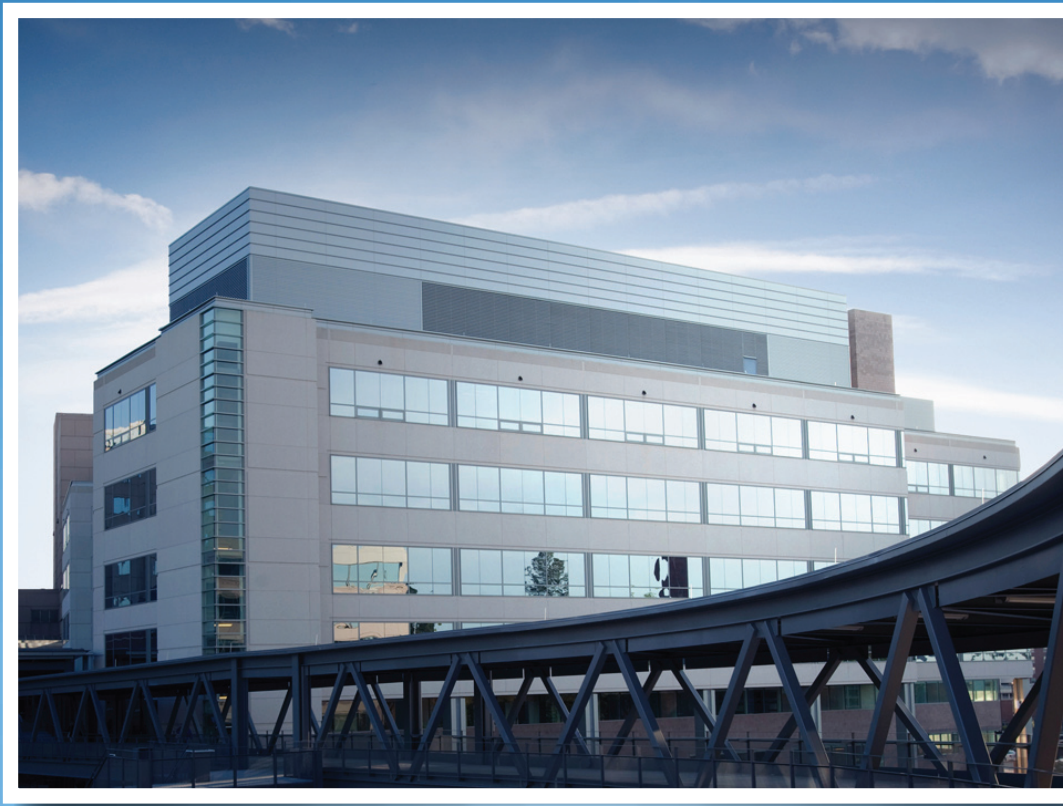


N.C. CANCER HOSPITAL DEDICATION PRESS KIT



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CANCER CENTER
NC CANCER HOSPITAL

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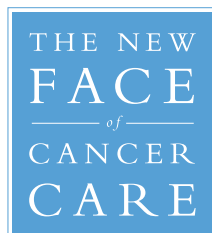
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NC CANCER HOSPITAL
DEDICATION CEREMONY

Tuesday, September 15, 1:00 p.m.

WELCOME

William L. Roper, MD, MPH

*Dean, The University of North Carolina at Chapel Hill School of Medicine
Vice Chancellor for Medical Affairs; CEO, UNC Health Care*

Charles A. Sanders, MD

Chair, UNC Health Care System Board of Directors

GREETINGS

Erskine Bowles

President, The University of North Carolina

Holden Thorp

Chancellor, The University of North Carolina at Chapel Hill

The Honorable Beverly Eaves Perdue

Governor, State of North Carolina

The Honorable Tony Rand

Majority Leader, North Carolina Senate

The Honorable Joe Hackney

Speaker, North Carolina House of Representatives

PATIENT REFLECTION

Introduction by H. Shelton Earp III, MD

Director, UNC Lineberger Comprehensive Cancer Center

Lineberger Professor of Medicine and Pharmacology

Carolyn Sartor, MD

Professor, Radiation Oncology and Cancer Survivor

SPECIAL RECOGNITIONS

Richard M. Goldberg, MD

Physician-in-Chief, NC Cancer Hospital

RIBBON CUTTING

Please join us for light refreshments and self-guided tours of the NC Cancer Hospital immediately following the ceremony.

DESIGN & CONSTRUCTION TEAM

Skanska USA Building, Inc. (*Construction Manager*)

Zimmer Gunsul Frasca Architects LLP (*Architects*)

MHAWorks (*Associate Architects*)

Affiliated Engineers, Inc. (*Engineers*)

Corley Redfoot Zack, Inc. (*Civil Engineers*)

Stewart Engineering, Inc. (*Structural Engineers*)

Walsh Consulting (*Equipment Planning*)

EDAW, Inc. (*Landscape Planning*)

Tai and Associates (*Geotechnical Engineering*)

THE NEW FACE OF CANCER CARE

The New Face of Cancer Care is a specially-commissioned photography exhibit by North Carolina photographers Neil Boyd, Rachel Garrison and Tamara Lackey. This exhibit celebrates the strength and courage of the patients, medical professionals, researchers, caregivers, family and friends who face cancer every day, and whose images and stories serve as an inspiration to all.

You are invited to participate in the exhibit as well - personal images, stories and tributes can be shared by visiting www.unclineberger.org and clicking on the New Face Icon.



