Welcome to the Memorial Regional Cancer Center 2014 Annual Report. We are exceptionally delighted with the growth and development we’ve achieved in these last 12 months. We are growing our talented team of physicians and nurses, building our survivorship program and multidisciplinary clinics and adding exclusive capabilities not available elsewhere in Michiana—stereotactic radiosurgery and cancer vaccine trials are just two examples.

We are extremely proud of our clinical trial research team and affiliation with the Mayo Clinic. As a Mayo affiliate, Memorial Regional Cancer Center (MRCC) is a member of Alliance (for Clinical Trials in Oncology), one of five cooperative groups in the United States designing, directing and reporting results from cancer clinical trials. Moreover, the MRCC is pleased to partner with the Harper Cancer Center at Notre Dame in tissue banking (storing cancer specimens for scientific research).

As Medical Director, I can tell you that your team at the MRCC has developed an extraordinary and highly regarded cancer program since I came here in January of 2013. We continue to improve on what we have already accomplished, and new capabilities are under continuous development. For updates, please follow us: www.facebook.com/MemorialRCC and twitter.com/MemorialRCC.

I have heard often from our patients that visiting the MRCC is like being with family. This is because the front office staff, technicians, medical assistants, lymphedema specialists, dietitians, social workers, nurses and physicians all are engaged in your care—ensuring a heartfelt and warm experience, and … we listen to you!

Respectfully,

THOMAS J. REID III, M.D., Ph.D., FACP
Hematology-Medical Oncology
Medical Director

For more information, please call 574.647.1100 or visit QualityofLife.org/cancer.
Accreditations

MEMORIAL REGIONAL CANCER CENTER

**Three-year accreditation** by the American College of Surgeons, Commission on Cancer

**National Radiation Accreditation**
by the American College of Radiation Oncology

**Memorial Regional Breast Care Center—Designated as a Breast Imaging Center of Excellence**
This designation is awarded only to facilities that have received accreditation by the American College of Radiology in stereotactic breast biopsy, breast ultrasound and ultrasound-guided breast biopsy.

Our expert team includes:

- Board-certified medical and radiation oncologists
- An oncology nurse navigator who helps guide patients along every stage of treatment
- Highly trained surgeons who specialize in laparoscopic and minimally invasive surgical techniques
- Oncology-certified nurses and chemotherapy/biotherapy-certified nurses
- Radiation therapists, physicist and dosimetrists
- An oncology nurse practitioner
- An oncology social worker who helps assess family needs and gathers resources
- A certified specialist in oncology nutrition
- Physical therapists, massage therapists and exercise specialists
- A palliative care specialist
- A lymphedema therapist
- Spiritual care services
- A financial counselor
- A medical geneticist

Want to know more about the programs and services provided by Memorial Regional Cancer Center? Go to [QualityofLife.org/cancer](http://QualityofLife.org/cancer).

574.647.1100
Memorial Cancer Registry is an integral part of the cancer program and operates under the leadership of the Director of Oncology Services and the Oncology Care Committee.

The purpose of the Cancer Registry is to ensure complete, timely and accurate data collection on all patients who have been diagnosed and/or treated for cancer at Memorial Hospital. The information collected is reported to the Indiana State Cancer Registry and National Cancer Database. This allows clinicians, researchers and standard setters to provide the best treatments available, analyze outcome and end-results data, and to assess clinical standards and quality of patient care.

In addition to collecting cancer data, Memorial Cancer Registry coordinates multiple site-specific multidisciplinary cancer conferences where diagnostic procedures are reviewed and treatment options are discussed by a group of specialty physicians. The site-specific conferences include breast, lung, gastrointestinal, urology, gynecology, neurosurgery, head and neck, hematologic and pediatric oncology. In 2013, 69 conferences were held at Memorial Hospital, with 213 analytic cases presented, 99% of which were prospective case presentations.

