





//The Midwest Cancer Alliance is key to fulfilling the University of Kansas Cancer Center's vision of keeping patients close to home while providing them access to advanced cancer care.

Roy A. Jensen, MD, Director,
University of Kansas Cancer Center

WHO WE ARE

OVERVIEW//

The MCA is a membership-based organization bringing cancer research, care, and support professionals together to advance the quality and reach of cancer prevention, early detection, treatment, and survivorship in the Heartland. The MCA links the University of Kansas Cancer Center with the hospitals, physicians, nurses, and patients battling cancer throughout Kansas and western Missouri. The alliance advances access to cutting-edge clinical trials as well as professional education, networking, and outreach opportunities.

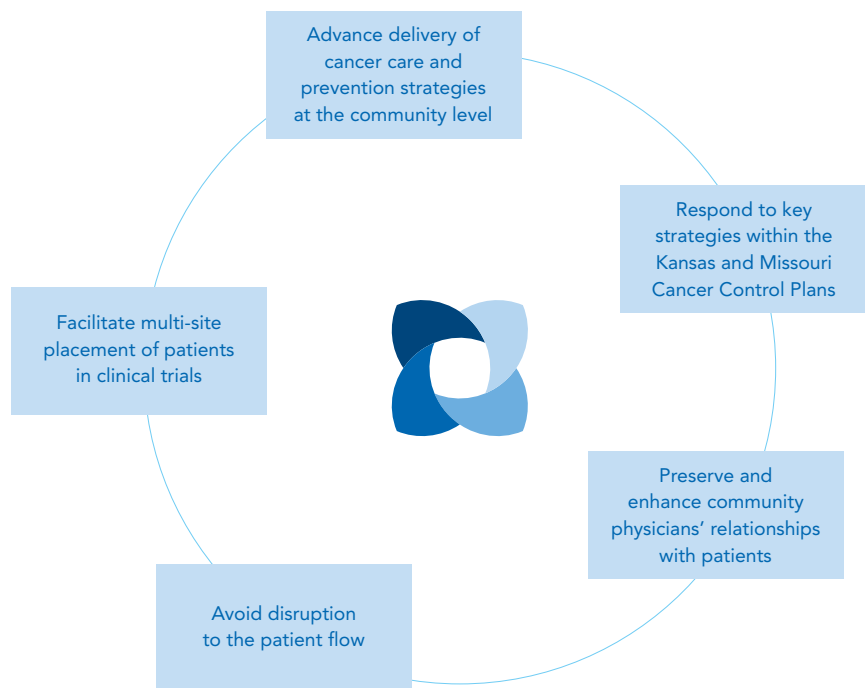
PURPOSE//

- Provide strong support to community oncologists and cancer care professionals to keep patients close to home
- Enhance cancer care for patients across the region
- Promote network access to:
 - Innovative, investigator-initiated clinical trials
 - Newly developed targeted diagnostics, therapies, prevention and survivorship strategies
 - Continuing professional education opportunities

The state of Kansas recognizes the importance of building a comprehensive cancer center in the region. Since July 2006, Kansas has generously supported the University of Kansas Cancer Center with a \$5 million appropriation per year.

PRINCIPLES//

The Midwest Cancer Alliance strengthens the link from the University of Kansas Cancer Center's research laboratories to community-based oncologists and cancer care professionals across Kansas and western Missouri. The MCA was built on five key principles that focus on facilitating collaboration between academic cancer researchers and community-based physicians and nurses and advancing the care patients receive close to home.



As part of its commitment to serving the state, the University of Kansas Cancer Center allocates a portion of the annual \$5 million Kansas appropriation to the Midwest Cancer Alliance to provide a match for membership fees for Kansas members, enhance the clinical trials infrastructure, and deliver outreach and education programs.

UNIVERSITY OF KANSAS CANCER CENTER//

The University of Kansas Cancer Center is a tri-campus initiative of the University of Kansas — Kansas City, Lawrence, and Wichita. The University's number one priority is to build a world-class comprehensive cancer center worthy of designation by the National Cancer Institute (NCI) within the next decade. NCI designation is considered the gold-standard for cancer research programs at academic medical centers.



The University of Kansas Cancer Center created the Midwest Cancer Alliance as part of its "community-based approach". Mirroring the recommendations of the President's Cancer Panel and the U.S. Department of Health and Human Services Healthy People 2010 initiative, this community-based approach enables patients and their physicians to access the latest discoveries in cancer research closer to home. The University of Kansas Cancer Center works in concert with community-based oncology professionals and the Kansas and Missouri Cancer Control Plans via the Midwest Cancer Alliance. The MCA ensures the advances achieved in the University of Kansas Cancer Center's research laboratories benefit patients in their own communities.

Great cancer care is already available to patients in Kansas and western Missouri; however, cancer still takes a significant toll on the lives of patients, families, and friends. The University of Kansas Cancer Center seeks to build on the strengths of an established network of cancer professionals in the region and provide access to more advanced clinical trials, state-of-the-art outreach programs, and continuing professional education through the Midwest Cancer Alliance.



