



The
Power
to Heal

**THE FUTURE
OF CANCER CARE
AT VIRTUA**



The Power to Heal

Virtua is embarking on a campaign to raise philanthropic support that will significantly transform healthcare for families in our community. One anchor of this initiative will be a new, state-of-the-art facility dedicated to comprehensive cancer care for patients in the South Jersey region.

Virtua is committed to making investments and advancements that have a profound impact on the well-being of families in our community and beyond. As the demands of cancer care shift, we know our patients need improved access to outpatient services, innovative technologies and techniques, and resources that improve quality of life during and after treatment. Virtua vows to stay ahead of the shift, ready to provide the best, most comprehensive care close to home.

To complement our steadfast commitment to patients and families, Virtua will make a substantial investment in the Penn Medicine Virtua Cancer Program and build a comprehensive cancer center in Moorestown, New Jersey. We will devote our resources to this goal, but we know we cannot reach it alone.

The healthcare landscape is changing rapidly. Insurance reimbursements are decreasing, especially for Medicaid and Medicare where only a portion of the cost for services is covered. Now, more than ever, the programs and services that make Virtua so unique need philanthropic support.

Your generous support will significantly impact Virtua's ability to provide comprehensive, world-class cancer care to the families we are privileged to serve.



Comprehensive CANCER CARE

Virtua offers comprehensive cancer care as part of the Penn Medicine Virtua Cancer program, including preventative, diagnostic, treatment, survivorship, and end of life care. An integrated team of oncology specialists delivers individualized, state-of-the-art treatment and personalized care to patients with many types of cancer.

Our program offers a wide array of cancer services and treatment in multiple locations. Interventional radiology facilities are available at all three Virtua hospitals. Patients also have access to three radiation oncology centers, and medical and surgical oncology specialists throughout the communities we serve.

Last year, more than 3,700 patients turned to Virtua for cancer care. These sons, daughters, mothers, fathers, siblings, friends, and loved ones from our community put their lives in our hands and trusted us to walk with them through their journey.

We vow to never leave their side.





Penn Medicine



C A N C E R P R O G R A M

In 2015, Virtua and Penn Medicine came together to form the Penn Medicine Virtua Cancer Program, giving South Jersey residents the very best care close to home.

Virtua's alliance with Penn Medicine provides a strong strategic clinical affiliation. Virtua is also now able to offer our patients access to clinical trials and research protocols, as well as complex and high acuity care which includes bone marrow transplants, advanced hematology and surgeries, and second opinion services.

The implementation of Penn Medicine's nationally recognized radiation oncology treatment practice standards and physician integration helps us deliver on our promise to provide the best, most comprehensive care close to home for families in our community.

Virtua is poised to make an even bigger difference for the growing number of patients who depend on it for cancer care with a new Cancer Center in Moorestown. Like many of Virtua's well-respected cancer programs, this transformative step forward to better serve communities throughout the region will require the vision and support of generous donors, who make possible so much behind the scenes and beyond the walls of the hospital.

WORLD CLASS CARE CLOSE TO HOME

- Accredited by the American College of Surgeons Commission on Cancer and the National Accreditation Program of Breast Programs.
- Received the Outstanding Achievement Award from the American College of Surgeons' Commission on Cancer from 2010-2014. **Virtua is 1 of only 10 hospitals in the nation to receive this recognition four consecutive times.**
- The 2015 CEO Cancer Gold Standard Accreditation recognizes Virtua for its dedication and commitment to employees for cancer prevention, early detection, and quality care.





The Power of GIVING

Each June, more than 50 children of cancer patients from Burlington, Camden, and Gloucester counties are taken by limo bus to Camp Oasis in Medford for a day, giving the kids a chance to have fun in the outdoors - with swimming, kayaking, sack races, archery, zip lining, and more - while their parents get a much needed break. Campers also have a chance to meet other children who share their fears and can open up about cancer with the same counselors and nurses who treat their loved ones.

"Any children who have parents diagnosed, who are going through the journey of cancer survivorship, are invited to come," says Camp Director Jackie Miller, R.N., who founded the program eight years ago. Their mothers or fathers don't even need to be treated at Virtua for them to attend. "One of our goals is to help them know they're not alone. They see other children in the same situation they're in."

