



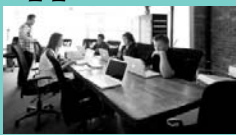
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● WINTER | ● 2011

Cancer Care Initiative *newsletter*

The Cancer Care Initiative (CCI) is managed by the Progressive Health Center (PHC) at Swedish Medical Center in Englewood, Colorado, and provides patients with access to complementary medical resources not generally covered by healthcare insurance programs.

LeeReedy Donates Support to CCI



Luke Wyckoff, CVO of Social Media Energy and a PHC Board member, enlisted the support of the company *LeeReedy* to help CCI create an identity, a brand, and a marketing plan to move CCI forward and reach more people and groups in the community through awareness, education and ways to get involved.

LeeReedy provides clients with a program of translating brand positioning and strategies into online and offline marketing programs that are specific to what the client is trying to communicate. What can we say to get people and organizations to want to partner with us, and put our program into action?

On November 16, *LeeReedy* gave a presentation to CCI about the results of a prior meeting on this issue with the CCI Executive Committee. The purpose was to present the ideas that were agreed upon at the prior meeting, and to solicit suggestions and comments from the CCI community at large.

The hope is to create a framework that will help raise money, and make CCI a leader in cancer care.



CCI Raises \$10K through Colorado Gives Day

The Community First Foundation and FirstBank once again sponsored the *Colorado Gives Day 2011* on December 6, allowing donors to give to local charities thru the GivingFirst.org website. The goal is to make local charity donations an easier and more informed experience.

CCI raised more than \$10K, and PHC took in over \$21K, not including some matching gifts, using this resource. PHC also won an additional \$5,000 for having the Largest Percent Increase in Dollars over *Colorado Gives Day 2010*. PHC donated \$2500 of its proceeds to CCI.



PHC Celebrates 5-Year Anniversary

The Progressive Health Center (PHC), which manages CCI, celebrated its 5-year anniversary with an Open House in the afternoon on December 2, 2011. Food and beverages were provided for the event which was held at their offices in the Swedish Medical Center in Englewood, Colorado. Numerous supporters and staff attended the celebration.



CCI: Bridging The Gap

CCI provides support to patients by offering complementary and alternative medical resources that integrate with traditional medical treatments, to help patients successfully treat cancer.

Such resources include nutrition counseling, Acupuncture, Patient Navigation, and Pain Management.

CCI thus bridges the gap between Traditional and Complementary medicine.

Newsletter Staff
Cherri LaMarr / Don Herzog



COACH'S CORNER EVENTS

George Karl is helping to raise funds for CCI through a program called **The Coach's Corner**. Several fund-raising events were held recently.

September 22, 2011

Hosts - Michael Miller & Diane Henshall



Michael Miller and Diane Henshall hosted a fund raising event at their beautiful home in downtown Denver. The event was very well attended, and a number of items were put up

for silent auction, including a gift certificate for the **Root Down** restaurant, **Denver Nuggets** tickets, a wellness package which included two therapy sessions, and an **Opus One** bottle of red wine. The auction raised \$780. George Karl spoke to the group about the importance of recruiting volunteers for the CCI effort, and Dr. Lilly Klancar talked to the group about the structure and activities of CCI as well.

December 6, 2011

Hosts - Merle's Restaurant & George Karl



George Karl, Head Coach of the Denver Nuggets, participated in a CCI fund raising event at Merle's restaurant in Littleton on December 6, 2011. The event was coordinated with *Colorado Gives Day* sponsored by FirstBank and Community

First Foundation. Coach Karl was there signing autographs, occasionally tending bar for the customers, and giving out memorabilia to fans in support of a great cause. Merle's restaurant donated 10% of its proceeds for the evening to CCI.

Other News ...

Other News ...

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Other News ...

Dr. Klancar Attends Integrative Oncology Conference



Dr. Lilly Klancar, a founding member of CCI, attended the Eighth International Conference of the Society of Integrative Oncology (SIO) in Cleveland, Ohio during the week of November 9-12. SIO is a non-profit, multi-disciplinary organization dedicated to the study and facilitation of cancer treatment and the recovery process through integrated therapeutic options. (<http://www.integrativeonc.org/>)

The emphasis of the Conference was on cancer prevention and the nutritional and life style modification aspects of cancer prevention. Studies show, for example, that obesity is closely linked to breast and uterine cancer, and that exercise can greatly reduce the risk of developing breast, uterine, colon and prostate cancer.

Another interesting finding was presented on chrono-chemotherapy. There is a *circadian rhythm* to the resting and dividing phases of cells in the body. Since cancer cells divide more rapidly than normal cells, chemotherapy has been found to be more effective and less toxic when given during the resting phase of normal cells.



Care Coordinator Joins Progressive Health Center

The Progressive Health Center (PHC) has the good fortune to announce the addition of a Care Coordinator to its current staff.

Jana Tompkins is a graduate of the Harold P. Freeman Institute of Patient Navigation Program and the Colorado Patient Navigation Program, Level 1 with ongoing Level II education. In 2000, Jana was diagnosed with breast cancer, and is now committed to helping others navigate the often overwhelming task of surviving and living after a difficult diagnosis. She works to educate and empower the patient to be an active participant in his or her own healing, and works with the patient's entire healthcare team to facilitate good communication between the patient and his or her healers, with the ultimate goal of optimal healing.



What is Integrative Medicine?

The Cancer Care Initiative (CCI) is about providing, in addition to traditional medical procedures, complementary and alternative medical (CAM) resources that have been shown to be effective, and assist patients in the treatment and recovery from cancer. Such resources include acupuncture, massage therapy, pain management, and patient navigation (guiding patients through the maze of cancer treatment procedures). The combination of traditional and CAM therapies is known as **Integrative Medicine**. While Traditional medicine focuses on a patient's specific disease or malady, Integrative medicine tries to address each person's unique set of biological, behavioral, psychosocial and environmental circumstances. It seeks to treat the whole person, including their body, mind, spirit, and lifestyle. Integrative medicine also focuses on prevention and the development of healthy skills for effective self-care that patients can use throughout their lives.