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SPEAKERS: BIOS & PHOTOS



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SPEAKERS INFORMATION FOR N.C. CANCER HOSPITAL DEDICATION CEREMONY, SEPTEMBER 15, 2009



Erskine Bowles, President, The University of North Carolina

Erskine Bowles has served as president of the multi-campus University of North Carolina since January 1, 2006. Born and raised in Greensboro, N.C., he is a graduate of the University North Carolina at Chapel Hill (1967) and Columbia University's Graduate School of Business (1969). He holds eight honorary doctorates from universities and colleges throughout America.

Bowles began his business career at Morgan Stanley & Co. in New York as an associate in the corporate finance group. In that position, he saw the unfilled opportunity to provide corporate finance expertise to America's middle-market companies. He soon returned home to North Carolina, where he founded and served as chairman and CEO of the Charlotte-based investment banking firm that became Bowles Hollowell Connor & Co. Bowles also was a founder of Kitty Hawk Capital, a venture capital company, and Carousel Capital, a middle-market private equity company.

In 1993, Bowles was appointed by President Bill Clinton to serve as director of the Small Business Administration, and later was tapped to serve as deputy White House chief of staff (1994-95) and White House chief of staff (1996-98). As chief of staff, he helped negotiate the first balanced budget in a generation. As a member of the National Economic Council and National Security Council, he helped guide domestic and foreign policy. In prior service as deputy White House chief of staff, Bowles helped direct the government's response to the Oklahoma City bombing in 1995. After he left the White House, he also served from 1999 to 2001 as a general partner of Forstmann Little, a New York-based private equity firm. He ran for the U.S. Senate in 2002 and 2004, and currently serves on the boards of Morgan Stanley and Cousins Properties.

Bowles has shown a life-long commitment to public service in North Carolina and beyond. He helped found Dogwood Equity, chaired the Rural Prosperity Task Force, and served as a trustee of the Golden LEAF Foundation—three entities designed to bring economic development to rural North Carolina. Bowles also has served as vice chair of Carolinas Medical Center in Charlotte and as a trustee of the Duke Endowment. Family illness inspired Bowles to help lead efforts to create an ALS (Lou Gehrigs Disease) Center in Charlotte and to serve as the international president of the Juvenile Diabetes Research Foundation. In 2005, he was appointed United Nations deputy special envoy to 13 tsunami-affected countries in Southeast Asia.



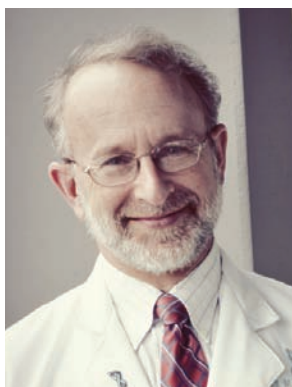
Dr. Shelton Earp, Director, UNC Lineberger Comprehensive Cancer Center

Shelton Earp is Lineberger Professor of Cancer Research and Professor of Medicine and Pharmacology. He was appointed cancer center director in 1997 after a decade as associate and deputy director. He is a 1970 graduate of the UNC School of Medicine. After a medical internship at Vanderbilt University and service in the army, he returned to Chapel Hill where he completed his residency and fellowship, joining the faculty and the cancer center in 1976.

Dr. Earp, principal investigator of UNC's Breast Cancer Specialized Program of Research Excellence, conducts clinical and translational breast cancer research as well as basic research on the behavior of cancer cells, studying signals that regulate cell growth, differentiation and death. His laboratory has recently isolated and sequenced two new genes involved in a cell's decision to divide or die. He has authored more than 130 biomedical research papers.

He is an elected member of the American Association of Professors and the American Society of Clinical Investigation. Dr. Earp serves on the NCI Board of Scientific Advisors and served as president of the Association of American Cancer Institutes (AACI), a group comprised of the leading U.S. academic and free-standing cancer centers with more than 80 member institutions.

He has been the recipient of several UNC School of Medicine teaching awards, including the Kaiser Permanente Excellence in Teaching Award, and he has served on boards and chaired national review committees for the American Cancer Society and the National Cancer Institute.



Dr. Richard Goldberg, Associate Director, UNC Lineberger Comprehensive Cancer Center Physician in Chief, N.C. Cancer Hospital

Dr. Richard Goldberg is physician in chief of the N.C. Cancer Hospital, associate director of clinical research for the UNC Lineberger Comprehensive Cancer Center, and chief of the division of hematology and oncology in the UNC School of Medicine.

Dr. Goldberg is internationally recognized for his clinical research on colorectal cancer. He chairs the Gastrointestinal Cancer Committee for the national cooperative oncology research group, Cancer and Acute Leukemia Group B (CALGB) and is past president of the International Society of Gastrointestinal Oncology.

Dr. Goldberg is a cum laude graduate of Harvard University and earned his M.D. from Upstate Medical Center, Syracuse, N.Y. He came to UNC in 2003 from the Mayo Clinic in Rochester, MN.



Joe Hackney, Speaker of the House, N.C. General Assembly

Joe Hackney was elected speaker of the North Carolina House of Representatives in January 2007 at the start of his 14th term in office.

Prior to becoming Speaker, Hackney was House Democratic Leader for one term, House Majority Leader for one term and Speaker Pro Tempore for two terms. He represents Chatham, Moore and Orange counties.

