

# Campaign for Prostate Health

It's about men. It's about time.



## Campaign for Prostate Health

University Hospital Foundation

Royal Alexandra Hospital Foundation

Alberta Cancer Foundation

*In support of Alberta Health Services*

Letter from  
the Campaign  
Leadership  
Team

### Joining Forces in Support of Prostate Health

Eight months. When facing prostate disease and prostate cancer, men undergo a lengthy process of testing, consultations, decision making and – finally – treatment. Moving from testing to treatment can take eight months or more. **This needs to change. By working together, it will.**

The University Hospital Foundation, the Royal Alexandra Hospital Foundation and the Alberta Cancer Foundation have joined forces in a \$26 million Campaign for Prostate Health. Funds raised through this campaign will be used to support Alberta Health Services' commitment to establish a Rapid Access Prostate Health Clinic within the next two years, to create a consolidated centre for ambulatory and urological services in Edmonton within the next five years, and to build a focused Prostate Cancer Research Initiative.

By joining forces in this campaign, we are creating a unique opportunity for the University of Alberta Hospital, the Royal Alexandra Hospital and the Cross Cancer Institute to collaborate in advancing the diagnosis, treatment and research for prostate disease and prostate cancer.

Please join us today in our effort to ensure that men in central and northern Alberta receive the most timely and advanced prostate care possible – today and into the future.

**It's about men. It's about time. And it's about taking action – NOW!**

**Irving Kipnes**  
*University Hospital Foundation*

**John Day, Q.C.**  
*Royal Alexandra Hospital Foundation*

**Bob Bentley**  
*Alberta Cancer Foundation*

**C.J. Woods, FCA**  
*University Hospital Foundation*

**Ron Hodgson**  
*Royal Alexandra Hospital Foundation*

**Frank Sojonky**  
*Alberta Cancer Foundation*

## Campaign for Prostate Health

It's about men. It's about time.  
And it's about taking action - **NOW!**

**Thank you for your support!**



*"When you consider that one in seven Canadian men will be told that he has prostate cancer, this campaign will get your attention.*

*For me, the bad news was that I was the one in seven; the good news was that skilled personnel and advanced equipment could give me a lot more time to enjoy life.*

*If you count more than seven men among your friends and family, chances are that support for this campaign could be the best investment you will ever make."*

*-Jack Ondrack,  
Campaign Donor & Survivor of Prostate Cancer*

## Donor Recognition

The University Hospital Foundation, the Royal Alexandra Hospital Foundation and the Alberta Cancer Foundation are pleased to offer a variety of recognition opportunities for your contribution to the Campaign for Prostate Health. Donors to the Campaign will be gratefully acknowledged within the newly developed urology centre and the Cross Cancer Institute.

For more information please contact:

**Royal Alexandra Hospital Foundation**  
P. (780) 735-4723 | F. (780) 735-4016

Email: [rafoundation@capitalhealth.ca](mailto:rafoundation@capitalhealth.ca)  
[www.royalalex.org](http://www.royalalex.org)

**Alberta Cancer Foundation**  
P. (780) 643-4400 | F. (780) 643-4398

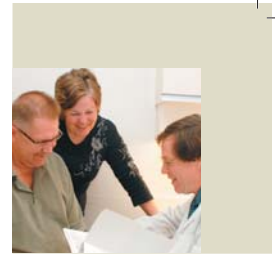
Email: [acfonline@cancerboard.ab.ca](mailto:acfonline@cancerboard.ab.ca)  
[www.cancerboard.ab.ca](http://www.cancerboard.ab.ca)

**University Hospital Foundation**  
P. (780) 407-7007 | F. (780) 407-6603

Email: [uhfoundation@capitalhealth.ca](mailto:uhfoundation@capitalhealth.ca)  
[www.universityhospitalfoundation.ab.ca](http://www.universityhospitalfoundation.ab.ca)

UHF Charitable registration/Business number: 88900-3240 RR0001  
RAHF Charitable registration/Business number: 11912-6217 RR0001  
ACF Charitable registration/Business number: 11878-0477 RR0001

Republication of brochure: December 2008 – Source of Statistics: Canadian Cancer Society 2008.