Since the Cancer Registry’s reference year of 1985, the department has collected data on over 31,000 cases and continues to maintain a successful follow-up rate of 91 percent on eligible cases, exceeding the requirement of the Commission on Cancer. In 2013, 1,164 new cancer cases were added to the cancer registry database, which includes 1,035 analytic cases (diagnosed and/or receiving first course of treatment at Memorial) and 129 non-analytic cases (first course treatment elsewhere).

**Figure 1** illustrates 2013 analytic primary diagnostic site distribution, with **Figure 2** and **Figure 3** showing the top five sites for males and females respectively. **Figure 4** demonstrates the service area for 2013.

Memorial Cancer Registry continues to strive for excellence. The department associates participate annually in continuing education, work closely with physicians and physician offices to ensure accurate data is collected and collaborate with other local and state registries.

**FIGURE 1**  
2013 Analytic Primary Site Distribution – Top 15

<table>
<thead>
<tr>
<th>Site</th>
<th>Number of Cases Accessioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast</td>
<td>172</td>
</tr>
<tr>
<td>Lung</td>
<td>144</td>
</tr>
<tr>
<td>Female Genital</td>
<td>126</td>
</tr>
<tr>
<td>Colorectal</td>
<td>90</td>
</tr>
<tr>
<td>Urinary System</td>
<td>88</td>
</tr>
<tr>
<td>Prostate</td>
<td>86</td>
</tr>
<tr>
<td>Digestive</td>
<td>69</td>
</tr>
<tr>
<td>Thyroid/Endocrine</td>
<td>49</td>
</tr>
<tr>
<td>Leukemia</td>
<td>44</td>
</tr>
<tr>
<td>Non-Hodgkins Lymphoma</td>
<td>41</td>
</tr>
<tr>
<td>Head &amp; Neck</td>
<td>31</td>
</tr>
<tr>
<td>Brain, CNS</td>
<td>29</td>
</tr>
<tr>
<td>Melanoma</td>
<td>16</td>
</tr>
<tr>
<td>Unknown/Ill-Defined</td>
<td>15</td>
</tr>
<tr>
<td>Hodgkins Lymphoma</td>
<td>8</td>
</tr>
</tbody>
</table>

**TOTAL 1008**

Number of Cases Accessioned
**FIGURE 2**

Male Analytic Cases – Top 5 Sites

- **Prostate**: 19%
- **Lung**: 16%
- **Digestive System (excluding Colorectal)**: 13%
- **Urinary System**: 10%
- **Colorectal**: 8%

**FIGURE 3**

Female Analytic Cases – Top 5 Sites

- **Breast**: 30%
- **Female Genital**: 21%
- **Lung**: 12%
- **Colorectal**: 8%
- **Digestive System (excluding Colorectal)**: 6%

**FIGURE 4**

Service Area for 2013

- **St Joseph, IN**: 62%
- **Berrien, MI**: 12%
- **Elkhart, IN**: 7%
- **LaPorte, IN**: 4%
- **Marshall, IN**: 4%
- **Cass, MI**: 4%
- **Fulton, IN**: 1%

