



## San Diego Cancer Center

## Executive Summary

The San Diego Cancer Center (SDCC) is a comprehensive cancer center dedicated to accelerating the development and availability of cutting-edge cancer therapies and to improving the quality of life for cancer patients through comprehensive complementary approaches. SDCC has a multidisciplinary approach to wellness striving to deliver the best in the art of healing.

This comprehensive approach to cancer treatment starts with weekly tumor-specific boards where patient's case is reviewed by the treating oncologist, surgeon, radiologist, and the key support staff. This rare practice where such team of specialist focuses on each case provides ultimate setting for individual's care. From the onset and throughout the treatment each patient gets the therapy best suited for their individual condition. Our unrelenting efforts to deliver best in patient care for every patient were recognized in 2008 when SDCC was named a recipient of HOPE Award as the best mid-size cancer center in the country by Hematology & Oncology News & Issues Magazine.

SDCC patients are enrolled in a wide variety of clinical trials at our state-of-the-art facilities. We employ all relevant available medical tools in oncology. Our doctors are skilled in the art of utilizing combinations of established medical protocols with the latest biotechnological advances such as wide array of immunotherapies, anti-angiogenesis regimens, in-vitro chemosensitivity/chemoresistance assays, the latest in molecular interventions and diagnostics. Every effort is made to help patients to gain quick access to state-of-the-art 'bench to bedside' medical treatment.

SDCC provides its patients with optimal physical, emotional and psychological guidance. The support of our patients in living with the challenge of their illness is achieved through the complementary medicine therapies and psychological support. SDCC staff includes palliative physician and a national expert on the psychology of health and illness. Our cancer center provides the community access to over thirty healing specialists. Weekly calendar of services include: sessions with massage, art, aroma therapists; Reiki, Yoga, Qi Gong masters; licensed acupuncturists, nutritionists; support groups for those who live with cancer and, separately, for their caregivers. These services are free-of-charge to all cancer patients and caregivers regardless of where the patient is being treated.

SDCC considers it a priority to help their patients benefit maximally from the increasing flow of the relevant biomedical research. Our staff actively assimilates the advances in number of relevant fields. These range from clinical medical tools and techniques, to the wide array of the latest discoveries in biotechnology, to early cancer detection and prevention options, to the practices that effect human spirit and the healing process. This continuous learning environment is accomplished at through following literature, attending meetings, and through active collaborations with biotech and research groups delivering on this promise. Likewise, SDCC staff's psychological and healing advances are achieved through hosting and participation in multiple healing art seminars and programs.

Since 1990, SDCC developed into one of the leading centers for comprehensive cancer treatment centers based in Southern California. The dedication of SDCC to the state-of-the-art healing center has been multiply recognized by the community awards like: Health Care Champion Award (San Diego Business Journal, 2008), feature in U.S. News and World Report (April 2007); 10News Leadership Award (Channel 10 News, San Diego, 2006).

SDCC currently has two campuses, one in Encinitas and in one in Vista. Our new building in Encinitas, in addition to SDCC, houses community imaging center as well as UCSD's radiation oncology. The availability of these facilities within the same building alleviates North County patients from difficult commutes during their treatments and is just one more aspect of our dedication to optimize the process of healing.

[www.sdcancer.com](http://www.sdcancer.com)