

BEYOND *cancer*

SENTARA BROCK CANCER CENTER



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When people come

TOGETHER



they find solutions. That's why we've created a destination for hope and healing delivered by a team of the region's most experienced caregivers all in one place.

Cancer touches every member of our community



HOWARD KERN
PRESIDENT AND
CHIEF EXECUTIVE OFFICER
SENTARA HEALTHCARE

Our experiences with cancer are as diverse as our community. Mine has been shaped by experiencing cancer as a caretaker of loved ones and as a witness to how this deadly disease disproportionately affects some more than others.

The Sentara Brock Cancer Center is a location for our cancer specialists and providers to better coordinate their care as well as a level of care and support for patients that we have not been able to previously provide in our community. Our Cancer Center is focused on the entire person's holistic needs —

everything from their desire for advanced genetic testing to an eagerness for wellness education. It is an anchor for cancer prevention, treatment, and support, serving the needs of patients and their loved ones. Alongside our community partners, we are closing the gaps in cancer care across the region. Our Cancer Center drives innovation and improves outcomes. Together in one center, our community is able to act faster, think bigger, and be bolder in creating a destination for a future beyond cancer.

Sentara has a long history of listening to and serving our community. We are boldly committed to providing a national standard of excellence in care. Our Cancer Center exists to meet the community's need and exceed their care expectations. This center now serves as the catalyst in creating a new model for cancer care while strengthening our existing Sentara Cancer Network.

Please join us in building this vital resource for our region.



“If you’ve been diagnosed with cancer, like I have, or love someone who has been, you know it’s a new age. There are so many treatment options. I knew I would make it. I just put one foot in front of the other. I’m living proof that it worked. Now, it’s time for our community to take another big step forward to treat future survivors.”

JO, BREAST CANCER SURVIVOR





“I heard that dreaded phrase, ‘You have cancer,’ so I know how vital it is to have a comprehensive solution that treats the person as well as the disease. Our community needs a holistic approach to preventing and treating cancer, as well as improving cancer care. I’m confident that the Sentara Brock Cancer Center will be a force turning that vision into a reality for Hampton Roads.”

JOAN BROCK,
CANCER SURVIVOR

In their lifetime,

1 OUT OF 2

adults will hear
the words,
“You have cancer.”

**The new center
is a one-stop
home for healing.**





CHANGING THE LANDSCAPE

Together we can do anything

Together we can do anything. That's why we've united with an ambitious vision for healing — delivered by a team of the region's most experienced caregivers — all in one place.

With the community, we've built an innovative, comprehensive center that is transforming treatment for cancer patients and their families. The Sentara Brock Cancer Center is a \$93.5 million, 253,000-square-foot home unifying care and recovery.

Cancer is not only a devastating disease; it's a daily disruptor. The Sentara Brock Cancer Center is a one-stop home for healing, delivered by a collaborative team of caregivers. No longer do

patients struggle to travel from one appointment to another throughout the region for key services.

Here, patients and their families will benefit from the most recent advancements in treatment. Here, they will find everything from radiation oncology to wellness classes to support groups.

By bringing together multiple specialists across disciplines, our Cancer Center can provide personalized, advanced treatment and create a new paradigm for cancer care in our community.

COMMUNITY IMPACT

A Critical Need

The number of Americans diagnosed with cancer is expected to increase over 36 percent by 2030. By then, more than 22 million Americans will be cancer survivors with diverse, ongoing needs. In Virginia, cancer has leaped past heart disease as the leading cause of death.

More than 45,000 Virginians were diagnosed with cancer in 2019. Throughout Hampton Roads, diagnoses of breast cancer, colorectal cancer, lung cancer, and prostate cancer are significantly higher than the state average.

Every year, more than 10,000 people in our community hear the words, “You have cancer.” We need to change the stories behind those numbers.

Dramatic breakthroughs in treatment and early detection have increased the survival rates for all cancers by more than 25 percent in the last two decades. That means more time with loved ones, but also a journey with continuing challenges.

Living beyond cancer means adjusting to a new normal, physically and emotionally. What’s next? Together at our Cancer Center, we are developing the right answers for every individual.





