

**Augusta/Athens
Cancer
Initiative**

**Achieving
Our Goal
Together**

*A presentation to
Leadership Augusta by Daniel W. Rahn, MD
September 2002*

The Roots of the Initiative

Governor Roy Barnes + Georgia Cancer Coalition

- ◆ 1998 Master Settlement Agreement between tobacco industry and the 50 states
- ◆ More than \$246 billion in funding to states over 25 year period
- ◆ Financial support from State of Georgia for Georgia Cancer Coalition is expected to be up to \$400 million over next five to seven years

www.gacancercoalition.org

Georgia Cancer Facts

◆ THIS YEAR...

- ◆ An estimated 31,600 Georgians will be newly diagnosed with cancer
- ◆ An estimated 14,700 will die of cancer

◆ EVERY DAY...

- ◆ 87 Georgians are diagnosed with cancer
- ◆ 38 die from cancer
- ◆ More than \$2 million is spent for cancer care

American Cancer Society, Cancer
Facts and Figures 2002

Cancer and Race

- ✦ African Americans are 27% more likely to die of cancer than whites
- ✦ African American men are twice as likely to die of prostate cancer as whites
- ✦ Georgia's African American men have one of the highest prostate cancer death rates in the nation
- ✦ For minority women, breast cancer is the leading killer

Cancer disproportionately affects minority populations

Governor's Agenda

- ◆ Reduce morbidity and mortality rates
- ◆ Increase cancer-preventing behaviors
- ◆ Provide statewide access to cancer education, detection, treatment, and clinical trials
- ◆ Develop state-of-the-art cancer research and treatment programs

GOAL – to reduce the number of cancer deaths in Georgia

Goals of the GCC

- ◆ Prevent cancer and detect existing cancers earlier
- ◆ Improve access to quality care for all Georgians with cancer
- ◆ Save more lives in the future
- ◆ Train future cancer researchers and care givers
- ◆ Realize economic benefits from eradicating cancer

“...end the human suffering caused by cancer.”

GOV. ROY BARNES

GCC Funding Sources

- ◆ Tobacco settlement funds
- ◆ State income tax check-off for cancer research
- ◆ Federal matching funds
- ◆ Grants (American Cancer Society, Centers for Disease Control, National Cancer Institute)
- ◆ Pharmaceutical investments
- ◆ Foundations and corporations
- ◆ Individual donations

Centers of Excellence

- ◆ Grady Memorial Hospital selected as first center of excellence
- ◆ Two or three others are likely
- ◆ Centers will have both treatment and research responsibilities

Regional Programs of Excellence

- ✦ Eight planning grants awarded this summer
 - ✦ Augusta/Athens, Southwest Georgia, Southeast Georgia, Promina, Northwest Georgia, Columbus, Northwest Georgia, and Northeast Georgia
- ✦ Final operational applications due on February 28

TOP FLIGHT

Augusta/Athens submitted top ranked proposal in recent round of grants

Grant Components

- Defined service area, including support of key participants
- Linkage with medical and nursing schools
- Continuum of cancer care
- Commitment to cancer research and development of trials
- Availability of latest technology for detection and treatment
- Participation in cancer registry/tissue bank
- CME/training
- Outreach
- Involvement of public health entity
- Anti-smoking campaign
- Communication plan
- Commitment to seek external funding and to expand capacity

Collaborative planning process

Augusta/Athens Proposal

- ◆ Develop mechanisms to deliver state-of-the-art comprehensive and integrated oncology health care services
- ◆ Foster and expand multidisciplinary oncology research at the basic, translational, and clinical levels
- ◆ Provide public and professional cancer education, development, and training

Proposal, continued

- ◆ Establish community linkages for regional oncology health services and programs
- ◆ Expand opportunities for academic oncology programs within the state
- ◆ Further develop the organizational and operational structure of the cancer center

Nearly 50 key initiatives related to cancer education, research, and care

Organizational Structure

**State of
Georgia**

GEORGIA CANCER COALITION

Board of Directors

Ambassador K. Terry
Dornbush, Chair

Staff

Mr. Russ Toal, President

**Augusta
& Athens**

AUGUSTA CANCER CENTER OF EXCELLENCE COMMITTEE

Mr. Tim Shelnut, Chair

AUGUSTA CANCER NETWORK COMMITTEE

Dr. Dan Rahn, Chair

ATHENS AREA CANCER COALITION

Dr. Dave Puett, Chair

Major Projects Underway

Health Care & Educational Institutions

GCC Scholars

OVERVIEW: GCC provides funding for start-up packages to recruit laboratory-based and non-laboratory based cancer researchers to Georgia. Seven GCC Scholars recruited to date to MCG. Possibility of joint recruitments with hospitals and UGA.

Oncology Solutions

OVERVIEW: Nationally recognized cancer consulting firm; services secured by three local health systems to recommend structure for regional cancer center in Augusta/Athens.

Cancer Research Facility

OVERVIEW: Construct a cancer research facility on the MCG campus to house cancer researchers, clinical trials coordinating staff, and incubator space. \$10 million in state support committed.

Tumor Tissue Bank

OVERVIEW: Develop regionally focused tumor/tissue bank to provide human cells and tissue for use in cancer research. MCG has received \$500K in support from the state.

