

THE *Visionary*

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ROI Goes to San Antonio

The Radiation Oncology Institute (ROI) hosted a booth at the 2015 ASTRO Annual Meeting to showcase recent accomplishments and welcome both new and established donors. Meeting attendees could pick up copies of the Fall 2015 issue of *The Visionary*, a summary of ROI-funded research progress and the manuscript “First Experience With Real-Time EPID-Based Delivery Verification During IMRT and VMAT Sessions,” which featured the results from ROI’s inaugural research award for safety and quality.

MEET THE RESEARCHER

For the first time, visitors to the booth could learn first-hand about studies being funded by ROI from four of the Principal Investigators. Malolan S. Rajagopalan, MD, MBA, demonstrated the RadOnc ToolBox app, which he developed as a resource about toxicity symptom management. Christopher Slatore, MD, discussed his comparative effectiveness study of SBRT and surgery for early stage non-small cell lung cancer (NSCLC). After presenting at the meeting, David Sher, MD, MPH, spoke with attendees about his research comparing survival, toxicity and accrued costs of surgery versus RT and CRT for patients with oropharynx cancer using data from the SEER-Medicare database and HealthCore Integrated Research Database. A number of attendees talked with Anand Shah, MD, MPH, about how he is developing novel episode-based Medicare payment definitions for SBRT for NSCLC and then evaluating cost effectiveness of SBRT versus surgery by academic and nonacademic care settings using both current Medicare payment levels and the novel episode-based Medicare payment definitions.

NEW DONORS

ROI celebrated the addition of many new donors to the Founder’s Circle and the Annual Giving Society at the Annual Meeting. Most of the pledges were made following a presentation at the ASTRO Business Meeting by ROI President Deborah A. Kuban, MD, FASTRO, who highlighted the Foundation’s recent successes. Thanks to these investors, only \$200,000 remain of the \$3 million provided by ASTRO as dollar-for-dollar matching funds for pledges to the ROI of \$12,500 or more made by ASTRO members.

Be sure to look for the ROI Booth in Boston at ASTRO 2016!

From the top: Dr. Kuban speaks at the ASTRO Business Meeting; New Founder’s Circle Investor Michael R. Kuettel, MD, PhD, MBA, FASTRO; Dr. Rajagopalan demonstrates the RadOnc ToolBox app; Dr. Shah speaks with ROI Booth visitors.



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ROI Mission Statement

To enhance and promote the critical role of radiation therapy in the treatment of cancer by supporting research and education that demonstrates the life-saving and quality-of-life benefits of radiation therapy.

Visit us
on the Web at
www.roinstitute.org
or call
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Letter from the president

The field of radiation oncology offers all of us so much both professionally and personally. I am honored to have the opportunity to give back to our specialty as the new president of the Radiation Oncology Institute. Together with Colleen A. F. Lawton, MD, FASTRO, who is resuming her role as ROI vice president, and the Board of Trustees, we will strive to be the best stewards of the investment in ROI that so many of you have made.

The ROI would not be the flourishing foundation that it is today without the leadership of its founding president, Theodore S. Lawrence, MD, PhD, FASTRO. On behalf of the Board of Trustees, I want to express our eternal gratitude for Ted's years of service dedicated to establishing and growing the ROI.

I hope you had the chance to visit the ROI Booth at the recent ASTRO Annual Meeting. The Board of Trustees was very pleased to share some of the ROI's recent accomplishments, including a preview of the forthcoming RadOnc ToolBox app, and give ASTRO members the opportunity to meet some of the talented researchers we are proud to be funding.

As I look ahead to 2016 and beyond, I am excited by the potential for ROI to have a lasting and meaningful impact on the practice of radiation oncology. We will continue to fund research to answer some of the most pressing questions in our field with the goal of providing tangible results that improve outcomes for us and our patients.

In this season of giving, please be sure to include the ROI in your year-end plans. The Board and I are, as always, grateful for the support of all of our donors. We hope you will take this opportunity to give back to the specialty that has given so much to you and has provided so much for our patients by making a tax-deductible donation to the ROI by December 31, 2015.

Wishing you a joyous holiday season and a very happy New Year!



DEBORAH A. KUBAN, MD, FASTRO



GIFTS OF STOCK

Did you know that making a charitable gift of stock to the ROI has additional benefits for you as a donor? When you transfer stock to the ROI, you pay no capital gains tax on the stock and you receive an income tax charitable deduction for the full fair market value of the stock on the date of the gift (if you have held the stock for longer than twelve months). For example, if you bought stock for \$1,000 many years ago that is now worth \$10,000 and make an outright gift of the stock to the ROI, it would result in a charitable deduction of \$10,000 and no tax on the \$9,000 of appreciation.

Stock can be delivered to the ROI by hand, by mail or through a broker. More information on the advantages of making a gift of stock to the ROI and answers to frequently asked questions are available on the ROI website at www.roinstitute.org/Become-a-Donor/Donate-Stock/Index.aspx.

