



How To Choose
Head and Neck
Cancer Care
That's Right
For You

**The Institute
for
Head and Neck
and
Thyroid Cancer**

Continuum
Cancer Centers

Continuum Cancer Centers of New York



Cancer changes your life

A diagnosis of head and neck cancer immediately changes your life and raises urgent questions. Where can you find a top head and neck cancer specialist? What facility offers unique therapies that can help heal and restore—even if you've been previously treated? Which cancer center balances quality of life with goals for cure? How can your family get the support they need during your treatment and recovery?

Will life ever be normal again?

At Continuum's Institute for Head and Neck and Thyroid Cancer at Beth Israel, we welcome your questions. Our cancer specialists have treated tens of thousands of people with head and neck cancer and have an unparalleled track record of healing and enhancing quality of life. We encourage you to actively participate in the choices that lie ahead and we are eager to share our experience—and advanced therapies—with you.

Cancer changes your life. The Institute can change it for the better.

"In the beginning you don't even know the questions to ask. And the fact that The Institute at Beth Israel has a Patient Advocate, someone to speak with—if you need a hotel, if you need support—they are there to help you...All the right care in one place."

L.S., piriform sinus cancer



All cancer care is not created equal

Today more and more cancer survivors—anyone diagnosed and living with cancer—can feel positive about the future. When caught early, **most head and neck cancers can be cured**—and many survivors with advanced disease live rich, full lives thanks to medical innovations pioneered by The Institute’s specialists.

Head and neck cancer is complex—it can affect your appearance as well as functions of speaking, swallowing, breathing and hearing—and requires treatment at a highly specialized facility.

Since fast, accurate diagnosis and speedy therapy have an impact on recovery and quality of life, it’s important that you choose a facility as quickly as possible. How do you begin?



Practical suggestions to help you make an informed decision

- **Look at numbers:** Research reveals superior medical outcomes from centers that treat large numbers of cancer patients.
- **Choose the best multidisciplinary cancer center you can find.** The most promising treatments require the care of experts from many medical and surgical disciplines.
- **Replace fear with knowledge.** To help you explore options, ask a prospective facility for a list of books, articles and online resources authored by their physicians and researchers.
- **Don’t leave your family and friends at the door;** their support is vital to your recovery. Choose a cancer center that welcomes your family and gives them the practical, emotional and psychosocial support they need to help you.

“The Institute at Beth Israel has concentrated on assembling the highest quality surgeons and head and neck cancer practitioners in one place and has what I would call a compassionate collective mentality which is absent in other institutions.”
B.N., base-of-tongue cancer survivor.





Life-changing cancer care at The Institute

As you and your family explore top cancer care options, you will hear about Continuum's Institute for Head and Neck and Thyroid Cancer at Beth Israel, one of a handful of specialized cancer facilities in the U.S. The Institute is the first choice for many referring physicians in the metropolitan area, across the country and around the world.

Founded in 1998 by a group of dedicated cancer specialists, The Institute is committed to providing world-class multidisciplinary care for people with cancer and other complex disease of the head and neck.

Our superb cancer care is defined by:

Numbers That Work In Your Favor

The Institute sees more people with head and neck cancer than almost any facility in the country: Our surgical team manages 5,000 patient-visits annually. Among the most experienced specialists in the world, our physicians perfect procedures and create novel therapies unavailable at other hospitals. Yet at The Institute you never feel like a number—our doctors take time to listen, educate and encourage. Our treatment plans are individualized for your particular conditions and needs.

Highly Integrated Multidisciplinary Care

Our multidisciplinary treatment team includes more than 30 professionals—oncologic surgeons, thoracic surgeons, neurosurgeons,



reconstructive and maxillofacial specialists, prosthodontists, radiation oncologists, medical oncologists, radiologists, surgical pathologists, imaging and diagnostic specialists, cancer researchers, patient advocates, nutritional authorities, pain management experts, speech and swallowing therapists, specialized nurses and support staff.

Experts Who Write the Books

The Institute's specialists are clinicians and scholars whose textbooks and publications define standards of head and neck cancer care worldwide. Our Patient Advocate can guide you to a range of resources that educate and assure.

Dozens of Specialists Under One Roof

Treatment at The Institute is easier, faster and better because all therapeutic services are located in one place: our custom-built facility in the Phillips Ambulatory Care Center (PACC) in New York City. Our specialists work in close proximity daily, with the goal of bringing you highly effective, seamlessly integrated therapies. Your surgeon will stay with you throughout treatment and personally oversee any additional therapies and rehabilitative services you need.

Family and Friends on Your Treatment Team

Since we depend on your family, companions, friends and neighbors to help you over the hurdles of treatment and recovery, we designed The Institute with an array of amenities and family support services.