Speaker Hackney began his legal career as a clerk for North Carolina Supreme Court Associate Justice Frank Huskins. He worked as an assistant district attorney in Orange and Chatham counties from 1971–74 before entering politics as the campaign manager for North Carolina Congressman Ike Andrews.

Since 1974, Speaker Hackney has been a partner in the Epting & Hackney law firm in Chapel Hill, N.C. In addition, he and his brother continue to operate the family cattle farm in Chatham County where they grew up.

Hackney received a bachelor's degree in political science and a law degree from the University of North Carolina at Chapel Hill. He and his wife, Betsy, have two adult sons, Dan and Will.

Speaker Hackney is the immediate past president of the National Conference of State Legislatures. In 2007, he received the group's Excellence in State Legislative Leadership Award, the nation's top honor for state legislators.



Beverly Perdue, Governor, State of North Carolina

Bev Perdue is North Carolina's 73rd governor and our state's first woman governor. Her distinguished career in public service has focused on creating 21st century jobs, building world class public schools, improving the health of all North Carolinians, and making government more efficient, transparent and accountable.

Prior to being elected Governor, Bev Perdue served two terms in the State House and five terms in the State Senate. In 2000, she was elected as our state's first female lieutenant governor.

Before entering public service, Gov. Perdue worked as a public school teacher, as an administrator at the community hospital in her hometown of New Bern and earned a Ph.D. in education administration.

Gov. Perdue grew up in coal country in southwest Virginia, the daughter of parents who never finished high school. She spent most of her adult life in New Bern. She has two sons, Garrett and Emmett and is married to Bob Eaves.



Tony Rand, Senator, N.C. General Assembly

Tony Rand has served in the N.C. Senate for more than 11 terms representing Bladen and Cumberland counties and is the majority leader for the N.C. Senate.

He chairs two committees: Rules and Operations of the Senate and Select Committee on Employee Hospital and Medical Benefits. He serves as vice chair of the Commerce committee and as a member of the following committees: Appropriations on General Government and Information Technology, Appropriations and Base Budget, Education and Higher Education,

Finance, Health Care, Judiciary and Select Committee on Energy, Science and Technology. Rand earned his bachelor's degree in political science and his juris doctor degree from the University of North Carolina at Chapel Hill.



William L. Roper, CEO, UNC Health Care System; Dean, UNC School of Medicine

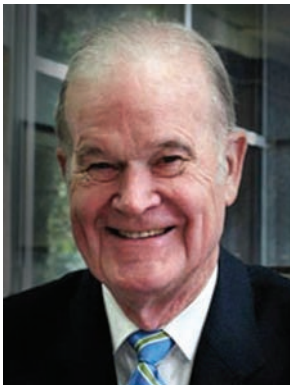
William L. Roper is CEO of the UNC Health Care System, dean of the School of Medicine and vice chancellor for Medical Affairs at the University of North Carolina (UNC). He also is professor of health policy and administration in the School of Public Health, and professor of pediatrics and social medicine in the School of Medicine at UNC.

From 1997 until 2004, he was dean of the School of Public Health at UNC. Before joining UNC in 1997, Dr. Roper was senior vice president of Prudential HealthCare. He joined Prudential in 1993 as president of the Prudential Center for Health Care Research.

Before coming to Prudential, Dr. Roper was director of the Centers for Disease Control and Prevention (CDC), served on the senior White House staff, and was administrator of the Health Care Financing Administration (responsible for Medicare and Medicaid). Earlier, he was a White House Fellow.

He received his M.D. from the University of Alabama School of Medicine, and his M.P.H. from the University of Alabama at Birmingham School of Public Health. He completed his residency in pediatrics at the University of Colorado Medical Center.

Dr. Roper is a member of the Institute of Medicine of the National Academy of Sciences. He is a member of the board of trustees of the Robert Wood Johnson Foundation, a member of the board of directors of DaVita, Inc., a member of the board of directors of Medco Health Solutions, Inc., a member of the Scientific Management Review Board of the NIH, and chairman of the board of directors of the National Quality Forum.



Charles A. Sanders, Chair, UNC Health Care Board of Directors

Charles A. Sanders, M.D., is the former chairman and CEO of Glaxo Inc., as well as a former member of the board of Glaxo plc.

Before joining Glaxo Inc. Dr. Sanders spent eight years with Squibb Corp., where he held a number of posts, including the position of vice chairman. He also served as chief executive officer of the science and technology group and chairman of the Science and Technology committee of the Board. Previously Dr. Sanders was general director of Massachusetts General Hospital and professor of medicine at Harvard Medical School. A native of Dallas, he is a graduate of Southwestern Medical College of the University of Texas.

Dr. Sanders is past chairman of the New York Academy of Sciences. He is currently a member of the Institute of Medicine of the National Academy of Sciences and past chairman of The Commonwealth Fund. He is also board chairman of Project HOPE, the Foundation for the National Institutes of Health, and the UNC Health Care System. In addition, he serves on the boards of several publicly traded companies.

He and his wife, Ann, have four grown children and live in Durham, N.C.



Carolyn Sartor, Professor of Radiation Oncology

Carolyn Sartor, M.D. lives a life that intersects many roles. As a physician, she embodied the “triple threat” of academic medicine; she was simultaneously a clinical researcher, a basic science researcher, and a practicing physician. Having graduated from the University of Michigan Medical School in 1992, she went on to complete her residency training in Radiation Oncology at the University of Michigan while pursuing basic science research at both the University of Michigan and at the Friedrich Meischer Institut in Basel, Switzerland.

