



For supporters of treatment and research in prostate cancer at the University of Colorado Cancer Center

Executive Health Program Paves Efficient Path to Wellness

In many ways, a company is only as healthy as its leaders. But between 60-hour work weeks, redeye flights, and other corporate or family commitments, who's got time for lengthy doctor appointments that can require multiple visits?

That's why the University of Colorado Hospital (UCH) created its Executive Health Program (EHP), located at the Anschutz Medical Campus in Aurora. It offers efficient, comprehensive exams based on wellness and prevention that usually take only half a day.

"Executives really appreciate the fact that appointments are handled so expeditiously. They can come in by 7 a.m. and leave at noon with every test performed and all results delivered," says Sarah Kabat, the EHP's administrator.

The program began five years ago. "The University, in conjunction with some foresight from one of our donors, Philip Anschutz, started to see a desire for an EHP in the Rocky Mountain region because people were flying out of state to get these services," she explains. As the Denver business community has grown, Kabat adds, "More companies are offering our EHP as an executive benefit."

Indeed, the EHP began with 34 patients and now serves 225 patients. About 60% of them work for a total of 24 corporations located in Colorado, New Mexico, Nebraska, Wyoming, and South Dakota. Individual enrollees comprise the other 40%.

A typical patient's visit starts with arrival at the Anschutz Inpatient Pavilion. A series of tests and consultations follow, including a complete medical review and physical performed by Steven Kick, M.D., the EHP's medical director.

"Our executives really appreciate the fact that they get almost two hours with a physician," says Kabat. Outside of an EHP, she says, "You don't get that anymore. And conversations about health care are much more complicated than they used to be in terms of medications and different treatment options."

Because every patient is unique, the program also provides customization by age, gender, and lifestyle factors. Same-day follow-up appointments with specialists also are available.

The cash-only program costs \$2,400 to \$2,700 for men, \$2,600 to \$2,900 for women. Most patients visit yearly or every other year, Kabat says.

As for results, she states, "We've uncovered everything from diabetes to heart disease, hypertension, and cancers. We've even had a couple people show up for their EHP physicals and be admitted that day for problems such as coronary artery blockages that required immediate attention."

As UCH's program has evolved, Kabat adds, "We're doing more with testing to provide very early detection of problems related to heart disease, cancer, and other illnesses. As those tests become available, we're the first to utilize them with patients to keep ourselves on the cutting edge of catching problems early or possibly preventing them."

For more information, please contact Sarah Kabat, 720-848-2370 or Sarah.Kabat@UCH.edu.

UNIVERSITY OF COLORADO HOSPITAL
EXECUTIVE HEALTH PROGRAM
ANSCHUTZ MEDICAL CAMPUS

From the Director...



Dr. E. David Crawford, Director of Urologic Oncology

More than 200,000 men are diagnosed with prostate cancer each year and nearly 30,000 men die from the disease. Prostate cancer is the most common cancer diagnosed in American males and the second leading cause of death. These staggering statistics are one of the reasons we work so diligently to achieve our research goals of making significant advancements in the screening, prevention and treatment of the disease.

Thanks to your support, we have continued to be successful in the pursuit of our goals. Most recently, the development of Targeted Focal Therapy has become nationally renowned as a state-of-the-art treatment for

prostate cancer. By treating only the cancer within the prostate, this exciting new treatment allows for a quicker recovery with far fewer side effects. It was our ability to offer another option to Denver newscaster Mike Landess that led him to UCCC for treatment. Through our successful golf event at Castle Pines Golf Club, we've raised over one million dollars for prostate cancer research and screening. By promoting prostate cancer screenings, not only to men throughout Colorado, but also throughout the country, we have saved thousands of lives by detecting the disease in its earliest and most treatable stages.

Through this newsletter, I am excited to share with you these stories, to introduce you to our clinical and research-focused team and provide information on special programs and events. I greatly appreciate the support we have received from the entire Colorado community and the encouragement you have offered in the fight against prostate cancer.

From Stunned Patient to Serene Survivor



7News anchor and cancer survivor, Mike Landess

When 7News anchor Mike Landess was diagnosed with prostate cancer, he was less devastated by the diagnosis than his treatment options at the time.