“

Camp is one place you can come to forget about your troubles for a little while, and really just enjoy being outside and having a lot of fun.”

— Jackie Miller, R.N.



There are also arts-and-crafts activities focused on helping kids cope with having a parent fighting cancer or remembering a loved one, such as decorating and writing messages on pillowcases. These can open a conversation between the children and their parents about the diagnosis, as well as help children connect with each other, who often exchange phone numbers and email addresses at the end of the day.

Despite the tremendous impact of Camp Oasis on cancer patients and their families, many such support programs aren't covered by health insurance; it's fully funded by philanthropy. Children attend for free, thanks to Virtua Foundation donors, including more than 100 individuals who made donations on Giving Tuesday, Dec. 1, 2015, to support 2016 Camp Oasis. And Virtua oncology nurses like Miller — the same nurse navigators who care for the kids' parents — generously volunteer their time.

Community supporters also host special events throughout the year to raise funds for Virtua cancer programs. The Tyanna Barre O'Brien Foundation, one of Virtua's dedicated oncology supporters, has raised over \$150,000 so far for the Tyanna Barre O'Brien Breast Care Comfort Fund, largely through their signature celebration, BreastFest.

Founded by the O'Brien sisters – Anne, Megan, Bridget, Katie, and Sara -- and named in honor of their late mother, Tyanna, the fund provides resources for breast cancer education and early detection, including genetic counseling for those at a higher risk, as well as comfort items for Virtua patients in treatment.

"Our goal is patient care, and Virtua Foundation has taken the time to create programs that we can really get behind," says Sara O'Brien. "They are willing to work with us to make sure the funds we raise are allotted to the programs we believe in."

Other donations help fund LifeCare, Virtua's survivorship and palliative care program, which helps patients and



According to the American Cancer Society, exercise is not only safe and possible during and after cancer treatment, but it can improve how well patients physically function.

families reclaim their lives from the effects of cancer through post-treatment symptom management, fitness, bereavement counseling, end-of-life care, and more.

As the demand for cancer services in the region grows and changes over the next decade, Virtua must also grow and change to meet the needs of those who rely on it for support, counseling, and care – and the continued generosity of our community will be more important than ever.

**But we must
do more.**

VIRTUA CANCER CENTER in Moorestown

LAST YEAR,
**MORE THAN
3,700 PATIENTS**

TURNED TO VIRTUA
FOR CANCER CARE.

As the cancer care needs of our community change, Virtua is committed to investing in advances that meet the needs of cancer patients today and anticipates their needs in the future.

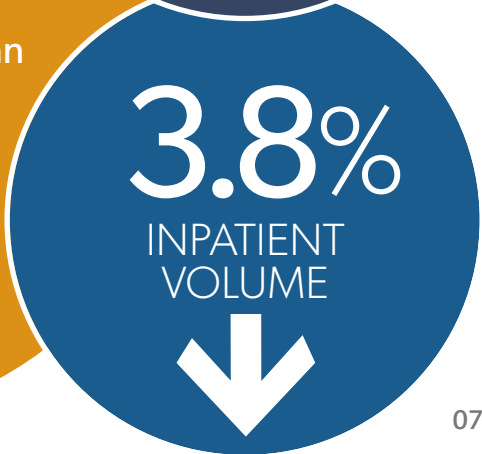
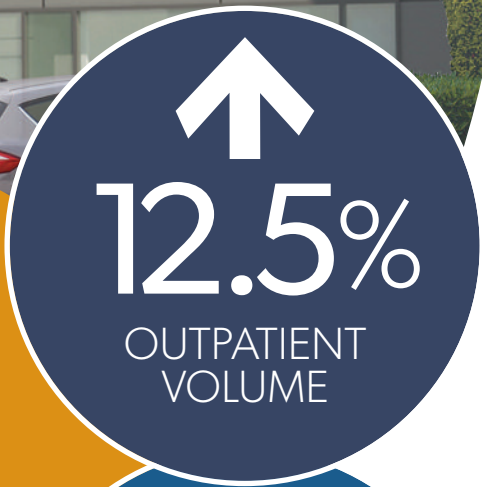
Virtua's new comprehensive Cancer Center in Moorestown, NJ, will ensure residents from across South Jersey have easier access, best practices, state-of-the-art technologies, and the comfort and support they need throughout their journey.