## Campaign for Prostate Health

### Campaign Goal \$26 million

#### One in seven men will receive a diagnosis of prostate cancer in his lifetime.

Prostate cancer is the most common form of cancer in men. This year alone, an estimated 24,700 Canadian men will be diagnosed with prostate cancer and 4,300 will die of this disease. Early diagnosis and rapid access to treatment significantly increase survival rates.

The Royal Alexandra Hospital and the University of Alberta Hospital, as well as the Cross Cancer Institute, are committed to attracting the best urology and oncology specialists to take a lead in the battle against prostate cancer and prostate disease.

This Campaign for Prostate Health will ensure that patients benefit from timely access to specialized services, the latest surgical treatment options and continued advancements in prostate care and research.

#### Campaign Priorities include...

- **\$6 million** – to develop a Prostate Health Clinic, in the new urology centre, that will coordinate rapid access to all prostate diagnostic and treatment services for men in central and northern Alberta
- **\$4 million** – in the first phase of the Campaign, funds were raised to purchase two Robotic Surgery Systems and related technology for the Royal Alexandra Hospital and the University of Alberta Hospital
- **\$6 million** – to create an Innovation and Research Fund to support advancements in prostate research, education and patient care
- **\$10 million** – to support the province-wide Alberta Prostate Cancer Research Initiative. This includes \$5 million raised in the first phase of the campaign for the Frank & Carla Sojonyk Chair in Prostate Cancer Research at the Cross Cancer Institute. The remaining \$5 million will equip research laboratories, build and train research teams and launch new programs.



*"As a physician, the small number of lives I help pales in comparison to a researcher whose work will affect thousands of lives. It is through research that we have been able to turn prostate cancer into a very curable cancer, but we need to do more. Research is critical to preventing the disease and improving the lives of patients living with prostate cancer."*

- Dr. Peter Venner  
Director, Department of Medical Oncology, Cross Cancer Institute



*"Men with prostate cancer often have very specific concerns before surgery and during their recovery. The clinic will provide an opportunity to meet with patients regularly and offer them the information and support they value as they move from diagnosis, to treatment and to recovery."*

-Dr. Katherine Moore,  
PhD, Advanced Practice Nurse,  
Division of Urology



*"This campaign offers us a unique opportunity to make our great program even better. We'll be able to draw more experts and researchers into the region and have a full-fledged centre for excellence."*

-Dr. Michael Chetner,  
Regional Section Head, Division of Urology

#### **The Frank & Carla Sojonky Chair in Prostate Cancer Research will...**

- provide vision and strategic direction for a provincial research program
- recruit a senior investigator to lead scientific discoveries and create an international reputation in the field of cancer research
- lead a province-wide group of Alberta scientists and clinicians in the advancement of prostate cancer research that will focus on prevention initiatives, screening programs, targeted treatment options, clinical trials and palliative care
- attract funding from various external granting agencies to increase research potential



*"Prostate cancer is not just a man's cancer; it's a disease that affects everyone close to him. Research under the leadership of the Chair in Prostate Cancer Research will make a difference in the lives of so many families and help us conquer prostate cancer forever."*

- Frank Sojonky and his wife, Carla

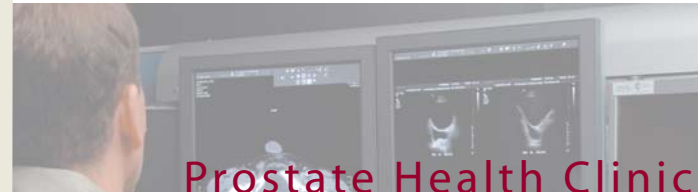


"It all starts with research – it is the only route to the ultimate cause and cure for prostate cancer. This unique funding umbrella in support of a provincial program with a specific prostate focus will be the catalyst for life-saving research."

- Dr. Tony Fields  
VP Medical Affairs and Community Oncology

## The Alberta Prostate Cancer Research Initiative

...a key to conquering prostate cancer



## Prostate Health Clinic

...a partnership in care



### The Alberta Prostate Cancer Research Initiative - \$10 million

The Alberta Cancer Foundation will provide funding to help researchers uncover ways to prevent cancer, increase the accuracy of diagnostic tools, and enhance the quality of life and survival rates for prostate cancer patients.