*Other Counties make up remaining 5%
### 4.1 and 4.2 – Prevention and Screening Activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Screening/Prevention</th>
<th># of Participants</th>
<th>Guidelines Used</th>
<th>Process to F/U with +Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Ongoing smoking cessation program</td>
<td>Prevention</td>
<td>9</td>
<td>American Lung Association</td>
<td>Nine people attended Memorial Hospital’s smoking cessation program and a total of three people stopped smoking.</td>
</tr>
<tr>
<td>2014</td>
<td>Ongoing Low-Dose Lung CT scan screening</td>
<td>Screening</td>
<td>9</td>
<td>American Lung Association</td>
<td>There were nine people scheduled. Of the nine, seven patients had the screening with two abnormal results that are being followed by their PCPs as per NCCN guidelines. Dr. James Kelly is working to get a grant to offer a free screening. He is also working with physician offices to increase awareness of the program.</td>
</tr>
<tr>
<td>2014</td>
<td>Ongoing MRCC Cancer support group</td>
<td>Prevention</td>
<td>4-8 participants</td>
<td>Memorial Regional Cancer Center</td>
<td>Support group for cancer survivors held monthly at Memorial Regional Cancer Center at Day Road. Health care professionals speak about screening, prevention and a variety of cancer-related issues.</td>
</tr>
<tr>
<td>2/28/14</td>
<td>Women’s Expo Show</td>
<td>Screening</td>
<td>149</td>
<td>American Cancer Society</td>
<td>Memorial Regional Breast Care Center nurses performed BSE on 149 women, resulting in 143 normal exams and six abnormal exams that were referred to their physician.</td>
</tr>
<tr>
<td>3/22/14</td>
<td>New Bethel Tabernacle Health Fair</td>
<td>Screening/Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>Memorial Regional Breast Care Center nurses performed BSE and handed out information to many participants at the health fair. No totals tabulated.</td>
</tr>
<tr>
<td>4/15/14</td>
<td>Marian High School Health Class</td>
<td>Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>Memorial Regional Breast Care Center nurses performed BSE and handed out information to many participants at the health fair. No totals tabulated.</td>
</tr>
<tr>
<td>8/14/14</td>
<td>Touch Base at the Cove</td>
<td>Screening/Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>River Bend Cancer Services sponsored screening/prevention program for underserved male participants who were given preventive information and various screenings. Memorial oncologists helped perform prostate cancer exams.</td>
</tr>
<tr>
<td>10/8/14</td>
<td>Skin cancer screening for a local company</td>
<td>Screening</td>
<td>12</td>
<td>American Cancer Society</td>
<td>Memorial Regional Cancer Center nurse practitioner and nurse navigator conducted skin cancer screening at an area business. Three people were found with positive findings who were referred to their PCP.</td>
</tr>
<tr>
<td>10/13/14</td>
<td>City of South Bend group “Lunch and Learn”</td>
<td>Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>Deb Leonakis talked to the group about the importance of breast health and the resources available in our community.</td>
</tr>
</tbody>
</table>
## 4.1 and 4.2 – Prevention and Screening Activities, Continued

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Screening/Prevention</th>
<th># of Participants</th>
<th>Guidelines Used</th>
<th>Process to F/U with +Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/16/14</td>
<td>City of South Bend group “Lunch and Learn”</td>
<td>Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>Nurse navigator Lynn Sobecki talked to the group about the importance of breast health and the resources available in our community.</td>
</tr>
<tr>
<td>10/16/14</td>
<td>Talk about breast health at Grace Community Church</td>
<td>Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>Memorial Regional Breast Care Center Director Deb Leonakis talked to the group about the importance of breast health and the resources available in our community.</td>
</tr>
<tr>
<td>10/16/14</td>
<td>Memorial Health &amp; Lifestyle Center Talk</td>
<td>Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>Memorial Regional Breast Care Center staff distributed information about breast health and informed the participants of the resources available in our community.</td>
</tr>
<tr>
<td>10/21/14</td>
<td>Talk about breast health at Memorial Health &amp; Lifestyle Center</td>
<td>Screening/Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>Nurse navigator Lynn Sobecki gave a talk discussing screening, breast health and resources available in our community. Breast exams were also performed by the Memorial Regional Breast Care Center nurses.</td>
</tr>
<tr>
<td>10/22/14</td>
<td>Breakthrough Community Event</td>
<td>Prevention</td>
<td>120</td>
<td>American Cancer Society</td>
<td>River Bend Cancer Services shared information about cancer prevention. Memorial Regional Breast Care Center and Memorial Regional Cancer Center staff helped to pass out educational information and teach the participants about a variety of cancer prevention topics.</td>
</tr>
<tr>
<td>10/30/14</td>
<td>Education and breast exams at Memorial Health &amp; Lifestyle Center</td>
<td>Screening/Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>Memorial Regional Breast Care Center staff taught and performed breast exams on participants.</td>
</tr>
<tr>
<td>11/14/14</td>
<td>Beacon Health Fair</td>
<td>Prevention</td>
<td>Not known</td>
<td>American Cancer Society</td>
<td>Memorial Regional Breast Care Center staff distributed information on breast health and informed the participants of the resources available in our community.</td>
</tr>
</tbody>
</table>