Facility/Equipment Enhancements

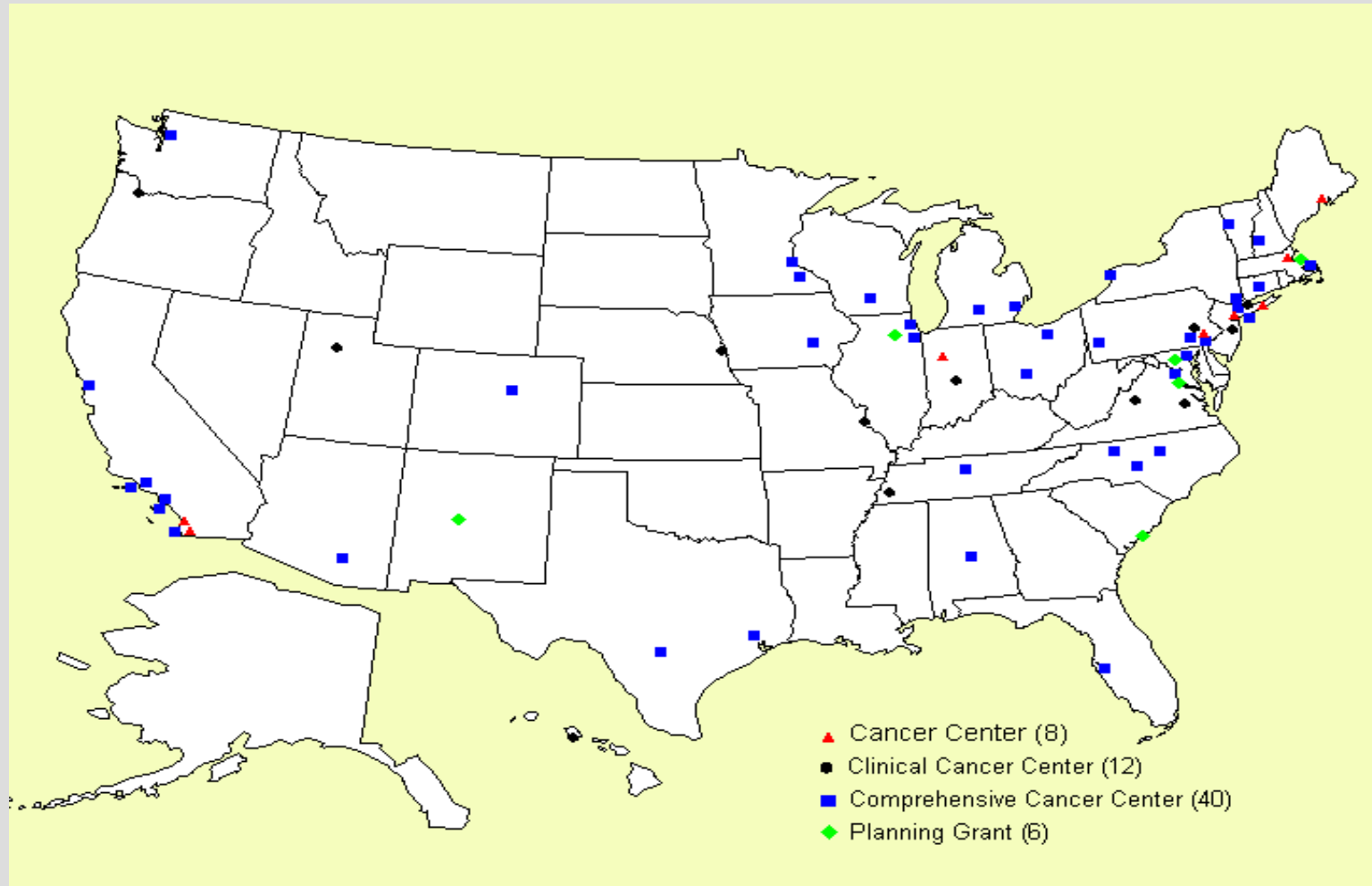
OVERVIEW: The hospitals and health systems in Augusta/Athens will invest \$53.4 million in facilities and programs over next three to five years.

MCG's Destination

- ◆ Designation by the National Cancer Institute as a Center of Excellence
 - ◆ Access to the best cancer care
 - ◆ Promotion of science within the state
 - ◆ Enhance ability to generate external funding for cancer research
- ◆ Requires clearly defined scientific focus on cancer and demonstrated institutional commitment

NCI Designation = Recognition of superior cancer research and care

NCI Cancer Centers



Economic Development

- ◆ Aim of cancer initiative is to realize economic benefit throughout the state
- ◆ Focus on building innovative partnerships
- ◆ New technology transfer and biotech business incubation opportunities
- ◆ Pharmaceutical and bioscience investment
- ◆ Increased productivity and job growth throughout the region and state

Health care and research are engines
of growth for the community

Next Major Steps

- ✦ *Philanthropy*...Activate community-based fundraising activities to support oncology programs
- ✦ *Feb 28*....Submit final application to Georgia Cancer Coalition
- ✦ *Regardless of outcome*...continued collaboration and focus on shared goal of improving health and reducing burden of illness in society

Shared Goals = A Healthier Georgia

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**Questions
& Comments**

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