

Why should you choose Holden Comprehensive Cancer Center?

At Holden Comprehensive Cancer Center, we strive to provide the highest level of care to each and every person in need. Our extensive range of cancer experts use scientific exploration to do everything possible to prevent, detect, and treat cancer, while looking at each case individually and with compassion. It's this level of dedication and scientific advancement that makes us a leader in cancer care.

Specifically, the Holden Comprehensive Cancer Center lung cancer goals are to:

1. Give our patients the best treatment available and to give them the chance to enroll in national clinical trials that involve novel treatments.
2. Further enhance the collaborative work between the surgeons, medical oncologists, pulmonologists (lung doctors), radiation oncologists and the radiation doctors.
3. Strengthen the ties between the basic science researchers and the physicians to take the bench discoveries and apply them to patients.



For additional information or to contribute, please contact:

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PATHWAYS PROJECT

*Pathfinders believing in the
Pathway to treat lung cancer*



The 2012 Project of
The Grand Chapter of Iowa
Order of the Eastern Star



LUNG CANCER FACTS

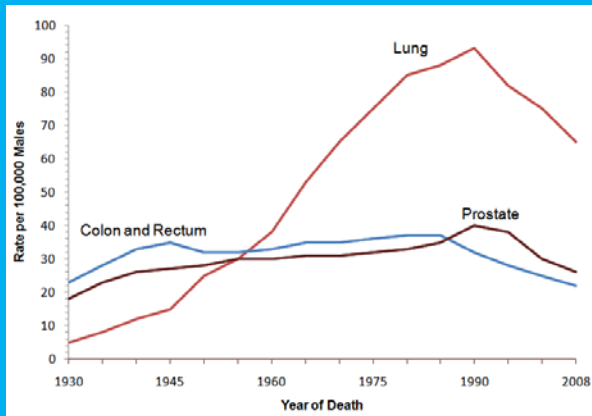
LUNG CANCER CAUSES

PERSONALIZED CARE

Nationally:

- 221,000=estimated number of new lung cancer cases in 2011
 - *In Iowa, 2320 new lung cancer cases are estimated in 2011.*
- 161,000=estimated number of patients who will die from lung cancer in 2011
 - *In Iowa, the 2011 death rate from lung cancer is estimated at 1770.*
- Lung cancer is an aggressive cancer, meaning early detection is critical to successful treatment and survival.
 - *If diagnosed at an early stage and removed by surgery, the 5-year survival rate is nearly 50%.*

The goal of the Pathways Project is to fund more research, both basic and clinical, that will help chart the path to improved lung cancer treatments.

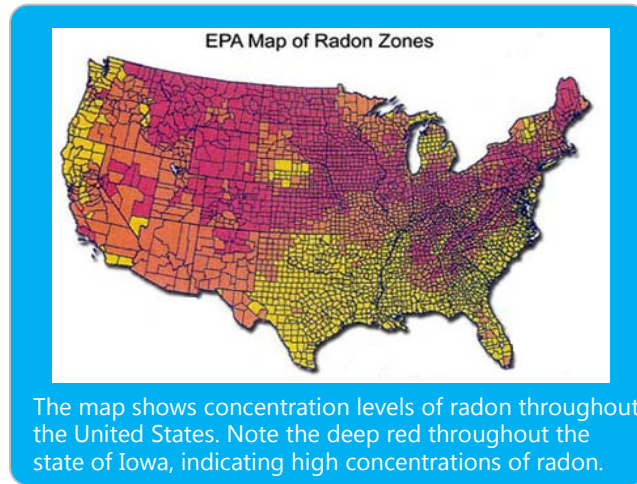


Annual Age-Adjusted Cancer Death Rates* Among Males for Selected Cancers, United States, 1930 to 2007

- Although smoking is the most well known and a leading cause of cancer, it is not the only cause of lung cancer.
- Radon has been identified in various studies as being associated with lung cancer.

Radon is:

- An invisible gas that has no smell or taste.
- Released over time as the uranium found in rocks and soil breaks down.
- Spread into the air and found at low levels in outside air and ground water.



The map shows concentration levels of radon throughout the United States. Note the deep red throughout the state of Iowa, indicating high concentrations of radon.

Radon is a problem in Iowa, so it is important to have your home tested.

Performing a radon test in your home or apartment is the first step to assessing your exposure to this environmental cause of cancer. Radon test kits are not expensive but they could save your life. Contact the Iowa Air Coalition at 800-206-7818.

At Holden Comprehensive Cancer Center, researchers and clinicians take a teamwork approach to personalize cancer treatment and care for each patient, taking discoveries from the lab to the bedside.

Researchers have identified important molecular pathways that make a difference in lung cancer. Previously, there was one treatment for Adenocarcinoma (which is 70% of all lung cancers). Now, molecular profiling helps explain heterogeneity of lung adenocarcinoma and define targets for therapy.

Research has enabled clinicians to create more individualized treatments, unique for each patient. They are "Pathfinders" for individualized cancer treatment. With your help, we believe there are more discoveries on the pathway to easing the pain and suffering caused by lung cancer.