MORE THAN

10,000

new patients are
diagnosed and treated
by the Sentara Cancer
Network every year.



Hampton Roads has
some of the highest
incidence and mortalities
in Virginia for a number
of cancers including
lung, breast, prostate,
and **colorectal.**

“Over the last 30 years, we
have made extraordinary
progress, bringing new hope
to patients who hear those
words, ‘You have cancer.’ By
bringing specialists from multiple
disciplines — not just doctors, but
support group leaders, dietitians,
wellness educators, and others —
we will create a higher level of care
to help us deliver the best outcomes
for patients in our community. I can’t
wait to get to work on this project.”



DR. TOM ALBERICO,
MEDICAL ONCOLOGIST, VIRGINIA
ONCOLOGY ASSOCIATES
CHAIR, SENTARA CANCER
NETWORK

An Experience Reimagined

Cancer can be
overwhelming.
Receiving care
should not be.

**The Sentara Brock
Cancer Center
promises a
solution.**

EXCEPTIONAL CARE FOR ALL

The Sentara Brock Cancer Center has brought together its partners from Virginia Oncology Associates and the Eastern Virginia Medical School to create a treatment team bigger than the sum of its parts, a network providing the most advanced comprehensive care for patients. By creating a home for the top cancer caregivers in the region, we are:

- Nurturing and enhancing multidisciplinary collaboration among the region's specialists
- Driving research by expanding access to clinical trials exploring breakthrough treatments
- Creating a home-field advantage by offering advanced, convenient cancer care right here, not hundreds of miles away

**UNIFIED
SERVICES FOR
THE WHOLE
PERSON**

Cancer challenges the entire family. The Cancer Center is a haven for those to share their journey from diagnosis to treatment to living beyond cancer. No longer will they wonder what's next. Here in one place, they'll find a range of services including:

- Patient navigation
- Support groups
- A beauty boutique
- Wellness classes
- Patient and caregiver education



COMMUNITY OUTREACH TO SAVE LIVES

Early detection saves lives. Some of the most regularly diagnosed cancers, like breast, cervical, and skin cancers, are also some of the most preventable. Screening can prevent cancer by finding and treating lesions before

they become cancerous or by detecting cancers at an early stage when treatment is most effective. More than 90 percent of patients diagnosed with breast, colorectal, and ovarian cancer survive at least five years if cancer is detected early.

Working together with community partners, our Cancer Center is expanding our outreach and education efforts. We are:

- Expanding access to early detection, prevention, and education programs
- Partnering with community organizations to increase access to services
- Targeting underserved communities by creating new programs and services





Timely, Compassionate Care

When Clayres Johnson was diagnosed with breast cancer, she had no idea what a marathon it would become. Suddenly, she had not one doctor, but three — a surgeon, a medical oncologist, and a radiation oncologist. Over the course of her year in treatment, she made nearly 70 trips to offices in Norfolk, Suffolk, and Virginia Beach while caring for a 14-year-old, a two-year-

old, and a one-year-old. She experienced firsthand the stress of a diagnosis followed by an exhausting schedule traveling to treatments and office visits.

As an oncology nurse navigator at Sentara, she pairs with women from the time they're diagnosed with breast cancer until their treatment ends.

“It can just be overwhelming. Having everything in the same place is so incredible, such an opportunity for our patients. It’s an anchor for them, one less stress. The Cancer Center is an incredible endeavor. I’m super excited to be a part of it.”