A customized facility on historic Union Square

At The Institute we treat the whole person—not a checklist of medical symptoms. Your state of mind and spirit are decisive factors in your recovery and every feature of our facility was planned for your convenience and comfort.

The Institute at PACC is nestled on Union Square in the heart of New York City (see map on back cover), easily reachable by bus, subway or car. You and your family are steps away from dozens of restaurants, cafes, delis, grocery stores, bookshops, boutiques, churches, temples and other houses of worship. New York City's uptown and downtown museums, theaters and cultural monuments are blocks away.

Our spacious new 9,000 square-foot complex at PACC includes:

- **Private waiting rooms for surgical patients and their families:** Our front waiting room faces a light-filled atrium and sculpted fountain. The rear waiting room provides complete quiet and privacy.
- **Telephones, televisions, computers with Internet access and wireless service** in waiting rooms so you can check up on children, stay in touch at work, track your favorite sports team, do online research on our computers or on your own laptop—or just relax in front of the TV.



Your family stays close while you're in surgery

If your surgery requires an overnight visit, you'll be treated at Beth Israel's Petrie Division, a few blocks from PACC. Surgery is less stressful and recovery easier when you're supported and surrounded by friends and family. We kept your loved ones in mind with recent renovations:

- **Our private family lounge** is a comfortable gathering place for friends and family while you're in surgery. Hosted by a helpful Patient Advocate, the lounge offers refreshments, television, onsite telephones and computers with Internet access.
- **Extraordinary, compassionate nursing care:** Our handpicked surgical nurses are specially trained to meet the significant needs and challenges of post-operative head and neck patients.
- **Private suites that ease recovery:** At The Institute all surgical patients recover in private suites where their needs receive immediate expert attention. Family members are welcome any time and we gladly accommodate loved ones' overnight stays.



Surgical innovation available only at The Institute

You can feel confident about surgical treatment at The Institute. Our surgeons are medical pioneers whose groundbreaking therapies are considered models in the international cancer care community.

At The Institute our first goal is cure, but treatment also aims to preserve and restore your body's functions, form and appearance.

Unique Surgery Shortens Recovery Time and Minimizes Additional Procedures

In the past, surgery for oral cancers frequently left patients both debilitated and deformed. Our acclaimed head and neck and maxillofacial team originated techniques that simultaneously treat cancer while reconstructing the face and jaw. These novel therapies dramatically restore appearance and function—and significantly reduce recovery time and number of additional operations needed.

New Hope for People With Advanced Disease

Our head and neck and maxillofacial team brings you surgical choices available nowhere else in the world and often offers promising options even when disease is advanced—or complicated by prior treatment. **Over 30% of patients seen by our head and neck and maxillofacial team have exhausted therapies at other facilities** or found surgical solutions unacceptable until learning of alternatives available at The Institute.



Our fast and accurate diagnostics increase your therapeutic options

At The Institute our diagnostics detect disease at its earliest stages, support powerful, precise treatments and provide state-of-the-art surveillance of recurrent disease, so your specialist can closely monitor your health after therapy.

No radiology department in the U.S. offers more accurate imaging diagnostics than The Institute. Our radiologists are specially trained in head and neck disease and expertly assess over 11,000 head and neck imaging examinations each year. We offer the latest diagnostic modalities, including MRI, CT and PET-CT—used to detect recurrent cancer at the molecular level. We are the only cancer center in the northeast that performs jointly interpreted PET-CT exams: your tests are always scrutinized simultaneously by a head and neck radiologist and a nuclear medicine physician to assure the highest level of accuracy.

Reconstructive Breakthroughs from Our Head and Neck and Maxillofacial Team

Jaw and facial reconstruction: Our team is responsible for more innovation in maxillary- and mandibular-reconstruction than any other surgeons in the world. They have performed over 450 upper and lower jaw reconstructions.

Sensate free flap surgery, a revolutionary tissue-transfer treatment that helps restore sensation in the mouth and throat.

Laryngeal reconstruction, a novel procedure that returns voices to people following larynx surgery.

Palatomaxillary reconstruction: Among the most experienced palatomaxillary and mandibular specialists in the world, our team developed the iliac crest-internal oblique free flap—now the standard technique for palate and jaw reconstruction.



Over thirty specialists customize treatment that's right for you

Since you are unique—and your health profile is like no other—effective cancer treatment must be carefully tailored to your individual needs. The Institute's Tumor Board—made up of 30 head and neck cancer specialists—ensures that you'll never get cookie-cutter cancer care. The Tumor Board meets each week to plan and update treatment that remains targeted, flexible and responsive.