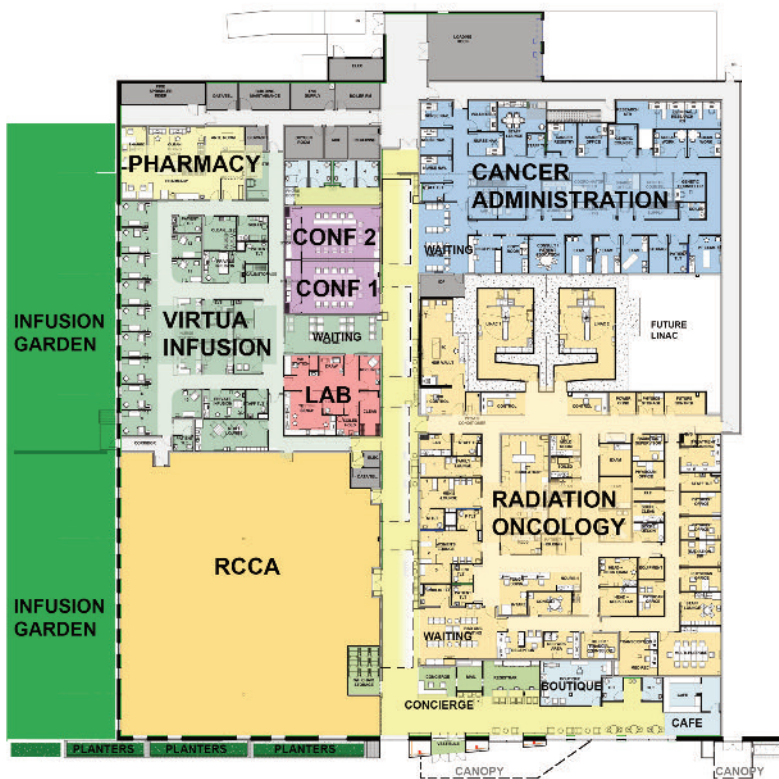




VIRTUA CANCER CENTER

The demand for cancer services in our region will grow and change over the next decade. Now more than ever, comprehensive outpatient services are vital for the community.





THE NEED

Virtua Memorial Hospital in Mount Holly has been Burlington County's dedicated inpatient care facility for more than 135 years. Today, the facility continues its long legacy of healing families and providing top quality care; however, expansions and renovations to the aging hospital have reached their limit, and our cancer patients need more resources than the present facility can accommodate.

Minimally invasive technologies that expand treatment options will drive a dynamic shift in care, making technology investments paramount. We also anticipate strong growth in survivorship programs. Virtua is committed to continuing to provide a full range of support services to its patients before, during, and after their cancer treatments to assist them through their journey and enhance their overall quality of life.

The demand for expanded treatment options, increased access to outpatient services, and ample survivorship and palliative support make a comprehensive continuum of cancer care at Virtua critical for our community. The new Cancer Center will help us meet these needs and much more.

The new Cancer Center will be located in Moorestown to ensure our patients and families have access to a comprehensive suite of services in one central, convenient, and state-of-the-art facility.

They will have easy access to all of the cancer care now available at Virtua Memorial and more:

- Radiation therapy (two linear accelerator treatment machines, high dose brachytherapy suite, and a CT simulator)
- Oncology support services, including navigation and social work services
- Stereotactic Radio Surgery (SRS), a radiation technology that precisely targets tumors, minimizes a patient's exposure to radiation, and preserves tissue surrounding the site of the tumor.
- A cancer boutique to help women going through treatment look and feel their best
- Genetics high risk program
- Clinical research
- LifeCare Clinic
- Cancer registry and cancer conferences
- Educational and support group space
- Pharmacy
- Lab
- Infusion centers

Input from cancer survivors was integrated into the plans for the new Cancer Center. The facility was designed with their needs in mind and includes details that will provide our patients with a comfortable and welcoming environment for privacy, support, counseling and care.

The open floor plan and clean design allow for an abundance of natural light and views of trees and gardens surrounding the building. In each treatment area, patients will be able to control their own environment with individual temperature and light controls.