The date was June 20, 2006, Landess' 60th birthday.

"I'd had one biopsy before, which came back negative. So I wasn't expecting this kind of news. I was pretty stunned. But I was less blown away by the fact that I might have cancer than by the choices I was given," he says.

All radical treatments -- namely removing the prostate or killing it with radiation -- carried significant risks including impotence and incontinence.

"At 60 years old," Landess says, "wearing a diaper and giving up my sex life didn't seem appealing at all."

Fortunately, Landess' Internet search for a second opinion led him to E. David Crawford, M.D., chief of urologic oncology at the University of Colorado Cancer Center (UCCC) on the Anschutz Medical Campus in Aurora. Dr. Crawford assembled a panel of urologic oncologists to analyze his biopsy slides.

"In the meantime," Landess adds, "I had decided to do a story about my experience. I couldn't believe I was the only guy in the world who was faced with these same kinds of choices and wondered, 'Is that all there is?'"

After getting Dr. Crawford's opinion, Landess chose watchful waiting -- closely monitoring the tumor for signs of growth or possible metastasis -- for his low-risk prostate cancer. This decision, too, delivered a surprise. Scores of viewers -- with whom he shared his story through a series of TV reports that began in November 2006 -- called or e-mailed insisting that he have the cancer excised immedi-

ately. Some politely wondered if he'd lost his mind.

Shortly after Landess' first visit to UCCC, Dr. Crawford's office asked him to participate in a new study of 3-D mapping biopsy, which uses computer imaging to draw a detailed map of the prostate. This map helped not only to diagnose and stage Landess' prostate cancer, but also to guide the targeted focal therapy (TFT -- see related story) used to treat his small localized tumor.

"It made more sense to try to find out where the cancer was -- and how much there really was -- instead of guessing. If one room in your house has termites, do you leave them alone or burn the house down? If you knew which room was affected, you could go to that room and fix the problem," Landess says.

Dr. Crawford's advice further helped calm him. "Most men diagnosed with cancer want something done yesterday. But with prostate cancer, usually you can wait, take your time, and get opinions from a variety of specialists," Dr. Crawford says. Furthermore, Landess says Dr. Crawford and Al Barqawi, M.D., University of Colorado Health Sciences Center's director of urologic oncology research, told him what to expect every step of the way.

Once he learned about 3-D mapping biopsy, Landess says, "I never had any fear." Even if his cancer returns, he says his doctors probably can use the high-tech "MapQuest" that detects it to guide treatment.

So what has Landess -- who's scheduled for a follow-up mapping biopsy in July -- learned from his experience?

When facing prostate cancer, he says, "Be as informed as you possibly can be. I'm a big believer in 3-D mapping biopsy because it makes sense to find out what the heck you've got before considering treatment options."

For more information please visit: www.thedenverchannel.com/prostatecancer/index.html

The Prostate Cancer Team

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Chancellor Roy Wilson M.D and Dr. Paul Bunn with Dr. David Crawford as he accepts a top provider award from the Denver Business Journal



Doctors David Raben, Michael Glode, David Crawford and Al Barqawi



Jennifer Bryan RN, BSN with a patient at the prostate cancer clinic



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Targeted Focal Therapy Provides “Male Lumpectomy”

At the University of Colorado Cancer Center, we're targeting prostate cancer like never before.

As breast cancer treatments have advanced from total mastectomy to patient-friendly lumpectomies, we're developing 3-D mapping techniques that allow for targeted focal therapy (TFT) that pinpoints early-stage, localized prostate cancer while sparing surrounding tissues.

“TFT allows our doctors to treat only the cancer, not the entire prostate,” says Al Barqawi, M.D., director of urologic oncology research.

“The major advantage of TFT is to minimize collateral damage to the vital organs and structures surrounding the prostate. TFT carries the potential for reducing risks of erectile dysfunction, incontinence, and injury to the bladder, rectum, sphincter, and nerves, which ultimately means improved quality of life,” he says.

New 3-D mapping software developed by Dr. Barqawi (with help from Colorado Springs-based engineering firm BCSi, Inc.) allows oncologists to hit prostate cancer where it lives.