Sometimes surgery is the only treatment you need. At other times survivors require the additional support of **radiation oncology** and **medical oncology**. Working collaboratively, our oncologists and researchers fine-tune therapies that zero in on cancer, spare healthy tissue and reduce discomfort, pain and disability associated with cancer treatment.

Radiation oncology focuses precise beams—or implanted radiation sources—of energy that eliminate cancer at targeted sites. The Institute offers a wide range of state-of-the-art radiation options for use before, after



or during surgery. We're the only cancer center in Manhattan that offers Intraoperative Radiation Therapy (IORT), a refined treatment that directs radiation to cancer sites exposed during surgery.

Medical oncology, or chemotherapy, delivers cancer-killing drugs to tumors or stray cancer cells in your bloodstream. Our expert oncologists offer advanced combination treatments that use chemotherapy to sensitize cancer cells before radiation therapy for highly effective results and fewer side effects.



Services that support your recovery

While surgery at The Institute is often quickly completed, your journey back to health and well-being can take longer. The Institute supports you every step of the way with an array of rehabilitative services:

- **Specialized dental care and prosthetics:** Preventative helps preserve form and function of your mouth and teeth, and The Institute's skilled prosthodontists can transform many surgical losses.
- **Individualized nutritional counseling:** Our nutritionist and dieticians work one-on-one with you to customize a healthy food plan aimed to maintain weight and strength during and after treatment.
- **Outstanding speech and swallowing therapy** with our acclaimed pathologists helps many head and neck cancer survivors regain normal functions of breathing, speaking and swallowing.



- **A range of pain and palliative care options** gives you the choice of selected drugs, physical therapy, new pain-killing technologies such as transcutaneous electrical nerve stimulation, acupuncture, massage, biofeedback and psychotherapy.
- **A smoking cessation program** provides supportive, non-judgmental consultation and assessment, treatment planning, withdrawal symptom management, counseling and relapse prevention.

"The oncology nutritionist at The Institute is incredible. I can't say enough about her. She gave me all kinds of tips and supports. Not only is she so knowledgeable, but she's unbelievably compassionate."

J.R., tonsillar cancer survivor



**Our Patient
Advocates can also
point you to:**

Stress management programs

Family counseling

Caregiver information

Community and private
health services

Lodging and travel information

Take strength from other survivors

Your return to wellness is more than a biological process. In addition to care from physicians and therapists at The Institute, many survivors find strength and inspiration from people with firsthand experience of head and neck cancer. At The Institute you'll have the opportunity to meet other survivors.

Our Patient Advocates at PACC and the Petrie Division connect you to a supportive network that includes medical professionals, survivors and their families, as well as a wealth of support services. The Patient Advocate at PACC provides confidential guidance on pre- and post-operative concerns, treatment options, complementary therapies, family dynamics of cancer, medical insurance and financial issues, educational, therapeutic and spiritual literature and online resources.

Support for People With Oral and Head and Neck Cancer (SPOHNC) is a nationally organized support group created by people with head and neck cancer for people with head and neck cancer. The Institute is the only facility in Manhattan that hosts a nationally affiliated SPOHNC chapter.



Call us today for more information

Please call our Patient Advocate at 212-844-6847 to learn more about The Institute. The Patient Advocate can answer your questions and direct you to a number of helpful resources. Please call today. We look forward to hearing from you.



The Institute for Head and Neck and Thyroid Cancer at Beth Israel is affiliated with Albert Einstein College of Medicine, Bronx, New York. We are accredited by the American College of Surgeons Commission on Cancer (ACOS), an honor granted to only 1 in 4 cancer centers in the country. Facilities accredited by ACOS treat almost two-thirds of all cancer patients in the U.S. The Institute is also accredited by the Joint Commission on Accreditation of Healthcare Organizations, a non-profit commission that develops and evaluates standards and performance measures for more than 15,000 health care delivery organizations.

As a member of Continuum Healthcare Partners, The Institute belongs to a network of five New York hospitals that provides premier integrated health services. Our facilities are staffed by some of the nation's most talented physicians, surgeons and researchers. Each year more than 500 residents and post-doctoral fellows participate in Continuum's graduate medical programs, attracted by our modern facilities, expert staff and reputation as a leading academic and clinical training center.

Continuum
Cancer Centers

Continuum Cancer Centers of New York

Your appointment is on _____
with Dr. _____

**Continuum's Institute For Head and Neck
and Thyroid Cancer at Beth Israel**
Phillips Ambulatory Care Center (PACC)
10 Union Square East
(between 14th and 16th Streets)
Suite 5B
New York, New York 10003
212-844-8775



A moderately-priced parking garage is located underneath PACC. The entrance is on 15th Street between Union Square East and Irving Place.