### 2015 Quality Improvements (Standard 4.8)

- Implementation of new software – Medical Oncology EMR (ARIA) (Completed Q1 2014)
- Improved standardization of patient fatigue documentation (ROC) (Q2 2014) (Standard 4.7 Quality study #1)
- Video-tele conference utilization implemented for Head and Neck cancer conferences.
- Joined Mayo Clinic as an affiliate of Alliance in 2014.
- Opened two Breast Vaccine Clinical Trials and one Prostate Vaccine Clinical Trial in 2014.
- Formed the Memorial Biosafety Review Committee.
- Added standard protocol for presence of Pathologist during Memorial EBUS procedures. (4.7 Quality study 2014)
- Chemo Band Iview (Center) standardization. Standardized with Elkhart General Hospital.
- 3D mammography (tomosynthesis) technology added at Memorial Regional Breast Care Center.
- MRCC compliance with diagnosis and treatment standards in non-small cell lung cancer as described in NCCN guidelines.
Memorial Regional Cancer Center welcomed two new physicians in 2014.

Ivan Dario Bedoya-Apraez, M.D.

Dr. Bedoya joined Memorial Regional Cancer Center’s oncology team in providing complete cancer care to our patients. Board-certified in internal medicine, hematology and medical oncology, he completed his internal medicine residency at The Jewish Hospital in Cincinnati and hematology-oncology fellowship at the University of Cincinnati.

Kevin Wu, M.D.

Dr. Wu received his medical degree at the University of California in San Diego, and completed his internal medicine residency at the University of Southern California, Los Angeles County Hospital in Los Angeles, California, and a hematology and oncology fellowship at Columbia University, New York Presbyterian Hospital, in New York, New York. Board certified in internal medicine, Dr. Wu has authored publications and conducted presentations on numerous cancer topics. Dr. Wu’s medical interests include the treatment of lymphoma and hematologic cancers and providing cancer care that addresses the whole person.
David Hornback, M.D.

Dr. Hornback is a board-certified radiation oncologist and is the Medical Director of the radiation oncology program at Memorial Hospital. After receiving his medical degree at the Indiana University School of Medicine, he interned at St. Vincent Hospital in Indianapolis and completed his residency in radiation oncology at Indiana University Hospital in Indianapolis. Dr. Hornback moved to South Bend in 1992 where he joined Radiology, Inc. and began his practice at Memorial Hospital. In 2009, Dr. Hornback joined Memorial Medical Group, which is now Beacon Medical Group. Dr. Hornback specializes in high and low dose rate brachytherapy and prostate seed implants. In fact, he has the most clinical experience in permanent seed implant for prostate cancer in our region. He has a special interest in treating patients with prostate, breast, gynecologic, lung and colorectal cancer. He has experience in special radiation procedures including stereotactic radiosurgery and stereotactic body radiotherapy. Dr. Hornback has extensive clinical research experience and maintains memberships in a number of professional associations, including the American Society for Therapeutic Radiology and Oncology, the American College of Radiation Oncology and the American Society of Clinical Oncologists.

Samuel McGrath, M.D.

Samuel McGrath, M.D., is board-certified radiation oncologist who has been practicing at Memorial Hospital of South Bend since 2010. He completed his internship and residency at William Beaumont Hospital in Royal Oak, Michigan. While at William Beaumont, Dr. McGrath had the opportunity to train under several nationally renowned radiation oncologists, acquiring valuable experience with advanced treatment planning and delivery techniques, including radiosurgery, brachytherapy and IMRT/IGRT. He received his medical degree from Wayne State University School of Medicine in Detroit, Michigan, graduating with highest distinction as a member of the Alpha Omega Alpha national medical honor society. Prior to this, he completed his bachelor’s degree in chemistry at Indiana University, Bloomington, where he graduated summa cum laude and was a member of the Phi Beta Kappa Honor Society. Dr. McGrath has published on a variety of topics, including prostate, breast and lung cancer. He is an active member of the American Society of Therapeutic Radiology and Oncology and treats all solid tumors at both the South Bend and Mishawaka offices.