CLAYRES JOHNSON, NURSE NAVIGATOR AND BREAST CANCER SURVIVOR



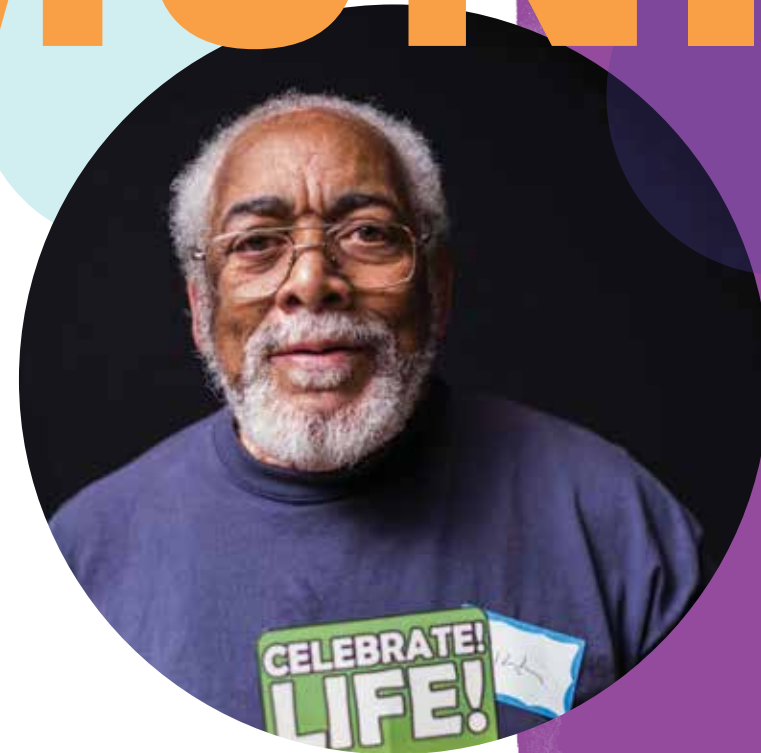
The Power of our

COMMUNITY

Transforming cancer care in Hampton Roads requires more than a dedicated team of caregivers. It will take an entire community, our community, to make the Sentara Brock Cancer Center a destination for hope.

This \$93.5 million investment in the health and wellbeing of our region — the first of its kind — is providing services heretofore unavailable, such as:

- Biorepository
- Chemotherapy prevention and enhanced early detection programs
- A collaborative, Sentara Medical Group & EVMS outpatient supportive care medicine center
- High-risk breast center
- Integrative and restorative therapies center
- Lymphedema therapy
- Health disparities research
- Peer mentoring program
- Survivorship center



TV



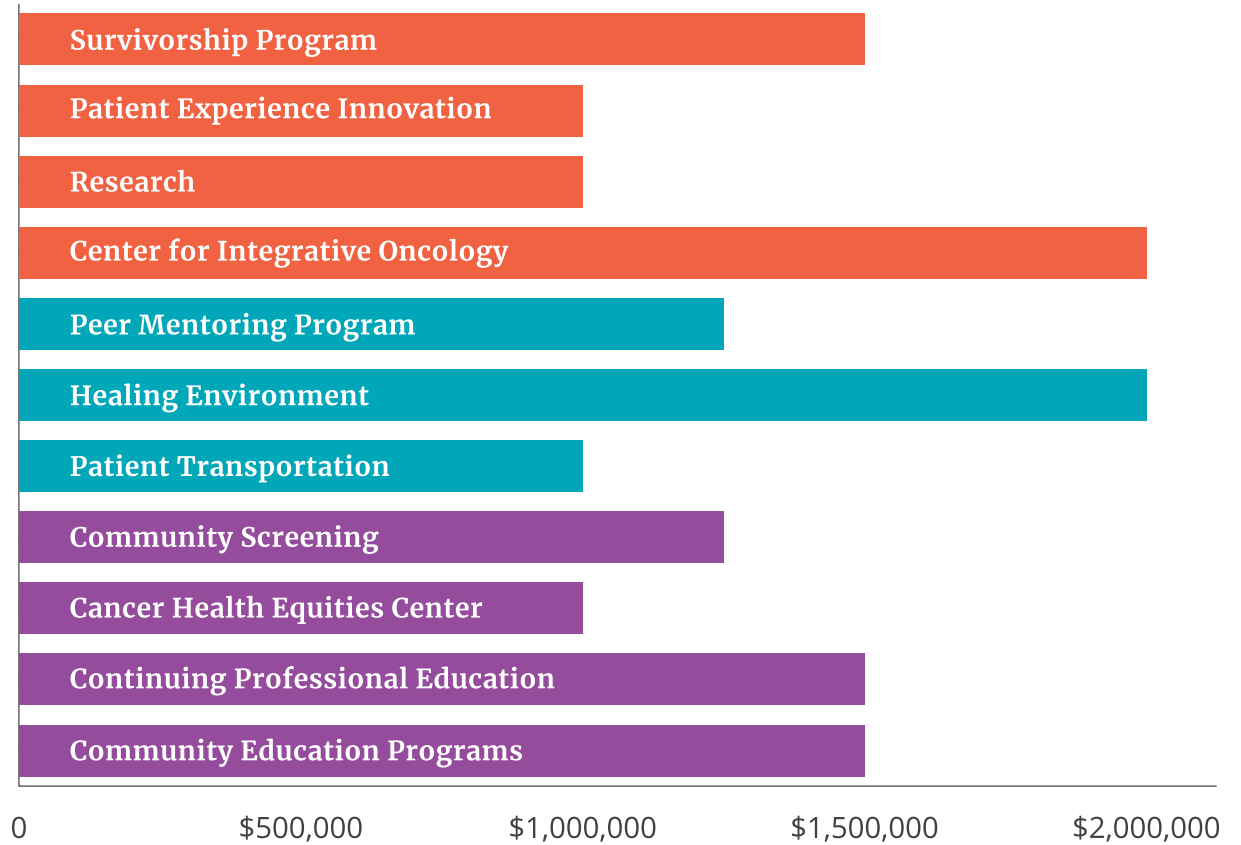
Providing these critical services requires community engagement at a whole new level.

