



Memorial Sloan Kettering
Cancer Center

Community MATTER'S

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NEWS FROM MEMORIAL SLOAN KETTERING CANCER CENTER

Sharing Knowledge Through Multiple Channels



Physician-in-Chief José Baselga, along with several other MSK clinicians, will be featured in an upcoming PBS documentary, *Cancer: The Emperor of All Maladies*.

Part of our everyday work at Memorial Sloan Kettering is to help people better understand cancer, in the event that they or a loved one are diagnosed with the disease. Every interaction we have with a patient or a caregiver is guided by our desire to give knowledge and support to those in our care.

To be sure, there is a lot to communicate as we are on the brink of a revolutionary era in cancer treatment. These successes are due in part to advances in molecular oncology and immunity science, two areas where MSK continues to play a leading role in taking findings from the laboratory and translating them into promising treatments. Several MSK initiatives with great potential to improve patients' lives have been recognized recently, including:

- Development of a cell-based therapy to prime the immune system to attack leukemia
- Identification of a genetic mutation that appears to cause ovarian cancer
- Approval of a new immune-based drug treatment (nivolumab or Opdivo™) by the FDA for people with advanced melanoma and people with squamous cell lung cancer

We are excited by these and other advances in cancer care and are eager to share new findings with patients and caregivers. Want to learn more? This issue offers some suggestions.

Watch New PBS Documentary on the Past, Present, and Future of Cancer Treatment

March 30 and 31 and April 1 at 9:00 PM

PBS will air *Cancer: The Emperor of All Maladies*, a six-hour television event from filmmaker Ken Burns based on the Pulitzer Prize-winning book by Siddhartha Mukherjee. Visit www.mskcc.org/morescience for information about the MSK clinicians and scientists featured in the film and for opportunities to ask them your questions.

Attend a Free Community Event

CANCERSMART PROGRAMS

Thursday, April 2

Targeted Therapies for Breast

Cancer: What Are They and How Do They Work?

Wednesday, April 15

Progress and Promise: What You Need to Know about Colorectal Cancer

Monday, April 27

Calling Cells to Arms: Engaging the Immune System to Battle Cancer

All CancerSmart talks will take place from 6:00 – 7:30 PM in the Rockefeller Research Laboratories building, at 430 East 67th Street. You can also watch via webcast. Please call 212-639-3074 or visit us at www.cancersmart.org to register for our talks and to sign up to receive webcast details.

NATIONAL MINORITY CANCER AWARENESS WEEK SEMINAR

Wednesday, April 15

9:30 – 11:30 AM

The Latest on Prevention and Screening:

Updates on Cervical and Lung Cancers

Adam Clayton Powell, Jr. State Office Building

163 West 125th Street, 2nd Floor Art Gallery

This event is sponsored by MSK's Breast Examination Center of Harlem. Photo identification is required to enter the building and cameras are prohibited.

Registration begins at 9:00 AM and breakfast will be served. Please RSVP to diversity@mskcc.org or 646-888-0221.



2014 Community Service Plan
Update on Activities to Benefit the Community

Learn More About Our Community Initiatives

MSK sponsors numerous programs to benefit patients, families, caregivers, and neighborhood residents. Please visit www.mskcc.org/communityserviceplans to read about our efforts to provide cancer education in the community and to increase access to quality cancer care.

To request a copy of our *2014 Community Service Plan* you may also send an email to communityaffairs@mskcc.org.

CONTACT US

Patients interested in receiving care at any MSK facility can contact our Physician Referral Service at **800-525-2225**.

We are in-network with most health plans.



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Community M A T T E R S

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Come for a Free Cancer Screening

HEAD AND NECK CANCER SCREENING

No appointment necessary. For further information, call 646-497-9161.

Wednesday, April 29

9:00 AM – 12:00 PM

Breast Examination Center of Harlem
Adam Clayton Powell, Jr. State Office
Building, at 163 West 125th Street, 4th Floor
Photo identification is required to enter the building and cameras are prohibited.

Thursday, April 30

9:00 AM – 12:00 PM

60th Street Outpatient Center
16 East 60th Street, 4th Floor, Suite 405

Friday, May 1

10:00 AM – 1:00 PM

Brooklyn Infusion Center
557-1 Atlantic Avenue
Brooklyn, NY

SKIN CANCER SCREENING

By appointment only. To make an appointment, call 646-888-6410. Phone lines open at 9:00 AM on Wednesday, April 29.

Thursday, May 7

4:00 – 7:00 PM

60th Street Outpatient Center
16 East 60th Street, 3rd Floor, Suite 302

Individuals at increased risk for skin cancer are most likely to benefit from screening. Risk factors for skin cancer include family history of melanoma (two or more blood relatives), multiple atypical moles, and numerous actinic keratoses (scaly patches of skin, gray to pink in color, on sun-exposed areas of the body).