Thomas J. Reid III, M.D., Ph.D., FACP

Dr. Reid received his medical degree from Uniformed Services University of the Health Sciences in Bethesda, Maryland. He completed his internship and residency in internal medicine and fellowship in hematology-medical oncology at the Walter Reed Army Medical Center, District of Columbia. He received a Ph.D. in biochemistry at Purdue University. From 1991 to 2004, Dr. Reid was at the Walter Reed Army Institute of Research, including three years as Chief of Blood Research. From 2004 to 2008, Dr. Reid was Chief of Hematology-Medical Oncology at the Walter Reed Army Medical Center. After 27 years in the Army Medical Corps, he retired in 2008 as a full Colonel. From 2011 to 2012, he was Chief, Hematology-Medical Oncology and Oncology Program Director at MedStar Good Samaritan and MedStar Union Memorial Hospitals in Baltimore, Maryland. In Baltimore and at Walter Reed, he served as Principal Investigator for the cancer clinical trials cooperative group, Cancer and Leukemia Group B (CALGB). Dr. Reid also served as co-chair of the Clinical Research Committee at the Lombardi Cancer Center, Georgetown University Medical Center.

His special interests include cancer clinical trials (adult solid tumors and lymphomas, supportive care, cancer vaccines, translational research), cancer epidemiology, cancer genetics, cancer survivorship and coagulation (bleeding and clotting) and hematologic disorders. Dr. Reid is married to Joy and has two sons, Christopher and Tristan.
Memorial Regional Cancer Center Leadership

Front Row: Julie Hetler, CTR, Cancer Registry Manager; Thomas J. Reid III, M.D., Ph.D., FACP, Medical Director, Chief Hematology-Medical Oncology; Katie Shively, Director of Oncology Services

Back Row: Alicia Dombkowski, Director of Clinical Research; Diana Custer, Vice President of Operation; David Hornback, M.D., Medical Director of Radiation Oncology; Patricia Smith, R.N., BSN, Manager of Patient Care Services, 10 South Hematology-Medical Oncology; Kathy Hawley, R.N., Manager of Hematology-Medical Oncology
Breast Tomosynthesis

Memorial Regional Breast Care Center began offering 3D mammography (breast tomosynthesis) for breast cancer screening in early 2014. Breast tomosynthesis produces a three-dimensional view of the breast tissue that helps radiologists identify and characterize individual breast structures without the confusion of overlapping tissue.

The Center’s Selenia® Dimensions® breast tomosynthesis system is made by Hologic, a world leader in digital mammography. The Selenia Dimensions system offers exceptionally sharp breast images, an advanced ergonomic design providing more patient comfort, and the groundbreaking tomosynthesis platform designed to deliver superior screening and diagnostic performance for all breast types.

We believe breast tomosynthesis will benefit all screening and diagnostic mammography patients, and is especially valuable for women receiving a baseline screening, those who have dense breast tissue and/or women with a personal history of breast cancer.

Breast Cancer and Prostate Cancer Vaccine Clinical Trials

Memorial Regional Cancer Center’s clinical research team brings to Michiana pioneering clinical trials that use anti-cancer vaccines in an attempt to boost the immune system (immunotherapy) to recognize and eliminate cancer cells. Clinical trials are key to developing new methods to prevent, detect and treat cancer.

In 2014, Memorial Hospital enrolled 29 patients to clinical trials. Nine of those patients were enrolled to National Cancer Institute sponsored clinical trials through Memorial’s affiliation with the Mayo Clinic. To remain an affiliate, Mayo Clinic requires sites to enroll 5 patients per year to clinical trials. In 2014 Memorial Hospital exceeded this goal.

It is through clinical trials that researchers can determine whether new treatments are safe, effective and work better than current treatments. Taking part in a clinical trial adds to our knowledge about cancer and helps improve cancer care.

Breast Cancer: HER2 Vaccine Study
Combination immunotherapy of the HER2 vaccine NeuVax™ and trastuzumab (HERCEPTIN™) to prevent cancer recurrence in early stage breast cancer patients who have a high possibility of the cancer returning.

