



Soroka
Comprehensive
Cancer
Center



Today's challenge



FACTS

60 Percent of Israel's landmass

1,000,000 Total Population

300 Percent increase of cancer cases in the Negev over past 20 years due in large part to increase in population

Last year at Soroka Medical Center:

1,645 Hospitalizations in the Oncology and Hematology Wards

15,923 Patients cared for in the Ambulatory Oncology and Hematology Units

24,451 Patients cared for in the Oncology and Hematology Clinics

17,987 Radiation therapy treatments

40,243 Chemotherapy treatments

100,249 Total number of cancer-related hospital visits

221 miles a person in the southern tip of the Negev must currently travel to reach a comprehensive cancer center

This is untenable.

There is NO comprehensive cancer center in the Negev.

Coping with cancer is difficult enough under the best of circumstances. There are the elements of fear and doubt, questions about how to handle it with the family and how to get the most effective treatment. The challenge is greatly compounded when the closest comprehensive cancer center is hours away and transportation is limited. Many residents in the Negev are impoverished and from traditional societies. If care is not easily accessible they simply will not get treatment.

Chemotherapy treatment today ▶





Growing Needs and Changing Winds

Components for cancer treatment that do exist arose out of the Negev's growing need for cancer care and they are scattered and overcrowded. Even more pressing is the fact that the Oncology Department is housed in Soroka Medical Center's emergency underground hospital. With the new and now constant threat of long-range Grad missile attacks on Beer Sheva, it is vital that these facilities be available for emergency use.

During the War in Gaza, the Neonatal ICU had to be evacuated to the Ambulatory Oncology Unit in order to safely shelter the babies ►



A blurred photograph of a prison hallway. In the foreground, a person in a light blue shirt and white pants is walking away from the camera, their figure out of focus. In the middle ground, another person in a dark shirt and jeans is walking away. In the background, a person is sitting on a bench. The hallway has green doors on the left and a white wall with circular vents on the right. The text "Please help us change the equation." is overlaid in red on the right side of the image.

Please
help us
change the
equation.



Transforming Cancer Care for Israel's South

Tomorrow's Promise



Soroka Medical Center

Soroka Medical Center is ideally positioned to house the Negev's comprehensive cancer center. One of Israel's largest and most active hospitals, Soroka is the only major medical center in the entire Negev. We serve a population of more than 1,000,000 people in a region that accounts for 60% of Israel's total land mass. We are the only major medical center in Israel that is not equipped with a comprehensive cancer center.

Soroka is a teaching and research hospital. In terms of care for cancer, this provides a number of key advantages:

1. We are able to conduct research in the laboratory, the clinic, and the community to discover better ways to diagnose, treat and prevent cancer
2. Coupled with the new research laboratories, our bench to bedside research capabilities will enable us to deliver the newest and most advanced treatments to patients
3. In addition to cutting-edge research models, we also train medical professionals to fill vital roles in our specialized units and clinics. This ability is paramount in the periphery where attracting specialists can be particularly challenging

Over the past decade, we have seen a dramatic

shift away from generalized cancer treatment to an approach that demands highly targeted medicine delivery, careful avoidance of tissue damage in the healthy surrounding areas, and a new appreciation for the vital role of the patient's overall well-being. Our dedicated oncology and hematology staff undergo continual training to ensure best practices and integration of state-of-the-art developments.

Helping cancer patients live longer, better quality lives is our top priority. We have carefully planned the new comprehensive cancer center to include all the tools we need to deliver optimal results – nearly doubling the space for cancer treatment, dedicated facilities for bone marrow transplantation, more advanced linear accelerators, an integrated pharmaceutical team, new and expanded laboratories and research facilities, and wellness-dedicated areas and activities for patients and families.



Aerial photo of the Soroka Medical Center campus and the proposed Comprehensive Cancer Center



All Under One Roof

Surrounded by healing gardens, prominently and conveniently located on the main thoroughfare of Beer Sheba and standing at the entrance to the Soroka campus, this facility has been designed with an eye to realizing internationally acclaimed cancer protocols. To that end, the proposed building has been planned to streamline operation and optimize care.

The comprehensive cancer center will be housed on four floors, each dedicated to a specific function:

Ambulatory Day Care	First Floor
Oncology & Hematology Outpatient Clinics	2 nd Floor
Oncology Inpatient Ward	3 rd Floor
Hematology Inpatient Ward	4 th Floor

Within the Comprehensive Cancer Center we will establish thirteen dedicated clinics that provide targeted and precise solutions for the major types of oncological and hematological cancer.

The new facilities will be equipped with state-of-the-art research laboratories, five specialized units, leading-edge equipment and technologies, wellness areas, therapeutic activity rooms and family services.