In 1998, she joined the faculty in Radiation Oncology and the Lineberger Comprehensive Cancer Center at the University of North Carolina School of Medicine. In her 10-plus years practicing radiation oncology at the UNC, she led a number of clinical trials, both local and national, including avant-garde trials of intraoperative radiotherapy for early breast cancer and radiosensitization using novel biological therapies for advanced breast cancers. Her NIH-funded laboratory investigations studied the role of newer biological agents as novel radiosensitizers. She became nationally and internationally known as one of the pre-eminent breast cancer physicians. Whether as a director of UNC’s Breast Cancer Program, a leader in the Cancer and Leukemia Group B national clinical trials group, a member of the American Society of Therapeutic Radiation Oncologists, or as Professor and Chair of Radiation Oncology, she was always in the forefront of breast cancer treatment.

As a breast cancer expert, Dr. Sartor’s intersecting roles became ever more complicated and rich when she was diagnosed with breast cancer as a result of radiation treatment of Hodgkins lymphoma during medical school. Initially a “blip” on the horizon as an early stage breast cancer, her role shifted with each subsequent recurrence from that of physician and researcher to that of patient. Ultimately, she reached the stage of needing to let go of her academic career to focus full-time on her own health and spend quality time

with her family. In pursuing her dream of traveling via sailboat with her husband, Nick, and son, Keegan, around the Caribbean basin, she reflected and grew in new understanding of the many nuances of self-healing and cancer treatment recovery.

Paralleling her shifting identity from breast cancer physician scientist to patient to survivor, she is now pursuing her interests in breast cancer survivorship and lifestyle changes. As it becomes ever more apparent that many cancers are being controlled to the extent that they become chronic diseases, she hopes to continue to play a complex role in the fight against cancer by learning and helping others to learn to live gracefully with cancer.



Holden Thorp, Chancellor, University of North Carolina at Chapel Hill

Holden Thorp, a Carolina alumnus and faculty member, is the University's 10th chancellor. He was installed on University Day, Oct. 12, 2008. Thorp, dean of UNC's College of Arts and Sciences since July 2007, succeeded Chancellor James Moeser.

A 1986 UNC graduate, Thorp, has rapidly progressed through several leadership posts since joining the faculty 15 years ago. A native of Fayetteville, he is a Kenan Professor and an award-winning teacher and researcher.

Thorp had led the College of Arts and Sciences since July 1, 2007. He also chaired the nationally recognized department of chemistry, where he has been a full professor since 1999 and was a member of UNC Lineberger Comprehensive Cancer Center. From 2001 to 2005, Thorp directed the Morehead Planetarium and Science Center, guiding efforts to expand the planetarium's original emphasis to become a comprehensive science education center for North Carolina.

Thorp has published more than 130 scholarly articles on the electronic properties of DNA and RNA. He invented technology for electronic DNA chips that is the basis of 19 issued or pending U.S. patents.

Thorp received his bachelor of science degree with highest honors in chemistry from UNC in 1986. He earned a doctorate in chemistry from the California Institute of Technology in 1989, was a postdoctoral associate at Yale University and started his faculty career at N.C. State University as an assistant professor of chemistry. He joined the UNC faculty in 1993.

N.C. CANCER HOSPITAL: AN OVERVIEW



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The NC Cancer Hospital



Home to Superb Cancer Care

The people of North Carolina who are battling cancer will not have to travel out of state to receive superior medical care, and that is an amazing achievement. I am proud that our state had the foresight to build a structure as superb as our faculty and staff.

Dr. William L. Roper, CEO, UNC Health Care System and Dean, UNC School of Medicine



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CANCER CENTER

NC CANCER HOSPITAL

Journey to World Class Cancer Care for North Carolinians

The University of North Carolina has always been at the forefront of cancer care. As we open the N.C. Cancer Hospital, we stand poised for a new era of hope and healing for the people of our state.

UNC Cancer Care Surging Forward

In 1974 Dr. Joseph S. Pagano was charged with establishing our first UNC Cancer Center. He did so with only three faculty, borrowed space and a modest budget.

The extent of the cancer epidemic propels us to do everything in our power to accelerate discovery and delivery.

Dr. Shelley Earp
Director, UNC Lineberger
Comprehensive Cancer Center

Today, under the leadership of Dr. Shelley Earp, **UNC Lineberger is the only public comprehensive cancer center serving the people of North Carolina.** It holds the distinction of being one of only 40 National Cancer Institute (NCI)-designated Comprehensive Cancer Centers in the country. Such a distinguished designation means the best treatment is available right here, supported by the latest discoveries and technologies. UNC Lineberger is recognized as an international leader in oncology and combines the strengths of its research, multidisciplinary

oncology teams and compassionate care to provide cancer patients the best cancer care possible.

In the early years, cancer care was delivered in N.C. Memorial Hospital. In the 1980s, cancer care was moved to the Gravely building. The building, which was constructed in the 1950s as a tuberculosis sanatorium, had to be renovated numerous times to serve more patients and incorporate advances in medical equipment and technology.

In an unprecedented move, the State of North Carolina made an enormous investment and authorized \$180 million in funding to construct the new state-of-the-art hospital. Many years of



planning, preparation, advocacy, and sheer tenacity led to the realization of this great project, which is now open to the people of North Carolina and beyond.