Metastatic Prostate Cancer: Prospect Study
Immunotherapy with PROSTVAC™ investigational vaccine for patients with metastatic prostate cancer who have progression of the cancer while taking endocrine (androgen deprivation) therapy.

Memorial Cancer Research Center is currently enrolling participants in the following vaccine clinical trials:
Prostate Cancer Clinic

At Memorial Regional Cancer Center’s Prostate Cancer Clinic, our patients meet one-on-one with cancer care specialists to discuss treatment options, developing a comprehensive treatment for their prostate cancer. To help decide which treatment is best for the patient, the monthly Prostate Cancer Clinic brings patients and family members together with medical oncologists, urologists and radiation oncologists to discuss the different treatment options in one convenient visit. Our team of multispecialty, board-certified physicians reviews each case and works together with the patient to coordinate a collaborative care plan.
Two Locations in 2014

Beginning in January 2014, the Memorial Regional Cancer Center (MRCC) began providing its full range of hematology and oncology services in two locations: Memorial Hospital campus and Day Road campus in Mishawaka. By adding a second location, MRCC is able to better serve patients who benefit from improved access and convenience to lifesaving services. The new Day Road location accommodates the rapidly growing program, featuring a more spacious infusion area and easier access for Mishawaka and Granger patients.

Services available at the new Mishawaka location include:

- Chemotherapy
- Radiation Therapy
- Infusion Therapy
- Lymphedema Therapy
- Radiology/PET/CT
- Anticoagulation Clinic
- Complementary Services
- Survivorship Services

Both locations can be reached by calling the Cancer Center’s main number: 574.647.1100.

Early Stage Lung Cancer Screening

Memorial Regional Cancer Center and the Thoracic Oncology Clinic initiated a Low-Dose Lung CT Scan Program to help people at risk of having lung cancer gain access to lifesaving treatment. The use of a low-dose CT scan can be an effective screening tool for early stage lung cancer in people with the following criteria:

- Individuals with no signs or symptoms connected with underlying cancer
- Individuals between the ages of 55 and 74 with a lengthy smoking history or a former smoker

For just $99, the program includes a low-dose lung CT scan, preliminary lung function testing and smoking cessation classes. For more information, call the Memorial Health Discovery Center at 574.647.1801.

Are You at Risk for Lung Cancer?
Thomas Reid III, M.D., Ph.D., FACP, was the recipient of the 2014 Night of the Stars Hope Award from the American Cancer Society for giving hope to cancer patients and survivors through his outstanding commitment to care. Night of the Stars is an annual event to honor extraordinary individuals from our community who give of themselves through time and effort to fight the battle against cancer.

Under the medical direction and vision of Dr. Reid, Memorial Regional Cancer Center has brought cutting-edge treatments (e.g., breast cancer and prostate cancer vaccine clinical trials) and survivorship advances for the care of patients; affiliated with the Mayo Clinic; and become a major oncology program in the region. These achievements, he says, would not be possible without the complete support of outstanding Memorial Regional Cancer Center radiation and medical oncology colleagues, nurses, medical and clerical assistants and the Memorial Administration.

Also, the International Association of Healthcare Professionals selected Dr. Reid to represent hematology-medical oncology in their publication, *The Leading Physicians of the World*. Dr. Reid’s selection is a significant representation of his passion and dedication for the field of hematology-medical oncology.

Additionally, Dr. Reid’s expertise was further recognized in 2014 by his election to Continental Who’s Who among Pinnacle Professionals in the field of medicine.
“Doc, You Rock!” is a physician recognition program at Beacon Health System. Associates nominate physicians who excel in areas of patient care, are personable and, most of all, are great team players.

When it comes to his patients, associates agree that Dr. David Hornback is “top-notch in his professional knowledge, and his bedside manner cannot be beat!”

He takes the time to educate patients and family members about the history of their cancer and thoroughly explains the treatment course.

