

Beverly Hills Cancer Center
Upcoming Events

FREE Cancer Screening Tests

Prostate and Colon Cancer

Sunday	August 8, 2010	10 - 2 pm
Every Wed	April – June, 1010	2 - 4 pm

Please call to schedule an appointment: (310) 432-8902



Beverly Hills Cancer Center

State of the Art Medicine - State of Mind Healing

8900 Wilshire Boulevard, Beverly Hills, CA 90211

Phone: (310) 432-8900 • (800) TO-HEALTH • Fax: (310) 432-8901 • www.BHCancerCenter.com

**“Prevention
can save
lives”**

Please tell your
family and friends
about the

**FREE CANCER
SCREENING**

program at the
Beverly Hills Cancer
Center.



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2010

Summer Issue

**BEVERLY HILLS CANCER CENTER
NEWSLETTER**

**FACILITY
HIGHLIGHTS**

World Class Cancer
Specialists & Services
All In One Location

Innovative Radiation
Therapy Center

- IMRT
- Image Guided Radiation (IGRT)
- Stereotactic Radiation
- SBRT body

Chemotherapy Infusion
Area & Laboratory

- Naturally lighting
- Personal Entertainment
- Private Rooms

State of the Art Imaging
Facility

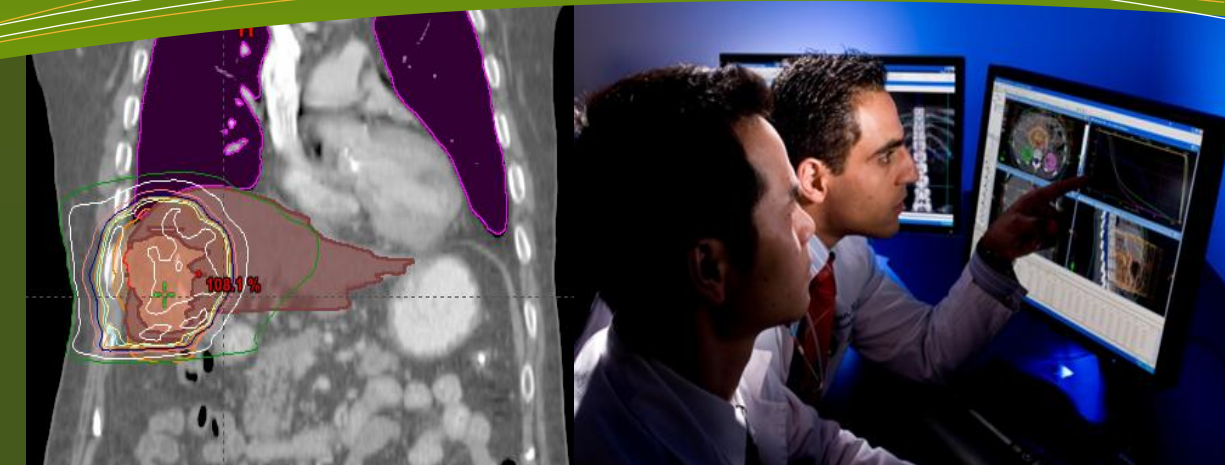
- CAT Scan
- MRI
- PET/CT
- BONE SCAN

Integrative Medicine &
Wellness Services

- Nutrition
- Psychotherapy
- Chinese Medicine
- Massage/Acupuncture

8900 Wilshire Boulevard
Beverly Hills, CA.90211

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Quality Care at Beverly Hills Cancer Center
New Technology: **Focal Tumor Ablation with Stereotactic
Radiation Therapy (SBRT)**

Radiation therapy treatments are often an integral part of the care of patients with cancer. External beam radiation is a non – invasive treatment that uses high energy beams to ablate and eliminate cancer cells. Radiation is often used in combination with surgery and chemotherapy for virtually all types of cancer. New advances in the field of radiation therapy have provided doctors with a powerful new tool in treating cancer: **Stereotactic Body Radiation Therapy (SBRT)**. This new technology uses high precision, stereotactic technology to deliver radiation therapy with pinpoint accuracy to tumors located anywhere in the body. Such advancement in the accuracy of delivering radiation treatments allows higher doses of ablative radiation to be delivered to the target, thus potentially improving the likelihood of killing cancer cells of a tumor. The precision of these highly-focused beams of radiation not only maximizes the dose of radiation to the tumor, but, it also helps minimize the dose of radiation to normal tissues and organs around the tumor, thus helping to reduce potential side effects for

patients. This new technology has opened a door for many patients to new treatments that were previously not available to them. “I am pleased to offer my patients a new treatment option that didn’t exist only a few years ago” says Dr. Ari Gabayan, radiation oncology specialist at Beverly Hills Cancer Center. “SBRT allows me to treat patients in new and exciting ways.” SBRT is now being used to treat patients curatively, such as in early stage lung cancer, or, for patients with limited metastatic disease, such as in the spine or liver. Dr. Ari Gabayan points to numerous examples where patients avoided either surgery or other high risk invasive procedures and instead were treated with stereotactic radiation therapy. For example, some patients with lung cancer can now be treated with SBRT directed at the tumor in the lung as opposed to undergoing surgery to remove the tumor and entire lobe of the lung, which is standard surgery for lung cancers. SBRT can be an effective and safe alternative to surgery with few risks.