Dr. Stuart Gold with pediatric cancer patient Reece Holbrook and his mother Jennifer.

A Disease of Epidemic Proportion

1 in 2 Men, 1 in 3 Women will be diagnosed with cancer during their lifetime. UNC Lineberger Comprehensive Cancer Center is forging ahead to make this staggering statistic a thing of the past.

Each year, we treat more than 15,000 cancer patients from all 100 North Carolina counties, regardless of their ability to pay. The number of patients coming for cancer treatment has increased 35 percent in the last six years. It is expected that over the next 30 years, the aging of our population will nearly double the number of cancer cases we see each year.

Passing travelers on Manning Drive, where the new expanse of brick and glass marks the N.C. Cancer Hospital, may ponder, "Does this place have anything to do with me?" One of every two men. One of every three women. Yes, the new

hospital has everything to do with all North Carolinians.

Advancing Hope through Multidisciplinary Care

We have recruited and brought together some of the best physicians in the country to treat patients. Our nationally recognized, multi-disciplinary team approach combines the expertise of radiologists, pathologists, geneticists, surgical, radiation, pediatric and medical oncologists and other specialists including patient counselors and navigators. By practicing this type of integrated care, we can help patients make informed decisions as well as ensure continuity of care throughout their treatment. More than 1,000 researchers, physicians and staff within UNC Health Care focus their work in cancer research, treatment, control and prevention. This dedicated cadre of professionals has earned UNC Lineberger many prestigious awards, including a Nobel Prize. But the greatest praise comes from patients whose lives have been saved, prolonged or improved.

Cancer treatments provided here - whether surgery or radiation, medicine or immunotherapy, or a combination of therapies - are not only disease-site specific but are tailored to the unique needs of each individual patient.

When someone you love has battled cancer, it reinforces one's goal of helping others. I know I speak for thousands of families who have been profoundly touched by the excellence in care here. We must participate in the singular goal of finding cures for cancer.

Betty Ray McCain, Wilson, NC
Chair, UNC Lineberger
Board of Visitors

Innovative Therapies Lead the Way

UNC Lineberger is at the forefront of patient care through its incorporation of leading edge technology. Our doctors were leaders in the adoption of new technologies, such as the **CyberKnife® robotic radiosurgery system**, which allows tumors of the brain, spine, lung, liver, prostate and kidney to be treated anywhere in the body with submillimeter accuracy. A major advantage is that it is non-invasive, so doctors can work on previously inoperable tumors. "This technology allows us to treat the patient with less discomfort or damage to normal tissue and less morbidity," explains Dr. Matt Ewend, Director, UNC Lineberger's Multidisciplinary Neuro-oncology Program.

Another new medical device used by our physicians gives greater hope to those with lesions in hard to reach areas of the lung. We are the first hospital in North Carolina and one of only 38 in the United States to perform **electromagnetic navigation bronchoscopy (ENB)**. For patients, this innovative technology means a minimally invasive approach to biopsies, earlier diagnosis and the potential to provide treatment sooner. "Our ability to cure lung cancer is intimately related to our ability to make the diagnosis early," notes Dr. Richard Feins, Co-Leader of UNC Lineberger's Multidisciplinary Thoracic Oncology Program.

UNC has been at the forefront of adopting one of the most recent advances in imaging: **digital mammography**. The recent decision to move to all-digital mammography was based on the results of a nationwide clinical trial, led by our own Dr. Etta Pisano, Director, Biomedical



UNC patient receiving a digital mammogram.

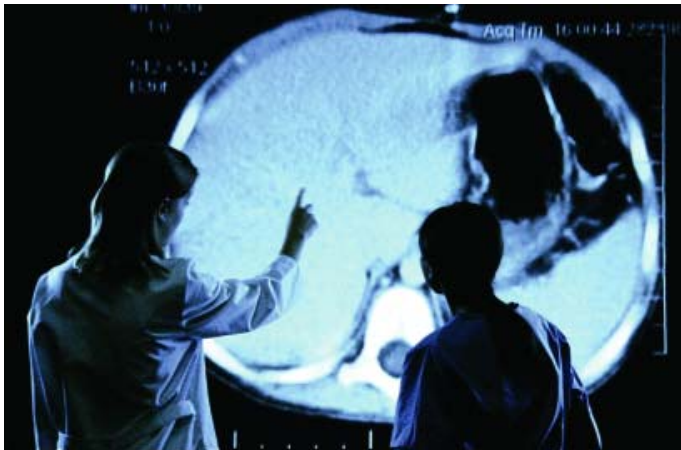
Research Imaging Center and Vice Dean of Academic Affairs, UNC School of Medicine. The trial tested the accuracy of digital mammography versus film screen mammography and found that digital mammography detected up to 28 percent more cancers than screen film mammography in women ages 50 and younger and in women with dense breasts. "This is good news for women, because it means we will be able to detect more breast cancers at earlier stages in their development. Earlier detection allows us to begin treatment earlier and greatly improves a woman's chances of a complete recovery," notes Dr. Pisano.

All of these technologies and the latest digital imaging and radiation oncology equipment are an integral part of cancer treatment at the N.C. Cancer Hospital's multidisciplinary programs.