WHAT WE OFFER

SERVICES//

The MCA was built to serve its members and to help them enhance their ability to deliver advanced cancer care to patients in the Heartland region. Depending on membership level, MCA members have access to a number of services including:

e-ONCOLOGY CONSULT — Email second opinion and consultation service for physicians.

TELE-ONCOLOGY — Tele-video (ITV) based system for on-site patient consultations with multidisciplinary oncology teams at the University of Kansas Cancer Center and continuing education for professionals and communities.

CLINICAL TRIALS — The latest research protocols and Phase I to III therapeutic and prevention trials and opportunities to enroll patients at member site depending on membership category.

CLINICAL TRIALS INFORMATION SYSTEM — Comprehensive clinical trials management software system for MCA-sponsored clinical trials.

NETWORK INSTITUTIONAL REVIEW BOARD (IRB) SERVICES— Centralized IRB services for MCA-sponsored clinical trials provided by the University of Kansas Medical Center Institutional Review Board.



//The MCA is a collaborative model that helps make leading-edge cancer care available to community oncologists so that they can provide the best cancer care to their patients right at home.

Gary C. Doolittle, MD,
Medical Director, Midwest Cancer Alliance

OUTREACH PROGRAMS AND EVENTS — Prevention, screening, early detection, and survivorship programs and events co-sponsored by the MCA and member institutions.

CONTINUING PROFESSIONAL EDUCATION — Cancer-specific continuing medical and nursing education credits.

NETWORKING EVENTS AND CONFERENCES — Periodic meetings throughout the year focused on bringing together MCA member oncologists and cancer care professionals to learn from each other and share best practices.

MEMBERS-ONLY WEB RESOURCES — Variety of online resources including a searchable directory of physicians, nurses, and cancer support professionals associated with the MCA and the University of Kansas Cancer Center and educational materials.

BRANDING AND MARKETING OPPORTUNITIES — Opportunity to display respective MCA member logo on materials and signage, present member information on MCA website, and sponsor events.



//Cutting-edge clinical trials are a ray of hope in advancing cancer care...By making them available to everyone in our region, we translate discovery into saving lives.

Karen L. Kelly, MD,
Deputy Director, University of Kansas Cancer Center

MEMBERSHIP//

The MCA membership year runs from July 1st through June 30th. All members pay an annual fee based on their membership level. Members joining during the membership year will have their dues prorated based on the quarter. **The MCA offers the following membership categories and features:**

COMMUNITY PARTNER

- MCA members-only web resources
- Second opinion and consultation services via email and televideo for member physicians
- Access to detailed information on University of Kansas Cancer Center investigator-initiated, cooperative group, and industry sponsored clinical trials via a comprehensive search engine on the MCA members-only website
- Member networking events and conferences
- On-site outreach programs for cancer screening, prevention, early detection, and survivorship
- Continuing medical and nursing education credits
- Participation on MCA committees
- Marketing of member via MCA website and materials
- Usage of the MCA Community Partner brand



CLINICAL RESEARCH PARTNER

Community Partner features plus:

- Opportunity to enroll patients at member site for selected multi-site MCA-sponsored investigator-initiated, cooperative group, and industry therapeutic, prevention, screening, and early detection trials
- Access to MCA Network Institutional Review Board (IRB) services provided by the University of Kansas Medical Center and the Velos-based Clinical Research Information System for MCA-sponsored clinical trials
- Usage of MCA Clinical Research Partner brand

MAJOR CLINICAL RESEARCH PARTNER

Community Partner features plus:

- Opportunity to enroll patients at member site for all available multi-site MCA-sponsored investigator-initiated, cooperative group, and industry therapeutic, prevention, screening and early detection trials
- Participation in University of Kansas Cancer Center translational research protocols
- Access to MCA Network Institutional Review Board (IRB) services provided by the University of Kansas Medical Center and the Velos-based Clinical Research Information System for MCA-sponsored clinical trials
- If interested, opportunity to participate in the University of Kansas Cancer Center Disease Working Groups
- Usage of MCA Major Clinical Research Partner brand



BENEFITS OF JOINING

ONCOLOGISTS

- Increases access to innovative clinical trials
- Enhances network of research and clinical oncologists working together
- Increases access to consultative services and second opinions
- Provides latest evidence-based guidelines
- Provides continuing medical education opportunities

HOSPITALS

- Increases visibility, recognition as center doing research
- Supports market share growth by retaining patients in community setting
- Enhances ability to recruit and retain outstanding cancer physicians and nurses
- Provides access to network IRB, clinical trials management software

CANCER CARE PROFESSIONALS

- Enhances network of cancer care professionals working together
- Increases access to comprehensive cancer prevention, diagnosis and care resources
- Provides the latest information on cancer care
- Improves the usage of regional cancer data
- Increases opportunities to expand knowledge base

CANCER PATIENTS

- Advances comprehensive treatment locally
- Offers multidisciplinary care for every diagnosis
- Enables immediate state-of-the-art care to patients for whom standard therapy has failed
- Improves access to cancer screening and prevention

COMMUNITIES

- Increases access to advanced cancer care and therapies close to home
- Reduces the "brain drain" from Kansas
- Helps retain top talent in rural areas
- Creates and maintains jobs
- Spurs related economic development

For more information: visit www.midwestcanceralliance.org or call 1-877-253-4477