Poised on the Edge of Tomorrow's Promise

For the 1,000,000 people that live in the Negev, a comprehensive cancer center is paramount. With proven experience, strong partnerships, trained medical personnel, tools and technology, Soroka Medical Center is well-positioned to spearhead this critical endeavor.

We are committed to providing the highest level of comprehensive cancer treatment for all the people of the Negev in an inviting and tranquil environment. Creating this atmosphere begins with:

Entrance Plaza

The Comprehensive Cancer Center will be the central building at the main entrance of the Soroka campus. Befitting such a prominent

position, the Entrance Plaza will be beautifully developed and landscaped. Naming Opportunity: \$800,000.



Entrance Lobby

With towering ceilings reaching the roof of the building, this light and airy atrium will span close to 1,200 square feet. The lobby will serve as the focal point of the building and donor recognition will be prominently featured.

Naming Opportunity: \$1,500,000.

The building will be embraced by two major gardens specially designed to provide comfort and private areas for patients and their families. The first, the **North Healing Garden**, will span 5,000 square feet. The second, the **South Healing Garden**, will cover 6,500 square feet.

Naming Opportunities: \$500,000 each.



Ambulatory Care (1st Floor)

Patients with cancer often request that their families and caregivers be at their side as they undergo treatment. Understanding and respecting this request, we designed the new facility to accommodate the larger number of visitors in a relaxing and inviting atmosphere that provides the patients and their families a higher level of privacy.

Ambulatory Care will include a spacious triage area, tastefully furnished reception areas, and private consultation rooms. We are greatly expanding our ambulatory services and will equip the floor with 40 oncology and 20 hematology stations. Each will have ample space for family and be equipped with internet access and television. The facility will also include special isolation areas for those most vulnerable to infection.

To improve the patients' self-healing abilities, we have planned a home-style activity facility where they can participate in physical, occupational and art therapy. We encourage our patients to stay active while at the hospital pursuing activities such as art and music. The activity center will be run by trained volunteers and will be available to the patients when they are awaiting treatment and at other times as well. Our holistic approach to the patient's care will offer a wide variety of support services ranging from family counseling to nutritional guidance.



The Ambulatory Care Unit will have 40 oncology and 20 hematology stations, greatly increasing our capacity.



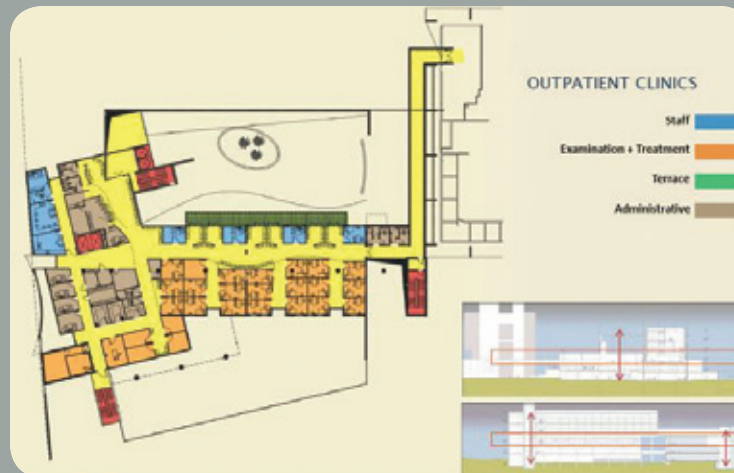


Oncology and Hematology Outpatient Clinics (2nd Floor)

In the Oncology Outpatient Clinics, patients receive the initial diagnosis of their cancer and learn how the disease will affect their lives. There, they first come to terms with the news and receive preliminary information about the disease. This critical juncture in a patient's life requires enormous personal strength. It is imperative that doctors, social workers, psychologists and support groups synchronize their actions to provide maximum support at this crucial moment. This spirit of collaboration continues throughout every step of our treatment process.

Using a multidisciplinary approach, medical experts from a range of fields and specialties meet to discuss all facets of each patient's unique treatment plan. These meetings bring together surgeons, oncologists, nurses and social workers in one room, allowing them to work comprehensively and efficiently for the sake of our patients. Once a strategy has been devised, patients return for regular meetings

with their doctors to discuss potential side effects and receive candid answers to any questions they might have. After completing active treatments such as radiation or chemotherapy in our ambulatory care units, patients attend follow-up visits with expert oncologists familiar with their particular tumor type. At Soroka, we have oncologists who specialize in breast, lung, skin, gastrointestinal, and bone cancers, among others.



The Hematology Outpatient Clinics design special treatment programs for our patients suffering from blood cancers. The treatment of these cancers is long and often associated with serious complications requiring that special precautions be taken. Having dedicated hematology

clinics in the Negev will mean that patients will no longer have to travel far to Tel Aviv or Jerusalem to receive the specialized care they need to overcome the increased risks inherent in these types of cancer.