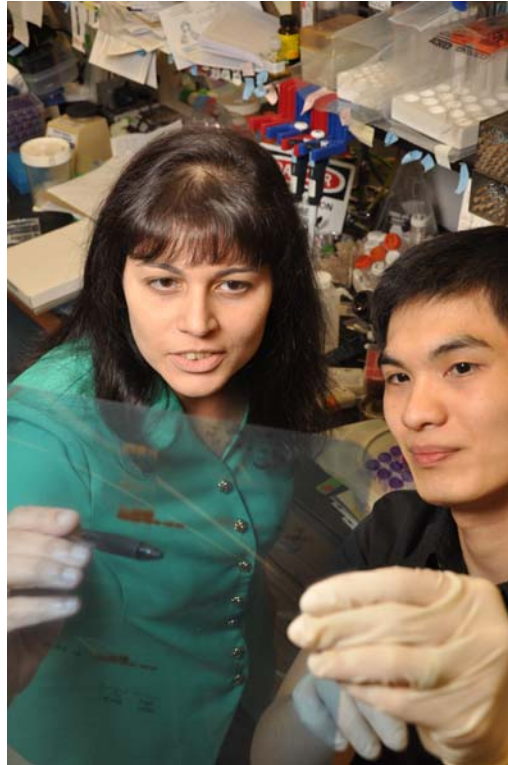
Bridging the Connections Between Discovery and Therapy

World-class research is the only hope for improving cancer care. Never before has research held such promise. Important, life-saving advances give us hope that research will in our lifetime eliminate the death and suffering caused by cancer.

A seamless interface of scientific inquiry and clinical application between UNC Lineberger and the N.C. Cancer Hospital gives patients access to the newest cancer diagnostics, technology and treatments. Our scientists work with our physicians to move important research findings from the lab into clinical settings to benefit patients as quickly and safely as possible. UNC Lineberger puts great emphasis on **translational research**, allowing discoveries made in the lab to be brought into the clinic while clinical observations are incorporated into the lab for biological study.



UNC technicians review an MRI scan.



Clinical trials are an integral part of the research and clinical mission at UNC Lineberger. Our investigators initiate research studies and collaborate with national cancer cooperative groups, academic centers and pharmaceutical companies to evaluate new or improved therapies. UNC Lineberger has formed important collaborations with community oncologists to bring more than 175 leading-edge clinical trials to patients across North Carolina.

Building a Structure as Superb as our People

Designed with the Patient in Mind

Everything about this impressive new hospital is designed with patient comfort and exceptional care in mind. The pioneering design - including natural light and interior finishes inspired by nature - creates a healing environment where patients can see their entire treatment team, pick up necessary items at the pharmacy and work with our patient support programs, all in one visit.



Infusion suite

The moment patients walk through the doors of the N.C. Cancer Hospital, they have an immediate sense that this place was designed for them and their families. Natural light floods through large windows; the lobby is welcoming with signs that make each floor easy to navigate. Pleasing art, interior finishes, plants and greenery on every floor create a soothing environment conducive to healing. Patients and their loved ones can step into the courtyards for a breath of fresh air or a quiet place for reflection.



Courtyard in the N.C. Cancer Hospital.

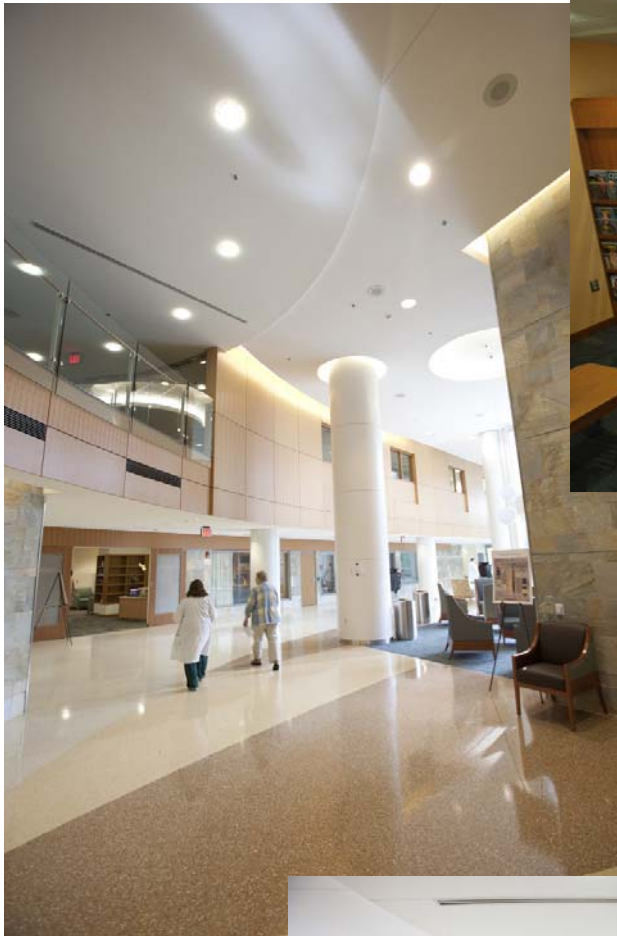
Every detail has been carefully considered with the dual objectives of making the spaces patient-friendly, while also providing superior care. In fact, patients, nurses, staff and physicians provided input during all the stages of development. Mary Beck, Senior Vice President, System Affiliations, UNC Health Care, led the process. She reflects, "From the outset, we were committed to the idea that users needed to have a strong voice in the planning of the project."