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Quality Care at Beverly Hills Cancer Center

SBRT- Cont. from Page 1

Dr. Ari Gabayan notes that “these are treatment options that we never were able to consider before SBRT came along.” Not only has SBRT technology helped avoid surgery in many patients, but, it has also allowed many patients to be re-treated with radiation, a task previously not possible. With SBRT, radiation oncology physicians have a powerful new tool at their disposal. Dr. Ari Gabayan says that the availability of “SBRT has really opened up new treatment avenues for many patients. Before SBRT came



along, I often had to tell patients that there was nothing else that we could do if they had already received radiation previously. With SBRT technology, this paradigm is changing and we can often retreat patients to the same body part. In combination with newer chemotherapy treatments, I think that we are really doing a much better job treating patients.” SBRT is a new technology available only at a limited number of institutions, such as Beverly Hills Cancer Center. For more information about SBRT, please call (310) 432-8900 to speak with a physician.



Nader Javadi, MD
Oncology & Hematology

Beverly Hills Cancer Center is pleased to announce that Dr. Nader Javadi has joined the team in the fight against cancer. Dr. Javadi graduated among the top 10 medical students in his class. He subsequently completed his residency program in Internal Medicine at Cleveland Clinic Health system. His passion for treating cancer led him to a fellowship program at St. Louis University Hospital and Cancer Center. Dr. Javadi is triple board certified in Internal Medicine, Oncology and Hematology. He is an active member of the American Society of Clinical Oncology and the American Society of Hematology.

Throughout his career, Dr. Javadi has been involved in many basic science and clinical research projects and has published articles in prestigious medical journals. Following his fellowship training, he worked for two years as a clinical assistant professor at UC Irvine Medical Center. He subsequently worked in private practice where for the last 9 years he has developed an expertise and

Dr. Nader Javadi Joins the Team at Beverly Hills Cancer Center

niche in the treatment of prostate cancer, which is the most common cancer in men. His passion for teaching has led him to numerous lectures and speaking engagements regarding cancer therapy and new therapeutics. Further, through his research and clinical experience, Dr. Javadi strives to incorporate cutting edge, innovative therapies in the care of all of his patients to improve care and treatment results. Through his work, Dr. Javadi has been among the pioneers in the treatment of prostate cancer, particularly for combined modality therapies using targeted and anti-angiogenic treatments combined with systemic chemotherapy.

Because of his clinical experience and expertise in the treatment of prostate cancer, Dr. Javadi has developed a national and international practice. “I am excited to be here at the Beverly Hills Cancer Center”, says Dr. Javadi, “this is a unique place where my patients have access to the latest treatments and state-of-the art technology, this really allows me to take my patient’s treatments to the next level.”



PET/CT: An Essential Diagnostic Tool for Cancer Patients

Diagnostic imaging is an integral part of the care for any patient with cancer. It allows physicians to look “into” a patient’s body and vital organs with better detail than ever before. For many years oncologists relied on CT and MRI images for detailed anatomy. Although excellent for determining sizes and shapes of suspicious nodules and tumors, CT and MRI do not tell you about the activity within a nodule or tumor. Advancements in diagnostic imaging has led to a new era with the emergence of PET/CT scans, which have become a useful tool for diagnosing, staging, and assessing treatment response in patients with cancer. By giving fused images with both anatomy and functional and metabolic activity, oncologists can use this information to make better decisions in treating patients. For example, by monitoring activity within a tumor instead of relying on size of the tumor, oncologists can better determine whether or not a patient’s tumor is responding to chemotherapy. Radiation Oncologists can use PET/CT to better tailor radiation fields—reaching all the cancer cells while avoiding damage to the surrounding healthy tissue. Surgeons often use PET/CT to pinpoint exactly where to perform a biopsy or surgical excision. Beverly Hills Cancer Center has the latest technology for PET/CT scans and is proud to be accredited by the American College of Radiology (ACR).



PET/CT



CT Scan



PET/CT Scan

The CT image (left) shows a nodule in the left lung. The combined CT and PET image (right) reveals the metabolic activity of that nodule, as well as its precise location in the lung. The fused image helps physicians with diagnosing and staging patients, as well as tailoring the treatment plan.

This Quarter’s Staff Highlight

Dennis Wattanabe, B.S., M.T. Lab Manager

Dennis graduated *cum laude* with a BS in Biochemistry at the University of California, Los Angeles. He was trained at Cedars Sinai Medical Center in the Department of Pathology and Laboratory Medicine and worked his way up to Laboratory Head at Cedars Sinai Cancer Center Institute. Dennis joined Beverly Hills Cancer Center with more than 10 years of laboratory management experience.



He has given numerous lectures, seminars and workshops at different state universities and has received numerous awards and recognitions in the field of laboratory medicine. Because of his extraordinary hard work and meticulous skills, The Beverly Hills Cancer Center laboratory recently received a prestigious award from COLA – the Highest Commendation for Laboratory Excellence in 2008-2009, one of only five in the country!

Research & Clinical Trials Update

Beverly Hills Cancer Center remains committed to research and to providing it’s patients with the latest treatment options, including a variety of Clinical Trials.

The newest trial to open at BHCC is for patients with HER-2 positive, metastatic breast cancer:

“A Randomised Phase III Trial of BIBW 2992 and Vinorelbine versus Trastuzumab and Vinorelbine in Patients with Metastatic HER-2-Overexpressing Breast Cancer Failing One Prior Trastuzumab Treatment.”

New trials are constantly becoming available for a variety of patients, including new treatments for breast, prostate, colon, liver, ovarian, lymphoma, lung and a variety of other types of malignancies.

If you think you or a loved one would be interested in a clinical trial, please contact Beverly Hills Cancer Center to see one of our physicians to determine if a clinical trial is appropriate for you.

BHCC Research and Clinical Trial Department

310-432-8900