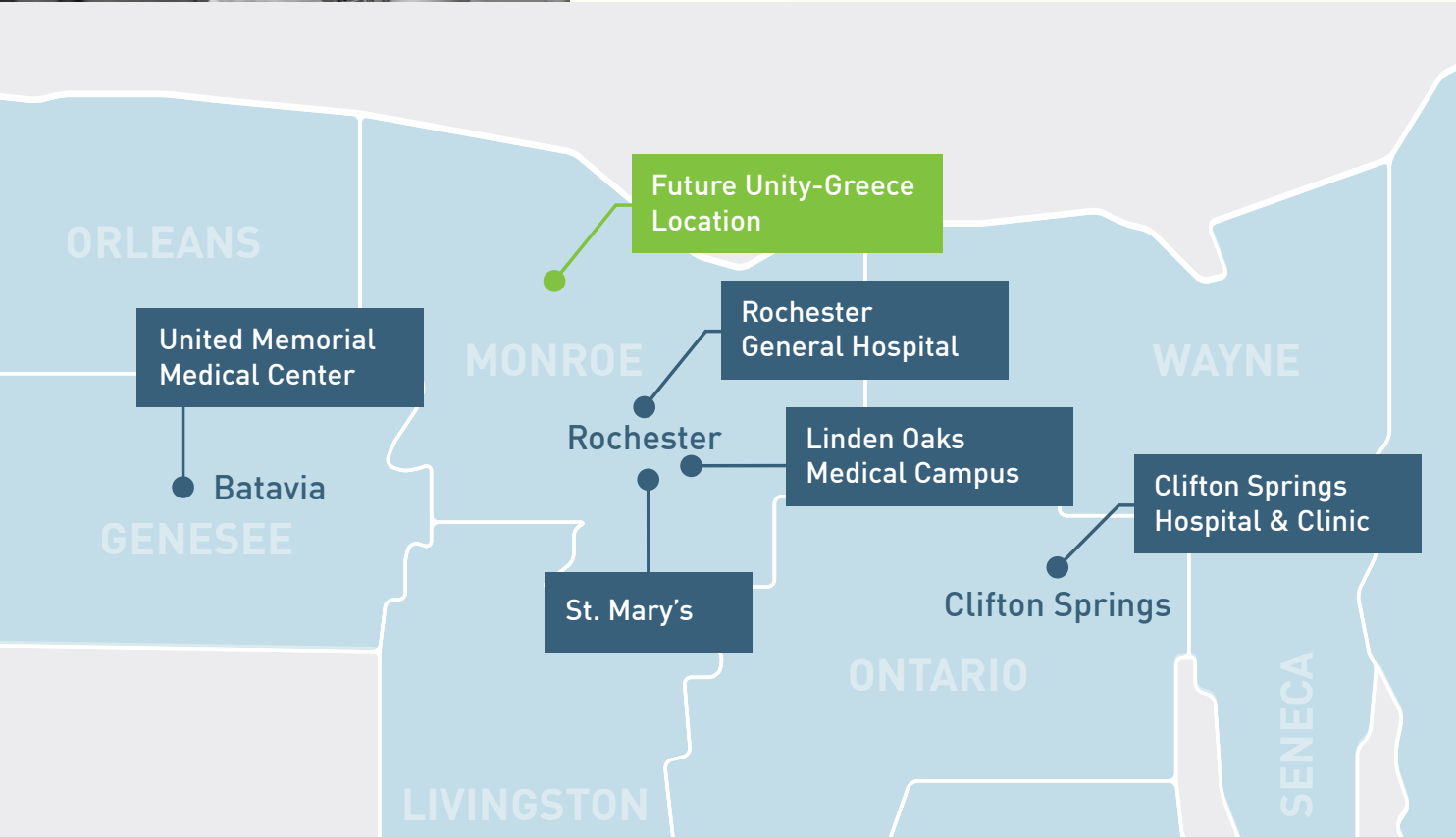


CANCER CARE AT ROCHESTER REGIONAL

1st

COMPREHENSIVE BREAST CARE
CENTER IN WESTERN NEW YORK

45,000+
OUTPATIENT ONCOLOGY
VISITS IN 2017



Standardizing Exceptional Care

We're Aiming to be a Premier Cancer Care Provider

The reason is simple: we have to. Statistically, you or someone you know currently has, or has fought cancer. The prevalence of this devastating disease drives our efforts to expand our services, upgrade our technology, and create more comprehensive facilities where patients can receive compassionate, high-touch care. Every staff member at the Lipson Cancer Institute is dedicated to treating the patient rather than the disease, making them strong partners and comforting friends in the fight for a healthy, cancer-free life.

3,000+

PATIENTS TREATED
EVERY YEAR

56%

OF REGION'S BREAST CANCER
INPATIENT SURGERIES PERFORMED

52%

OF REGION'S GYNECOLOGICAL CANCER
INPATIENT SURGERIES PERFORMED

Bringing Care to Patients

Because coping with the disease is often one of a person's most difficult life experiences, we have made it our mission to ensure their treatments are as accessible and straightforward as possible. We're doing this in several ways: a new oncology center at Unity Hospital; a larger presence at Rochester General Hospital, within the new Sands-Constellation Center for Critical Care, including an inpatient acute care unit; and more infusion and exam spaces at our Linden Oaks Medical Campus and other locations. We can't control who cancer affects, but we're doing everything in our power to make sure they can fight it close to home.

Striving for Excellence

Cancer is a life-shaking diagnosis. And those who receive it, need the reassurance that it's the beginning of a fight rather than the end. At the Lipson Cancer Institute, every patient has an expert multidisciplinary care team of medical and radiation oncologists and leading cancer surgeons that provide specialized treatment plans. And it's only going to get better—we're introducing a new pharmacy at Rochester General, replacing aging equipment, optimizing care environments and enhancing our navigation and survivorship programs to continually deliver the best possible outcomes.

Your Support Matters

A gift to the Lipson Cancer Institute is a gift to the entire community and generations to come. Until we discover how to eradicate cancer it will continue to be a part of our lives. As something we experience together, it's something we should fight together.

Your support ensures the most compassionate care and the most advanced care is available across the region.

CAYUGA





Join Us



“The words ‘You have cancer’ are world-shattering and carry a ripple effect that touches the lives of family, friends and community members. That’s why we hope for the best possible care, delivered in the best possible way. As a community, we need to help give all patients the tools and support they need to battle their disease.

This includes pairing cutting-edge technology and world-class environments with a patient-focused approach that delivers multifaceted, coordinated care. Our amazing medical teams cannot stand alone in their fight against cancer and blood disorders. They need our help. **Together, we can improve the health of our community, one patient at a time.**”

Dawn Lipson

Because *Care Matters* Campaign
Chair, Cancer Care



ROCHESTER REGIONAL HEALTH

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