



Press Release

Monday, 14th May, 2007

Beacon Hospital Launches New Cancer Centre

- A full range of world-class cancer services under one roof -*
- Most advanced cancer treatment service in the greater Leinster and Midlands Region -*
- No waiting lists and immediate diagnosis and delivery -*

The Minister for Health and Children, Ms. Mary Harney T.D., officially opened the new Beacon Hospital Cancer Centre, today, May 14th 2007. This new Cancer Centre offers an unparalleled range of cancer treatment, and uniquely has key services such as diagnostics, surgery, chemotherapy, radiology, two state-of-the-art Linear Accelerators (LINACs), and follow-up under one roof. This model of cancer care allows the patient a seamless, rapid service along with the avoidance of travelling from location to location for various procedures thereby helping to alleviate an already stressful situation.

At the core of this new world-class Cancer Centre are two distinct strands of treatment services, one equally complementing the other. The first strand is a state-of-the-art radiotherapy service, offering both Intensity-Modulated Radiation Therapy (IMRT) and the even more advanced Image Guided Radiotherapy (IGRT). The second strand of treatment involves a highly trained consultant delivered Medical Oncology service, with a unique focus on sub-specialist areas including breast, colo-rectal, gynaecological, and urological cancers.

Through the use of LINAC, and the IMRT treatment planning process, cancer patients can receive a precise dose of radiation to the affected area while sparing healthy normal tissues in the region. It is particularly useful for the treatment of malignant tumours where small beams, or beamlets, can be aimed by the LINAC at the tumours from many different angles. During treatment, the radiation intensity of each beamlet is controlled, and the beam shape changes hundreds of times. As a result, the dose of radiation curves around important healthy tissues, minimising side-effects in a way that is impossible with other techniques.

Offering the first IGRT system in the greater Leinster and Midlands region, Beacon Hospital Cancer Centre can provide even more detailed 3D images of the tumour. Its On-Board Imaging (OBI) and Respiratory Gating

system monitors patients breathing and organ movement during delivery of the dose and changes the shape of the beamlets accordingly. This advanced technology allows the treatment of much smaller tumours.

Working very closely with its partner cancer facility in the United States, the University of Pittsburgh Medical Center (UPMC), Beacon Hospital can ensure that the most efficient treatment plan is designed for individual patients. Scans of tumours are taken and sent to D3 Advanced Radiation Planning Services in Pittsburgh, which boasts one of the world's leading teams of IMRT physicists. Within three days, an extremely accurate and efficient treatment plan can be designed. This then can be implemented by the Consultant delivered radiotherapy team in Beacon Hospital in close collaboration with the D3 team, using a telemedia link-up. "This is a much faster and more efficient process than the majority of cancer treatment services available in Ireland today", said Prof. John G. Armstrong, Medical Director Radiation Oncology, for UPMC Cancer Centres in Ireland.

The second strand of the new Beacon Hospital Cancer Centre is a world-class medical oncology service. The core team includes three dedicated Consultant Medical Oncologists along with a team of Oncology nurses who will be available to patients 7 days per week, once a patient is on a treatment path.

Recognising a need for providing cancer patients with sub-speciality expertise, the Beacon Hospital Medical Oncology Department offers a Consultant delivered service in areas such as urology, breast, colo-rectal, gynaecological, lung, head and neck and upper GI cancers.

Cancer patients in the Beacon Medical Oncology Department can expect to receive their initial consultations from a multidisciplinary core-team, including surgeons, medical oncology, radiotherapy, radiology, pathology and supportive care. This provides a much greater chance of an early successful diagnosis, thereby affording the patient the opportunity for an improved outcome.

Recognising that cancer treatment can be extremely traumatic for patients, the Beacon Hospital Cancer Centre practices *relationship based care*. The goal is to individually prepare and support each patient and his or her family through the treatment process with professionalism, sensitivity and honesty. This is all carried out in a clean, comfortable and spacious environment.

Describing the new service, Consultant Medical Oncologist, Dr David Fennelly said: “The new Beacon Hospital Cancer Centre brings cancer treatment and care to a new level in Ireland, offering holistic centred oncology care in a safe, comfortable, calm environment while offering all of the benefits of our state-of-the-art technology”.

As part of the overall service, patients will receive medically directed and supervised complementary cancer therapies from the Beacon Cancer Support service, located within the Beacon Campus.

About Beacon Hospital

The 238,000 sq ft, nine-floor Beacon Hospital was opened in October 2006, and provides world-class acute care services, including heart surgery, neuro-surgery, and emergency medicine services. There is also an oncology day treatment centre along with therapeutic radiography services.

Beacon Hospital is the European showcase for General Electric (GE) equipment and is the only hospital in Ireland that has a full complement of the most advanced radiology equipment under one roof.

Beacon Hospital has eight operating theatres, two endoscopy suites and fourteen critical care beds. The eight operating theatres are divided into dedicated rooms for neurosurgery, urology, cardiac, general, orthopaedic and ophthalmic surgery.

The Critical Care Unit is a fourteen-bed unit with individual glass-fronted cubicles, in order to ensure privacy and to minimise the risk of infection. The open plan design allows for visibility of all patients at all times. The design of the hospital is such that many of the diagnostic intervention units are easily accessible to the Critical Care Unit, which may save lives in emergency situations.

Beacon Hospital recently opened its new Consultant-delivered Emergency Department at Beacon Hospital on Wednesday, March 21, 2007. Beacon Emergency Department is the first Emergency Department in the Eastern region attached to an independent hospital, giving patients immediate access to all of the major specialities on site, including some of the most advanced diagnostic and laboratory services available in the region, such as X-Ray, Ultrasound, CT, MRI, routine and specialised blood tests.

Further information about the Beacon Hospital can be located at www.beaconhospital.ie

About UPMC

UPMC (University of Pittsburgh Medical Center) is one of the leading non-profit medical centres in the United States. Based in Pittsburgh, Pennsylvania, UPMC is an integrated health care enterprise, it has the medical expertise, geographic reach and financial stability to develop models of excellence that are transforming health care nationally and internationally.

UPMC employs 2,150 physicians and a further 4,000 have privileges at UPMC's 19 tertiary, speciality and community hospitals. UPMC also provides cancer treatment to more than 36,000 new patients annually at 43 regional centres.

UPMC can be located at www.upmccancercenters.com