“He spends a lot of time counseling and getting to know his patients, their families and their situations. Cancer can be a scary diagnosis, but with Dr. Hornback’s expertise and caring, patients find it easier to get through the sometimes difficult treatments necessary to survive their disease.”

Another associate states, “Even on his days off, Dr. Hornback is following up on patients’ test results, calling patients at home and even calling other departments to ensure that patients have tests done in a timely manner.”

His patients say that his competency inspires hope. He uses humor a lot, and this really endears patients to him, making their experience more personal. Yet, he is honest with his patients and will not continue treatment if he knows it will not be in their best interest. “He has a talent for alleviating anxiety in his patients by building a partnership to find the best possible treatment options. I have seen many patients who are hard to connect with find a connection with Dr. Hornback.”

As a team player, Dr. Hornback is captain of the team. He has true care and concern for each and every one of his coworkers. He is active on the department social committee and comes up with fun ideas for the staff and their families. He does a lot of community service and promotion of Memorial Regional Cancer Center.

Dr. Hornback radiates a sense of joy wherever he goes. “He whistles while he works. This makes me think that he is fundamentally a happy and positive person,” explains an associate. Working in cancer care is not easy, but Dr. Hornback’s good-natured presence helps make it one of the best places to work at Memorial. He encourages any activities that will make us a more cohesive group, because he knows that a happy, cohesive team will provide great care to his patients. He is just a true joy to work with!”

Dispensing Hope and Humor
David Hornback, M.D., Receives “Doc, You Rock!” Recognition

Hey Doc, YOU ROCK!
**2014 EVENTS**

**Join Us for Girls’ Night Out!**

Wed., October 15 | 4:30 to 7 p.m.
DoubleTree Hotel in downtown South Bend

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**Beach Day at MRCC**

We couldn’t take a field trip to the beach, so we brought the beach to patients, families and staff. August 15th turned into Beach Day at the Mishawaka office of the Memorial Regional Cancer Center, complete with beach inspired snacks and drinks. The day was an opportunity for patients and staff to unwind and enjoy music and laughter together.

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**Girls Night Out**

A fun evening event for ladies to enjoy some pampering along with important health screenings was held on October 15 at the DoubleTree Hotel in downtown South Bend. Staff from Memorial Regional Cancer Center and Memorial Regional Breast Care Center were present to discuss screening for breast cancer with a strong family history of cancer, especially breast and ovarian cancers.

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**University of Chicago Medicine Urologic Cancer Program Bike Tour**

In October 2014 the University of Chicago Medicine Urologic Cancer Program (UCMUCP) embarked on its first bike tour and fundraiser to generate awareness of urology diseases and the importance of early detection. Memorial Hospital was the first stop in a two-day tour. Memorial physicians and leadership provided a “Welcome” reception, which provided a much-needed break and fellowship for the UCMUCP riders.

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**Pink in the Park, May 17-18**

The South Bend Silver Hawks help to promote breast cancer awareness by wearing pink uniforms at the MRCC hosted evening.
Breast Cancer Awareness

A gentle reminder to women during Breast Cancer Awareness month was posted on Facebook®. “From all of us at MRCC, we are delighted to serve our patients and their families in the fight against breast cancer. Please get your mammogram!”

Restorative Fitness Center opens at Day Road location

December 2014 marked the opening of the MRCC Restorative Fitness suite. All patients receiving treatment with MRCC can participate in 12 free sessions of exercise, which helps manage side effects of treatment while improving mood and self-esteem.

The Movember Movement

Memorial Regional Cancer Center physicians show their support for the Movember Foundation by sporting mustaches throughout the month of November. The Movember Foundation and Memorial Regional Cancer Center are committed to the face of men’s health by bringing awareness to men’s health issues such as prostate and testicular cancer.

During November 2014, the physicians at MRCC grew mustaches and kept their Facebook fans engaged with photo updates. The month ended in a vote for the best mustache with the most “Likes.”

To learn more about the Movember Foundation, visit us.movember.com.

“Dr. Reid, are you trying to tell us something we ought to know about you?”

Dr. Reid gets his family into the act!