Your commitment to this destination for hope is an investment that will echo across generations and change lives throughout Hampton Roads.

Together, we will do something more than erect a building. We will create an enduring symbol of hope and recovery. Join us.



Where are the needs?





IMPROVING PATIENT OUTCOMES

- **Survivorship Program**
Clinic for long-term follow-up care: counseling, care, education, research
- **Patient Experience Innovation**
IT solutions and new multidisciplinary programs that coordinate & enhance patient experience
- **Research**
Disease site-specific trials, survivorship & patient-reported outcomes research
- **Center for Integrative Oncology**
Holistic care: reiki, acupuncture, massage, exercise classes

ENHANCING PATIENT EXPERIENCE

- **Peer Mentoring Program**
Connecting survivors and patients
- **Healing Environment**
Creating a healing environment through the arts, healing garden, and more
- **Patient Transportation**
Resources to support patients' travel to and from appointments

EXPANDING COMMUNITY RESOURCES

- **Community Screening**
Increase frequency and capabilities for screening in the community
- **Cancer Health Equities Center**
Research, analyses, new programs & communications
- **Continuing Professional Education**
Speakers, marketing, and operational costs of professional education events
- **Community Education Programs**
Educational offerings for patients, caregivers, and community

IMPROVING PATIENT OUTCOMES	\$5,500,000
ENHANCING PATIENT EXPERIENCE	\$4,250,000
EXPANDING COMMUNITY RESOURCES	\$5,250,000
CANCER CENTER INITIAL COMMUNITY INVESTMENT	\$15,000,000

LEADERSHIP CABINET

Howard Kern
*Sentara Healthcare
President & CEO*

Eric Coble, CPA
Campaign Co-Chair

Robert Fort
Campaign Co-Chair

Thomas Alberico, M.D.

Yvonne T. Allmond

Joan P. Brock

Jack Ezzell, Jr.

Edward George, M.D.

Henry U. Harris, III

John Malbon

Vincent Mastracco, Jr.

Cheryl P. McLeskey

Gil Minor, III

L. Allan Parrott, Jr.

As cancer survivors ourselves, we are honored to serve as co-chairs of the Beyond Cancer campaign. It is for our families, friends and lost loved ones that we have stepped forward to support this important advancement in how we care for those in our community suffering with cancer. We believe that the new center can serve as a central symbol of hope for cancer patients and their families in Hampton Roads.



< **ERIC COBLE**
CO-CHAIR



BOB FORT >
CO-CHAIR

Hope, along with timely, compassionate care, is essential when a family deals with a cancer diagnosis. We know this firsthand. For this reason, we have personally invested our time and resources to this campaign's success, and we invite the entire community to step forward with us.



For more information, please contact
the Beyond Cancer Foundation:

757-455-7976 or Foundation@Sentara.com





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SentaraBrockCancerCenter.com