Pediatric clinic waiting room

With more than 315,000 square feet, more than three times larger than the previous facility, the N.C. Cancer Hospital includes expanded and enhanced multidisciplinary clinic space, specially designed facilities for high-technology tumor assessment imaging and treatment; a 50-bed inpatient unit; patient and family-friendly, flexible infusion suites for pediatric and adult patients; a

new and expanded Patient and Family Resource Center that incorporates a sacred space; and state-of-the-art teleconferencing facilities to connect UNC physicians with oncologists and referring doctors from across the state.



Two views of the beautiful and welcoming lobby in the N.C. Cancer Hospital.



Patient & Family Resource Center



Courtyard terrace.

N.C. CANCER HOSPITAL: FACT SHEET



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THE N.C. CANCER HOSPITAL FAST FACTS AND KEY COMPONENTS

- The N.C. Cancer Hospital is 315,000 sq. ft. (more than 3 times larger than previous space in Gravelly) and the new Physician's Office Building is 105,000 sq. ft.
- The total project costs are \$207,000,000 - \$178M for the N.C. Cancer Hospital and \$29M allocated for the physician's office building component. The State of North Carolina provided \$180M for the project.
- Multidisciplinary and other clinic space including 101 examination, treatment, consultation, and procedure rooms (3 times what was available in Gravelly)
- Conference Center with high definition videoconferencing capabilities for multidisciplinary conferences for the care of patients and for tumor board conferences for patients seen throughout N.C.
- Clinical Trials Unit with specially trained personnel and increased space for expanded clinical trials
- 50 inpatient beds for medical oncology and bone marrow transplant (an increase of 15 beds over existing)
- 72 infusion stations for adults (48), children (14), and clinical trials (10) (more than double the existing pediatric stations and triple the existing adult stations). Patients and families have access to an outdoor courtyard.
- 3 Linear Accelerators for Radiation Therapy, including Intensity Modulated Radiation Therapy (IMRT) a sophisticated alteration of radiation beams to produce precise radiation localization and Image Guided Radiation Therapy (IGRT) using a joint imaging to guide the beam
- 1 HDR or High Dose Rate Radiation Therapy room for treating localized tumors with radioactive implants
- 7 Mammography rooms, 1 stereotactic treatment room, and 4 ultrasound rooms to target breast cancer
- 1 New CT Scanner and 2 General Radiology Rooms, 2 PET/CT Scanners
- Space for one cyclotron to produce radioactive isotopes for use in patient care and research in the future.
- Space for a new Comprehensive Cancer Support Program including Patient and Family Support, Psycho-Oncology and Survivorship Programs. New Resource Center space includes a room for relaxation therapy, including massage, and a boutique with wigs, scarves and other products for patients.
- The opening of the new hospital is almost complete. Outpatient Services opened August 17. Inpatient Service opened August 28. The dedication ceremony will be held on September 15. The food services area will later in the fall.
- More than 190 jobs are to be filled over the FY 09-10 year to staff the new hospital

N.C. CANCER HOSPITAL: PHOTOS & RELATED SERVICES



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The N.C. Cancer Hospital has three linear accelerators for Radiation Therapy, including computer-assisted therapies and Intensity Modulated Radiation Therapy (IMRT). These techniques allow a sophisticated alteration of radiation beams to produce highly-targeted therapy using 3-dimensional, computer aided technology.

This technology, along with Image Guided Radiation Therapy and Calypso transponder-guided therapy, allows doctors to precisely target radiation to kill tumor cells and preserve as much healthy tissue as possible.

The new facility will also feature a dedicated High Dose Rate Radiation Therapy room for treating localized tumors with radioactive implants.



Patients coming to the N.C. Cancer Hospital can walk or ride a shuttle from the covered patient parking deck directly to the hospital's main entrance.



A cancer diagnosis can be overwhelming. At the North Carolina Cancer Hospital – the clinical home of UNC's Lineberger Comprehensive Cancer Center – we provide support from diagnosis through treatment and survivorship.



At the North Carolina Cancer Hospital, we know that cancer affects the whole person. Our Comprehensive Cancer Support Program is bringing everything patients need to a visible center at the heart of the hospital, including patient and family support, psycho-oncology and survivorship programs.

The new Patient-Family Resource Center, three times the size of the previous location, provides a supportive, calm and comfortable place, which serves as a sanctuary from the rigors of treatment and hospital routine.

Among a variety of support services are printed and internet resources on all aspects of cancer, treatment and survivorship; a boutique and consultation service to assist patients with changes in their appearance resulting from cancer and treatment; referrals to community resources; specialized counseling; help with symptom management; mind-body techniques such as exercise, yoga, massage and relaxation; space for patients and families to catch up with their offices or just relax between appointments; nutrition consultation; palliative care consultation; and information and referrals to UNC's comprehensive survivorship program, CarolinaWell.



The N.C. Cancer Hospital's conference center is the hub of multidisciplinary care for patients being seen at the N.C. Cancer Hospital.

For more than 25 years, patients at UNC have benefited from a system where a team of caregivers including surgical oncologists, medical oncologists, radiation oncologists, nutritionists, behavioral health specialists, symptom management specialists and others review each patient's case together and recommend a combination of therapies tailored to the patient's individual needs. A patient's local oncologist or other doctors can participate in these discussions, as needed.

These multidisciplinary programs will use the conference center's four meeting rooms, located on the main floor, adjacent to the lobby and the admitting area, daily meetings where individual patients and treatment plans are discussed. The rooms have flexible seating and the technology needed for physicians to review all types of test results and pathology reports.