*For a complete list of clinics see pages 22-23.





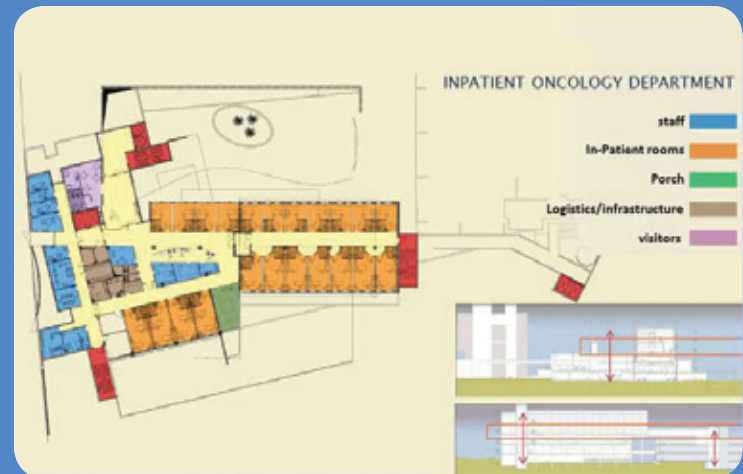
Oncology Inpatient Ward (3rd Floor)

For patients who require round-the-clock cancer care, we do our utmost to ensure optimal, personalized care in the most comfortable atmosphere possible.

The new Oncology Ward will be equipped with thirty-two beds including six acute hospice care beds. There will be eighteen private rooms and seven semi-private rooms.

Bringing together multidisciplinary teams of doctors, nurses, and therapists for each patient and carefully coordinating with the oncology pharmacy, we will be able to provide highly specialized treatment and medications tailored to each patient's needs. We have also planned dedicated space for seminars, team meetings, doctors' and nurses' rooms as well as student and resident facilities. The floor will accommodate treatment facilities as well as support and counseling services.

For the convenience of families during this especially difficult time, we have designed visiting and rest areas equipped with showers and kitchen amenities.





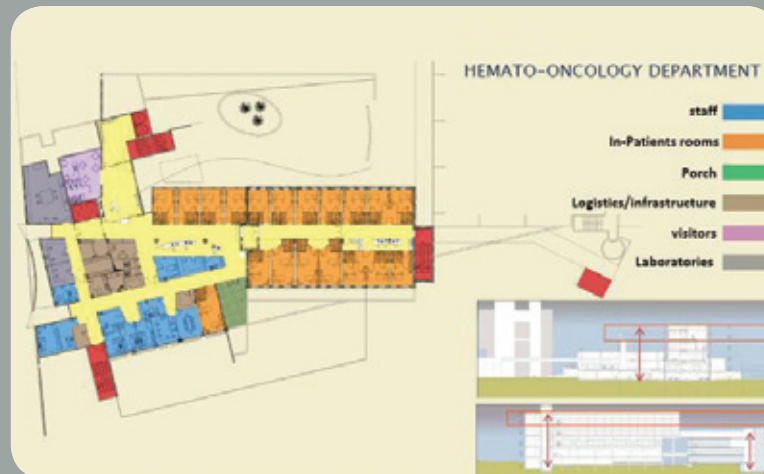


Hematology Inpatient Ward (4th Floor)

The Hematology Inpatient floor will include twenty-four beds in ten private rooms, four semi-private rooms, and six private Bone Marrow Transplant Intensive Care rooms. To ensure maximum comfort, the floor will also accommodate ample reception and waiting areas, private treatment areas, doctors' and nurses' lounges, seminar rooms as well as doctors' and nurses' offices. The new facility will also include fully-equipped family visiting areas with internet access, television, comfortable furniture, showers and kitchenettes.

Patients with leukemia and lymphoma face unique challenges that stem from the treatment of these conditions. With weakened immune systems and greater risk of infection, these patients require increased isolation from common illnesses that may be found in the hospital. Paying particular attention to room conditions and special

treatment protocols, we have designed a floor with air filtration and air-flow systems and isolation capabilities that will allow these patients to receive the specialized and safe care they require during extended hospital stays and complex procedures.



the new unit will enable us to provide the first allogeneic bone marrow transplant services, using cells from donors, in the entire south of Israel. Allogeneic bone marrow transplantation will significantly increase our ability to save patients' lives.