“The 3-D mapping technique typically takes at least 40 biopsies, allowing physicians to create an accurate, computerized rendering of a patient's prostate.” As such, he states, “It provides more comprehensive, systematic staging of the tumor volume and its location within the prostate.”

Not all patients who undergo 3-D prostate mapping are candidates for TFT. In fact, the 3-D mapping helps physicians to determine which

patients are good candidates for TFT, those who need radical treatment early in the disease, and patients who may not need active treatment. This helps to minimize the significant risk of over- or undertreatment of prostate cancer. 3-D mapping also guides doctors in performing TFT, which currently consists of cryotherapy, or precise surgical freezing of the cancerous tissues.

In the urologic oncology department's ongoing trial of 3-D mapping and TFT, 41 of 100 patients who underwent 3-D mapping qualified for TFT. To date, just three of these 41 patients have relapsed, Dr. Barqawi reports. “So far,” he says, “Our results have shown that the 3-D mapping significantly improves our detection and staging capability, in terms of determining cancer volume, finding multifocal disease, and assigning Gleason scores.”

Side effects of TFT with 3-D mapping are minimal – less than 5% of treated study patients experienced clot retention, while no infections have occurred to date, Dr. Barqawi says.

Because the study is still in its early stages, he adds, “We have no idea what's going to happen with these patients five to 10 years from now. However, initial results are encouraging.”

Going forward, the department's goals include more patients, more follow-up, and better imaging, says Dr. Barqawi. “We are developing and improving upon 3-dimensional ultrasound technology with sponsors, and we will soon study a new ultrasound imaging technique based on histograms and micro-

bubble technology,” he adds.

The section of urologic oncology also is participating in an FDA-approved multicenter study to evaluate the efficacy and safety of high-frequency ultrasound (HIFU) for ablating early prostate cancer.

For more information on these trials and other ongoing research projects please visit:
<http://alprostate.com> or www.david-crawford.com



With TFT, Dr. Barqawi can offer patients another treatment option.

Golf Event Takes Swing at Prostate Cancer

The third annual Jack Vickers Golf Tournament tees off at noon on September 22 at Castle Pines Golf Club in Castle Rock, Colorado. To date, the event has raised \$1.5 million, with all proceeds benefiting the Jack A. Vickers Fund for Prostate Cancer Research and Screening.

The event is the brainchild of Vickers himself, a local philanthropist who is founder and chairman of Castle Pines and president/CEO of Vickers Companies. The one-day tournament exemplifies his desire to advance prostate cancer treatment and detection and attests to the high esteem in which he holds the abilities and technologies of University of Colorado Cancer Center (UCCC)'s section of urologic oncology.

Each year, UCCC teams up with Castle Pines, through the leadership of President Jack A. Vickers and a generous committee of colleagues he has formed, to raise funding for prostate cancer research at UCCC directed by E. David Crawford, M.D., UCCC's chief of urologic oncology.

“It's important for the University and this community to have a man like Dr. Crawford, who is one of the top prostate cancer physicians in the country, helping to advance prostate cancer research. We've got something special at UCCC. Dr. Crawford continues to make significant advances in prostate cancer detection, diagnosis, and treatment,” Vickers says.

Dr. Crawford says, “We have the ingredients here at UCCC to be one of the top centers, if not the top center, for prostate cancer treatment and research in the nation. We've made a difference. We're becoming a national epicenter for prostate cancer, drawing patients from around the country and around the world. But we need continued support.”

That's where the golf event comes in. To date, 104 golfers have participated. However, none of the celebrities who participate do so for recognition. They're just taking their swings in the battle against prostate cancer.

The two-man (or woman), best-ball, full-

handicap tournament offers two sponsorship levels: \$10,000 (one-bird players) and \$5,000 (two-bird players).

Not a golfer? No problem -- the Jack A. Vickers Fund gratefully accepts all donations. Please send them to Jack Vickers Fund for Prostate Cancer Research and Screening, c/o Prostate Cancer Education Council (PCEC), 7009 S. Potomac St., Suite 125, Centennial, CO 80112.

See you on the tee!

For more information, please contact Wendy Poage at 303-725-5614 or Wendy.Poage@UCHSC.edu



Your Generosity Makes a Difference
Please mail donations to:

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