#### The Alberta Prostate Cancer Research Initiative will include:

**\$5 million** – for research grants to outfit laboratories, build research teams and launch new programs

**\$5 million** – for an endowment that will provide ongoing support for a Chair in Prostate Cancer Research located at the Cross Cancer Institute in Edmonton. This Chair is named in honour of Frank Sojonky, an active community volunteer and prostate cancer survivor.

#### The Alberta Prostate Cancer Research Initiative grants will...

- foster new research programs through a significant increase in designated resources for prostate cancer
- equip prostate cancer research laboratories with state-of-the-art equipment and cutting-edge technology
- build and train a province-wide prostate cancer research team through studentship and post-doctoral fellowships
- launch new prostate cancer research programs in the areas of basic research, translational research, population health research and clinical trials

### Prostate Health Clinic - \$6 million

The Campaign for Prostate Health will support the creation of a specialized rapid-access clinic in a new urology centre to be centrally located in Edmonton.

The clinic will serve as a major resource and referral centre and will ensure rapid access to a broad scope of specialized services for the men of central and northern Alberta.

*"The length of time a patient waits between testing and treatment is unacceptable. Our vision is to ensure that men move from testing, to diagnosis, to consultation and to treatment in a much shorter period of time and that they have access to the most advanced treatment options available."*

- Dr. J.B. Metcalfe,  
Division of Urology

#### The Prostate Health Clinic will...

- streamline access to diagnostic and treatment services and specialists
- have dedicated staff to educate and support patients in making informed decisions about their treatment options
- provide clinical follow-up services and support for patients during recovery
- reach beyond the clinic walls with outreach services that include education, quality of life coaching, a dedicated telephone information line and web resources





*"With robotic surgery, we have improved visualization, dexterity and control, allowing us to operate with pinpoint precision."*

- Dr. Niels-Erik Jacobsen,  
Division of Urology

## Robotic Surgery ...an evolution in treatment

### Robotic Surgery System and Technology - \$4 million

Funds raised early in the Campaign have been used to purchase state-of-the-art Robotic Surgery Systems and new technology at the Royal Alexandra Hospital and University of Alberta Hospital. Patients are already seeing the benefit of this community support.

Highly-skilled urologists at both hospitals are now using the da Vinci S robot, the most technologically advanced surgical robot available today.

This latest evolution in surgical treatment options for prostate cancer adds to several other surgical options including open surgery, laparoscopic surgery and cryosurgery. With the addition of robotic surgery, both hospitals now offer the broadest range of surgical options for prostate cancer.

More options mean that men can choose a treatment that is right for them.

#### The Robotic Surgery System will...

- provide a less invasive surgical option
- result in shorter hospital stays
- promote faster healing and recovery times

*"For urology patients, the robot will reduce the risk of impotency and urinary incontinence, and improve outcomes."*

- Dr. Mike Hobart,  
Division of Urology



*"There are several vital areas of research that will benefit directly from this fund. Examining functional outcomes in patients following surgery and finding ways to reduce instances of incontinence and erectile dysfunction are among our top priorities."*

- Dr. Eric Estey,  
Chief of Urology, Royal Alexandra Hospital

## Innovation and Research Fund ...an investment in excellence

### Innovation and Research Fund - \$6 million

The Campaign for Prostate Health will create an Innovation and Research Fund that will ensure the Royal Alexandra Hospital and University of Alberta Hospital have the resources needed to retain and attract world-class health professionals and support continued advancements in prostate research and patient care.

Highly-skilled specialists in prostate health are sought after by health care facilities around the world. These experts are drawn to locations that have the most advanced equipment and the resources to promote and support excellence.

#### The Innovation and Research Fund will...

- give our urology program an edge in attracting and retaining top specialists
- support research initiatives that move scientific discoveries to the bedside sooner
- expand education and training opportunities for urologists on new technologies and treatments
- support the development of programs to advance patient care and education