The new telemedicine facilities at the N.C. Cancer Hospital conference center are a key component of the UNC Cancer network. The state-of-the-art teleconferencing equipment enables physicians from across the state to use a state-of-the-art HD system to participate in patient-focused discussions, review cases, seek second opinions and get feedback from national leaders in the oncology field – ultimately benefiting patients in their home towns.



At the N.C. Cancer Hospital, patient-centered care also extends to our youngest visitors. A special pediatric infusion area accommodates kids' natural activity level, providing space for them to play.

Occupational therapists, play therapists, and the UNC Hospitals School teachers come to them.

A playroom, gaming systems, computer stations where kids can interact with other kids with cancer and kid-and-family-friendly décor makes the pediatric outpatient clinic a place that kids feel comfortable.

A dedicated classroom allows teachers from the hospital school, part of the award-winning Chapel Hill-Carrboro school system, to work with patients to help their education progress as their treatment is carried out.

Combined with the latest in technology, including a pain-free procedures room on-site where children can receive anesthesia for necessary tests like spinal taps, kids with cancer get the very best care anywhere.



The N.C. Cancer Hospital's new infusion suite is three times larger than the previous space. The space features natural light, views of the UNC Campus, comfortable seating with the option for privacy or socializing with other patients, individual televisions with headphones and the same outstanding nursing care we have always offered.

Every need has been accommodated, including ample space for caregivers and family members who accompany patients to treatments and private rooms for patients who need them.



Inpatient rooms in the N.C. Cancer Hospital were designed with input from patients, nurses and doctors. The latest technology is conveniently placed to help the nursing staff care for you. Each private room features televisions and individual DVD players, mini-refrigerators and space for loved ones and caregivers to rest.



The N.C. Cancer Hospital provides a healing environment that combines the best in technology with the human touch – designed with input from patients, families and health care providers.

LIST OF PATIENTS AVAILABLE FOR INTERVIEW



UNC

LINEBERGER COMPREHENSIVE
CANCER CENTER
NC CANCER HOSPITAL

www.unclineberger.org

PATIENTS AVAILABLE FOR INTERVIEWS

The following patients have agreed to be interviewed about their cancer experience and to provide perspective about the new N.C. Cancer Hospital. Please feel free to call them directly.

For additional questions, please contact: Dianne Shaw, Deputy Director of Communications, UNC Lineberger Comprehensive Cancer Center Phone: (O) 919-966-7834 or Email: dgs@med.unc.edu

Chapel Hill

Nancy Raasch, breast cancer patient. Diagnosed in 1998. Is currently undergoing therapy.

Contact information: (H) 919.929.5972

Other Chapel Hill contacts are available. Just email Dianne Shaw.

Charlotte

Richard Weiner, lung cancer patient. Diagnosed in 2005, completed therapy and participated in a clinical trial of Tarceva.

Contact information: (C) 704-607-7443

Durham

Glenda Stone, breast cancer patient. Diagnosed in 2008, completed therapy.

Contact information: Phone (W) 919 483-8657 or (H) 919-479-8248

Fayetteville

James Hardin, prostate cancer patient. Diagnosed in 2008

Contact information: Phone: (C) 910-309-4877. Email: jhardin@lumbree.org

LaTeacha Coleman, breast cancer patient. Diagnosed in 2007, completed therapy.

Contact information: Phone (C) 910-916-6677. Email: teacha1101@yahoo.com

Greensboro

Eileen Morales, breast cancer patient. Diagnosed in 2009, undergoing therapy at Moses Cone

Contact information: Phone: (H) 336-644-8810. Email: emorales_99@yahoo.com

Morganton

Nancy Hart, BMT patient. Diagnosed in 2008 with idiopathic myelofibrosis and underwent a BMT in July, 2008. (Myelofibrosis is a serious bone marrow disorder that disrupts the body's normal production of blood cells.)

Contact information: phone (h) 828-584-3733

Raleigh

Lea Wharton, breast cancer patient. Diagnosed in 2008, completed therapy.

Contact information:

Steve Daniel, lung cancer patient. Diagnosed in 2006, completed therapy and was on a clinical trial of Tarceva.

Contact information: Phone (W) 919-872-2222 or (C) 919-801-6930

Rocky Mount

Cammy Huges, breast cancer patient. Diagnosed in 2008, completed therapy.

Contact information: Phone (C) 252-314-2309.

Wilmington

Christina Gianoplus, colon cancer patient. Diagnosed in 2008, currently in treatment.

Contact information: (C) 910-616-0051. (H) 910-256-1293

Bob Boyd, acute myeloid leukemia/BMT. Diagnosed in 2005. Currently playing in the European Seniors Tour (golf).

Contact information: Phone: (C) 910-617-1619; (H) 910-313-0710

THE NEW FACE OF CANCER CARE: PHOTOGRAPHY EXHIBIT



UNC

LINEBERGER COMPREHENSIVE
CANCER CENTER
NC CANCER HOSPITAL

www.unclineberger.org



The New Face of Cancer Care is a specially commissioned photography exhibit by North Carolina photographers Neil Boyd, Rachel Garrison and Tamara Lackey. This exhibit celebrates the strength and courage of the patients, medical professionals, researchers, caregivers, family and friends who face cancer every day, and whose images and stories serve as an inspiration to all.

You are invited to participate in the exhibit as well – personal images, stories and tributes can be shared by visiting www.unclinberger.org and clicking on the New Face Icon.