2015 5K Run for the Future to Benefit the ROI

In the early morning of October 19, more than 200 runners raced through the streets of downtown San Antonio in support of the ROI. Radiation Business Solutions hosted the 6th annual Running Strong 5K Run for the Future to Benefit the ROI, which is held yearly on the Monday morning of the ASTRO Annual Meeting.

This year's 5K saw a record number of registrations, which raised when combined with corporate sponsorships, more than \$73,000 in contributions for the ROI in 2015. The event was also sponsored by Varian Medical Systems, Elekta, AE Design, DLL, Northwest Medical Physics Center and Sun Nuclear Corporation.

Matt McCurdy, MD, PhD, of the Marshfield Clinic, won his fifth ROI 5K with a time of 17:05, and the winner of the overall female fastest time was Caroline Fraise of Elekta at 23:23. Team Mayo Clinic won the Academic Team Challenge for the second year in a row, and Team Siemens and Varian Medical Systems won the new Corporate Team Challenge.

Visit www.roi5k.com or facebook.com/ROI5K for the latest news on the Running Strong 5K Run for the Future to Benefit the ROI, including complete race results.



Top: Meeting attendees pick up their race registration materials.
Bottom: Runners start the 5K.

Study aims to impact care for early stage lung cancer

In 2013, the ROI awarded Christopher Slatore, MD, MS, an assistant professor of pulmonary and critical medicine at the VA Portland Health Care System, a grant to conduct a comparative, mixed-method study to better understand the patient-centered outcomes associated with different treatments for early stage non-small cell lung cancer (NSCLC). Specifically, the study is comparing the quality of life, utility, respiratory symptoms and decision satisfaction of patients who choose stereotactic body radiotherapy (SBRT) versus surgery, and is evaluating the communication between patients and clinicians about their treatment decisions.

Accomplishments of Dr. Slatore and his team include recruiting 132 patients from seven sites in the Portland, Oregon area to participate in the study and conducting more than 300 interviews with patients and clinicians to collect both qualitative and quantitative data. Although the two-year funding period for this ROI grant will conclude at the end of December, the study will go on as new patients continue to enroll and follow-ups with established patients are conducted. Dr. Slatore and his team are also preparing several manuscripts for submission.

Dr. Slatore is leveraging his success with this ROI grant to build further support for research in the area of comparing SBRT versus surgery for patients with early stage lung cancer. He was invited to develop the analytic plan to measure patient-centered outcomes in a randomized controlled trial proposal and is co-investigator on a National Cancer Institute R01 proposal that is patterned on his ROI study but will have the power to detect mortality differences. The ROI funding has helped Dr. Slatore launch this important field of study, which has the potential to provide a better understanding of the risks and benefits of SBRT and surgery for early stage NSCLC as well as provide a roadmap for how to improve patient-centered care.



Dr. Slatore explaining his research at the ROI Booth.

Dedicated Donations

The Gift of Giving

One of the ROI's newest investors is Michelle Kim, MD, who made her pledge to support the endowment during the 2015 ASTRO Annual Meeting. Dr. Kim was already familiar with ROI because she was a resident at University of Texas MD Anderson Cancer Center with her mentor and ROI President Deborah A. Kuban, MD, FASTRO, and now works with her mentor and ROI Immediate Past President Theodore S. Lawrence, MD, PhD, FASTRO, at the University of Michigan. However, one factor really made a difference in her decision to commit to giving to ROI. "My dad, Jyung Kim, MD, is a practicing radiation oncologist who introduced me to the field. Being able to dedicate my pledge to the ROI in his name is a wonderful way to honor him as an example, role model, and a continual source of support over the years. It is such a unique and special opportunity to be able to share our experiences working in the same specialty," said Dr. Kim.

Beth Erickson, MD, FASTRO, made her pledge to the ROI endowment in memory of K. Kian Ang, MD, PhD, FASTRO, who passed away in June 2013. Dr. Erickson explained that "Dr. Ang was a close colleague and friend. It is only right that he should be remembered for a very long time. Giving in his honor helps to perpetuate his memory. It is also a comforting message to his dear wife Sunny that we remember and miss him."

Members of the Annual Giving Society can also dedicate donations to recognize others. Louise Clay, MD, made her recent donation at the Annual Meeting in honor of ASTRO President-elect, Brian D. Kavanagh, MD, MPH, FASTRO. "Dr. Kavanagh was my attending on my first rotation during my radiation oncology residency at MCV [Medical College of Virginia] in 1996. He provided me with a solid foundation in radiation oncology and taught me the value and impact of research. He showed unique courage and brilliance in searching for better treatments and



New ROI Founder's Circle Investor Dr. Kim with her mentor Dr. Kuban.

compassion in delivering care to each patient. My experience training under Dr. Kavanagh was a great privilege. Contributing to the ROI in his honor is a small but wonderful way to say thank you for such an amazing teacher," said Dr. Clay.