You have the **Power** *to* **Heal**

Your support will sustain Virtua's role as a leading provider of comprehensive cancer care in South Jersey. We know our patients need expanded access to outpatient services, innovative technologies and techniques, and resources that improve quality of life during and after treatment.

Donations to the campaign for the new Cancer Center in Moorestown will enable us to meet the growing needs of the patients and families we serve today, and for generations to come, and have a tremendous impact on patient care. Our key priorities, which rely on the support of our generous donor community, include:

The Cancer Center at Virtua

Gifts to Virtua Foundation in support of the new Cancer Center in Moorestown will provide the programmatic and capital support needed to build the center and support the essential programs and services that mean the most to our patients and their families. It will help fund these services offered throughout the system, including the Center:

- Infusion
- Radiation therapy
- Breast and advanced oncologic reconstruction
- Genetics high risk program
- Community high risk lung screening program
- Oncology nurse navigation services
- Clinical research
- LifeCare Clinic
- Cancer registry and cancer conferences
- Cancer Survivorship services

As we reach toward our long-term goals, Virtua also has identified these areas of growth with the greatest impact on patient care:

Expand the Community High Risk Lung Screening program across Virtua's continuum of care to give patients greater access and increase their chances of early detection and survival. More lung cancer cases will occur among Baby Boomers with a smoking history. This is one of the deadliest cancers but when caught early, chances of survival greatly increase.

Radiation Oncology: Virtua is committed to providing the very latest in state-of-the-art radiation technologies that give our patients the most effective, pinpoint precision treatment options by treating the cancer or tumor but sparing healthy tissue. To stay ahead of the curve, Virtua will continue to make investments in equipment and clinical expertise that will ensure the best possible outcomes. Philanthropic resources help us to offer



today's cutting-edge technologies and treatment options, while also planning for the future of care.

Expand and enhance Cancer Survivorship services so all patients are offered care management that helps them attain optimal quality of life during and after treatment. Cancer survival rates will increase and are expected to grow steadily over the next decade.

Cancer Boutique: One of the most difficult things cancer patients may have to deal with is losing their hair. The new Cancer Center will house a Cancer Boutique that will offer patients complimentary services, such as wigs and scarves, to help them feel good about how they look as they undergo treatment. The Boutique will be staffed by experts from Rizzieri Salons who will work with patients directly in a private, calming setting. All services will be offered free of charge.

Breast cancer awareness and support: the Penn Medicine Virtua Cancer Program provides breast cancer patients with advanced treatment options and personalized support services that help ease the journey from diagnosis to survival. While medical care is delivered by some of the region's top oncology physicians, extra comfort and support for patients and their families are often made possible through gifts to Virtua Foundation. Your gift can provide transportation to appointments; new, advanced technology; prescription assistance; wigs, scarves, and pillows; Virtua's Camp Oasis (see page 4), genetic counseling; nurse navigators; durable medical goods; and so much more.

A vertical photograph on the right side of the page shows a person from the back, wearing a pink shirt, using a piece of gym equipment. The background is a bright yellow wall.

You have the **Power** *to* **Heal**

Your support will have a significant impact on Virtua's ability to provide extraordinary care and ensure the continual progress and innovation of our cancer program. Families from across Southern New Jersey will benefit from easy access to the very best cancer treatments, giving hope and healing to so many. With your help, we can continue to pioneer our model of family-centered care and preserve life for our community, family, and friends battling cancer.

Generous gifts and partnerships have a tremendous impact on Virtua's ability to provide each patient and their family with an outstanding experience while ensuring the highest quality of healthcare for the community. Every donation makes a profound difference for the families who seek care at Virtua, and donors may direct their gifts to the services that mean the most to them. There are a variety of giving opportunities that can help you maximize your family's philanthropic goals. As you consider your gift to Virtua Foundation, please know that it may be pledged over a period of time, through diverse financial vehicles including stock, cash, estate and life insurance commitments. No matter how you choose to give, you have the power to change lives every day, now and for future generations.

To learn more about our plans for the new Cancer Center at Moorestown and how you can help, please contact Virtua Foundation at 856-355-0830 or vhf@virtua.org.



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foundation.virtua.org

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