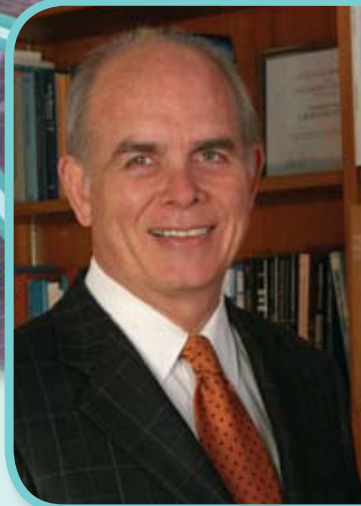


Turning The Tide



Bernie Machen, President

It has happened so subtly over the last few decades that you might not have realized that we're finally starting to win the battle against cancer.

But the numbers tell the tale. Total cancer deaths have been falling by a couple of percentage points every year since peaking in the early 1990s, according to the National Cancer Institute. Overall cancer death rates declined 18.4 percent for men between 1990 and 2004 and 10.5 percent for women between 1991 and 2004. That's more than half a million people who would have died during that period but did not.

Some of the most dramatic decreases have been in lung and prostate cancer for men and breast and uterine cancer for women. The news is even better for children. The five-year survival rate among children with cancer has improved from 58 percent for patients diagnosed between 1975 and 1977 to 80 percent for patients diagnosed between 1996 and 2003.

But, the decline in cancer deaths doesn't mean the disease is going away. Instead, doctors are starting to treat it more as a chronic disease than a terminal disease.

Researchers and doctors at the University of Florida and Shands HealthCare have long pursued ways to continue cancer's downward trend, but this year, they gained a uniquely powerful ally: the Tampa-based H. Lee Moffitt Cancer Center and Research Institute.

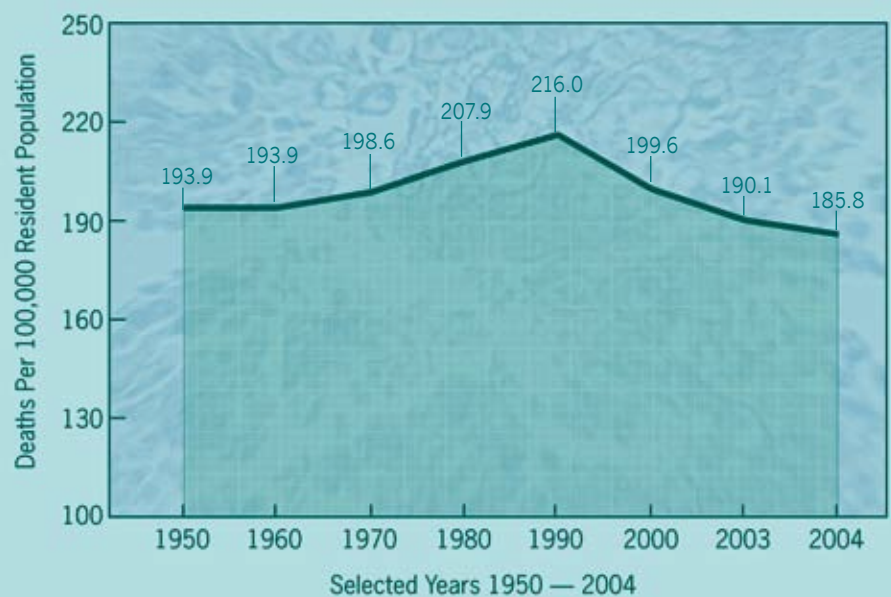
In January, UF announced a new partnership with Moffitt designed to harness the combined critical mass of

our two institutions to reach a new level of success in cancer diagnosis, treatment and research.

As you'll read in these pages, the UF-Moffitt-Shands partnership is multipronged, from basic research on how cells work to drug and vaccine development and the importance of patient-centered care.

As much potential as it has, the partnership is only the latest development in the university's cancer research efforts.

U.S. Cancer Death Rates, 1950–2004



Source: Centers for Disease Control and Prevention.



Win Phillips, Vice President for Research

Other examples include:

- The \$84-million, 280-square-foot Cancer and Genetics Research Complex opened in late 2006. By bringing dozens of cancer researchers into one state-of-the-art facility, we hope to spur collaborations that speed the rate of discovery.
- A \$388-million, 500,000-square-foot cancer hospital scheduled to open in 2009. As you'll read, the new hospital will serve as a haven for patients, who will each have a private room.
- The \$125-million, 98,000-square-foot Proton Therapy Institute in Jacksonville, one of only five of these next-generation radiation treatment facilities in the country. This new technology promises to zap cancer cells while doing minimal damage to surrounding health tissue.

After years of struggling just to figure out how cancer worked, doctors now have tools that allow them to diagnose the disease much earlier and treat it much more precisely.

Shands' slogan is "The Science of Hope," and that's exactly what patients should have thanks to these new technologies.

Cancer Center Director Named



Joseph V. Simone, an internationally recognized leader in cancer care, research and education, has been named director of the University of Florida Shands Cancer Center and physician-in-chief of cancer services for Shands at UF, effective July 1.

Simone served as a consultant in the planning for the Shands at UF Cancer Hospital and the university's

overall cancer program in 2006 and 2007.

It's Simone's knowledge of UF, Shands and Tampa-based H. Lee Moffitt Cancer Center and Research Institute — where he also served as an adviser — that makes him the ideal person to advance the partnership between the three entities announced in January.

A pediatric oncologist, Simone spent 25 years at St. Jude Children's Research Hospital in Memphis, where he helped develop treatments for childhood leukemia and lymphoma. In 1983, he was named director of St. Jude.

From 1992 to 1996, Simone served as physician-in-chief of the Memorial Sloan-Kettering Cancer Center in New York, where he developed a cancer disease management system and a regional clinical cancer network. He left New York to become executive director of the University of Utah's Huntsman Cancer Institute, where he served five years. He has served as an independent consultant to cancer programs for the past seven years.

Simone's key goals include leading a redesign of UF and Shands clinical cancer services to better align them with the patient-centered programs offered by Moffitt. He will also work to integrate UF and Shands patient-care and research activities with Moffitt's "Total Cancer Care" program and the renewal of its prestigious National Cancer Institute Comprehensive Cancer Center core grant.

Simone said he is enthusiastic about the challenge of finding synergy in this marriage of well-established cancer programs.

"This is a unique opportunity for three very strong institutions to join in the cancer enterprise," Simone said. "That's a chance you get very rarely in this field. So I'm looking forward to tackling this new opportunity and exploring all the ways it can benefit the people of Florida."