Any pledge or donation to the ROI can be made with the intent to recognize a person or group of people. Show your appreciation for those who have made a difference either personally or professionally by giving in their honor to the ROI, which is committed to ensuring the future of the radiation oncology

Are you an ROI Investor?

As an ASTRO member, you may have already made an investment in radiation oncology through committee service, leadership, faculty or in other capacities. If you have not yet done so, why not join your fellow colleagues who are investing in the future of radiation oncology through research by becoming an ROI Founder?

Did you know there is approximately \$200,000 remaining from the generous \$3 million in ASTRO matching funds? Don't miss this opportunity to take the ASTRO Challenge. As an ASTRO member, you qualify for a dollar-for-dollar match when you pledge \$12,500 or more. Your pledge can be fulfilled over multiple years, and you will be permanently recognized in the ROI

Founder's Circle for double your pledge amount. The Challenge will conclude once the matching funds are depleted, so you must act now to become one of ROI's distinguished investors.

Here are some ways you can make your investment in the ROI through the Founder's Circle:

- Apply your 2015 Annual Giving donation toward your pledge.
- Donating your honoraria is another way to kick off your pledge.
- If you have already fulfilled a pledge to the Founder's Circle, consider another pledge and you will be recognized at the level of your combined pledges.

To donate visit: www.roinstitute.org/Become-a-Donor/Index.aspx

Donor Spotlight

Sarah Thurman, MD

WHY DID YOU CHOOSE TO SUPPORT ROI?

I learned about the ROI as I prepared to undergo my board recertification. During the process of recertification, having been in practice for about a decade, I realized how much I appreciated the education I received in residency, the mentors who had helped me, and the opportunities to learn that had come my way. I felt so lucky to have been given many opportunities to learn, clinically and academically. Quite simply, I wanted to give back in some way to the organization that supported and would continue to support me through the rest of my career.

WHY SHOULD OTHERS DONATE TO ROI?

I believe that all physicians in the field of radiation oncology have an obligation to our patients to practice the highest quality of medicine. To do this, we need to support education and research in whatever way possible. We need to stay up to date on research and new thought processes regarding therapeutic treatment. The goal being to make treatment better for the next person who has to go through it. ROI works toward that goal.

WHY DID YOU BECOME A RADIATION ONCOLOGIST?

I learned about the specialty of radiation oncology from my father, who was double boarded in diagnostic and radiation oncology in 1963. As most people know, we have little to no exposure to the field of radiation oncology during medical school. To me, the discipline of radiation oncology keeps me intellectually engaged, provides patient contact and affords constant exposure to physics and the visual discipline of diagnostic radiology, both of which I enjoy. Treating patients constantly involves problem-solving, which I find intellectually challenging.



Having been in practice now for over a decade, I continue to learn on a daily basis.

WHAT DO YOU SEE AS THE BIGGEST OPPORTUNITIES AND THREATS TO OUR FIELD?

The biggest opportunity for radiation oncologists to make a difference—is to take leadership roles in treating patients in a multidisciplinary format. Participation in multidisciplinary tumor boards and clinics affords the radiation oncologist the opportunity to deliver an opinion in a public forum, answer questions and educate our peers about evolving treatment modalities as part of a prospective treatment plan.

Some of the biggest threats to our field:

- First, the lack of seamless technology interface with equipment from different vendors. Vendors need to work with clinicians and each other to develop technology to prevent catastrophic errors—the end goal is improved patient care.
- Secondly, progressive government involvement in the practice of medicine. The ever changing regulations for coding, reimbursement, unnecessary documentation are time consuming hoops we jump through in case we are audited, time that could be better spent on direct patient care.

Dr. Thurman is a radiation oncologist at NorthMain Radiation Oncology. Her areas of interest include breast, thoracic, skin and head and neck malignancies. Prior to joining NorthMain Radiation Oncology, Dr. Thurman was Medical Director at Massachusetts General Hospital Radiation Oncology at Newton-Wellesley Hospital, Acting Division Chief.

Founder's Circle Investors

List current as of November 2015

Investors - \$2,000,000+

American Society for Radiation Oncology (ASTRO)
Varian Medical Systems

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My gift amount: \$ _____

Initial payment: \$ _____

Balance: \$ _____

ASTRO match amount: \$ _____

Total gift value: \$ _____

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PLEDGE PAYABLE

One time payment

Or over:

1 year 2 years 3 years

4 years 5 years

Pledge commitment date:

_____/_____/_____

PAYMENT SCHEDULE

(please check one):

Quarterly

Semi-Annually

Annually

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\$5,000

\$2,500

\$1,000

\$500

\$250

\$100

\$ _____

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CITY

STATE

ZIP CODE

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Charge to the following: American Express Diners Club Discover
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CARD SECURITY CODE (CSC)

EXPIRATION DATE

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A letter and official receipt to acknowledge your investment will be mailed for your records and tax purposes. Your investment is tax deductible to the extent allowed by law.

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For more information email us at ROI@astro.org.



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