The fourth floor will also be home to the new Bone Marrow Transplant (BMT) Unit. These specialized facilities will enable us to provide the full spectrum of bone marrow transplant services. While we currently provide autologous bone marrow transplants using the patient's own stem cells,





Oncology & Hematology



Lung Cancer

Breast Cancer

Head and Neck Tumors

Genito-Urinary Tumors

Gastrointestinal Tract Tumors – Pancreatic, Liver, and Colon



Lymphoma

Brain Tumors

Family

Support

Wellness

Optimal Results



Outpatient Clinics



Sarcoma

**Endocrinal
Tumors**

**Gynecological
Tumors**

Melanoma

The Cancer Clinics each draw on resources located throughout the building. As they are integrated throughout the Cancer Center, the naming will be prominently displayed in the entrance lobby.



Leukemia

Myeloma



Best Practices

**Targeted
Treatment**

**Individualized
Care**

**Translational
Research**

*Naming opportunities for clinics range from \$1,000,000-\$1,500,000.



Specialty Treatment Units

Throughout our years of experience in cancer treatment, we have seen multiple shifts in healing approaches and technologies, all meant to combat new complexities of the disease. With the multitude of therapies currently available, we know the best way to help our patients is by providing the greatest array of treatment options. Cancer treatment at Soroka has been designed to include multiple specialized treatment units, each outfitted with state-of-the-art equipment and staffed by expert teams. These units contribute greatly to our ability to provide our patients with the comprehensive care they require.

Stereotactic Radiosurgery Unit (SRS)

For targeted treatment of smaller tumors, particularly those associated with brain cancers. This therapy requires sophisticated hardware and specialized software.

Prostate Cancer Brachytherapy Unit

For the treatment of early-stage prostate cancers. These procedures require high-resolution ultrasound devices and accessories.

Lung Stereotactic Body Radiotherapy Unit (SBRT)

For the treatment of early-stage inoperable lung cancers. This unit utilizes high-resolution CT scanners with special

respiratory-gating capabilities.

Leukemia Research and Immunophenotyping Unit

A combination research and service laboratory that identifies, categorizes, and tracks blood cancers and bone marrow diseases, determining appropriate treatments for our patients.

Pheresis Unit for Bone Marrow Transplant

An inclusive service unit for the collection, preservation, and processing of stem cells for multiple procedures, including bone marrow transplants and cell transfusions.





▲ Linear Accelerator

We are on the threshold of implementing a new technique in radiation oncology, tomotherapy, making possible precise treatment to tumors and avoiding unnecessary toxicity to normal tissues. A new linear accelerator will make it possible to deliver these highly effective stereotactic radiation treatments.

*Naming opportunity for the linear accelerator: \$1,500,000.

◀ Oncology Pharmacy (Floor -1)

At Soroka, we will extend our hospital's spirit of collaboration by fully integrating our oncology pharmacists into our comprehensive cancer team. Our new center will include a specialized oncology pharmacy within the facility. Pharmacists will form stronger connections with both patients and with other hospital staff, creating a seamless cancer treatment network, all under one roof.

*Naming opportunity available for \$350,000.



Oncology Research Laboratories

In collaboration with our colleagues at the Ben-Gurion University Medical School, we will engage in cutting-edge oncology research in three focused research areas: personalized medicine, nanotechnology and residents' specialization. Our new facility will include dedicated space for these laboratories, allowing us to leverage our staff's expertise for the advancement of cancer treatments and technologies.

Personalized Medicine Oncology Research Lab

Cancer treatment strategies are in a constant state of flux – with new research and ideas changing the way we think about healing. Currently, we are experiencing a shift from standardized treatment protocols to therapies tailored to each individual tumor. Using molecular biology, we are able to identify the unique genetic signature of each tumor, facilitating a more accurate diagnosis of the specific type of cancer. A lab dedicated to this research will allow us to develop more effective treatments and improve the prognoses of our patients.

Nanotechnology in Oncology Research Lab

For cancer patients, the side effects of treatment can present extreme challenges along the road to recovery. It is important that we minimize the negative impact of cancer therapies on our patients by limiting the damage to healthy cells caused by medicines and procedures, such as radiation. Working with nanotechnology researchers



at Ben-Gurion University, we will participate in this new research trend that uses nanotechnology to better deliver medicines only to affected cancer cells. A lab for nanotechnology and oncology collaboration will be used to develop sophisticated systems for distributing targeted therapy to tumors, while avoiding negative impacts on healthy surrounding tissues.

Residents Specialization Oncology Research Lab

At Soroka, our unique partnership with the Medical School at Ben-Gurion University creates opportunities for research that both advances scientific knowledge and produces more well-rounded physicians. Currently, oncology and hematology residents at Soroka participate in laboratory research projects with investigators from the medical school's cancer research department on topics such as the potential for virus-induced cancers. By expanding the infrastructure of our current lab facility, we will be able to provide hospital residents with greater opportunities to enrich their clinical training with research that will lead to better care for our patients.

Our equation will be solved if we can add another number:

1 We need one person who shares our vision – **YOU.**



The future home for comprehensive cancer treatment in the Negev

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