Soroka Comprehensive Cancer Center
Today’s Challenge
Soroka Medical Center: An Overview

With 1,100 beds, Soroka Medical Center is among Israel’s largest and most advanced hospitals, and the country’s busiest. Soroka is the only major medical center in the entire Negev, serving a population of more than one million inhabitants, including 400,000 children, in a region that accounts for 60% of the country’s total land area. Soroka serves as the teaching hospital of both the medical school of Ben-Gurion University, whose Faculty of Health Sciences is located on the hospital campus, and its Medical School for International Health.

On par with leading international institutions, Soroka specializes in areas that include, for example, early detection and treatment of breast cancer using minimally invasive procedures; non-invasive removal of malignant tumors; trauma rehabilitation of children and adolescents; pediatric infectious diseases; and much more.

Each year, excellent care is provided to more than 750,000 people at outpatient and clinic visits; 235,000 patients visit our Emergency Medicine Department (the busiest in the country); 80,000 inpatients fill our beds; over 33,000 patients undergo surgery, and more than 17,000 babies are born. Soroka’s neonatal and pediatric departments provide family-centered intensive care with world-class survival rates.

Soroka’s Trauma Unit is the largest and busiest in Israel, always on call, 24 hours a day, 365 days a year. Soroka serves as the regional trauma center for victims of terror and for all Israel Defense Force bases in and near the Negev. This need is unfortunately constant and increasing, most recently in light of the ongoing security situation in areas bordering Gaza.

Soroka Medical Center stands at the forefront of medical progress, and is currently upgrading and enhancing research capabilities and the healthcare it provides. Soroka’s staff is dedicated to advancing research and providing optimal medical and emergency care while treating the patient as a whole human being.
BEER SHEBA

TEL AVIV

JERUSALEM

The Negev
**The Negev: Facts**

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>60</td>
<td>Percent of Israel’s landmass</td>
</tr>
<tr>
<td>1,000,000</td>
<td>Total population</td>
</tr>
<tr>
<td>300</td>
<td>Percent increase of cancer cases in the Negev over past 20 years due in large part to increase in population</td>
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**Last year at Soroka Medical Center**

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1,645</td>
<td>Hospitalizations in the Oncology and Hematology Wards</td>
</tr>
<tr>
<td>15,923</td>
<td>Patients cared for in the Ambulatory Oncology and Hematology Units</td>
</tr>
<tr>
<td>24,451</td>
<td>Patients cared for in the Oncology and Hematology Clinics</td>
</tr>
<tr>
<td>17,987</td>
<td>Radiation therapy treatments</td>
</tr>
<tr>
<td>40,243</td>
<td>Chemotherapy treatments</td>
</tr>
<tr>
<td>100,249</td>
<td>Total number of cancer-related hospital visits</td>
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**221 miles** a person in the southern tip of the Negev must currently travel to reach a comprehensive cancer center.

This equation is untenable.
Until now, there has been NO comprehensive cancer center in the Negev.

Coping with cancer is extremely difficult under the best of circumstances. The challenge is compounded when the closest comprehensive cancer center is hours away and treatment takes place on a daily basis. Many residents of the Negev are from low-income groups, making travel to distant locations difficult financially and otherwise and preventing them from receiving the treatment they need.
Growing **Needs** and Winds of Change: Transforming Cancer Care for Israel’s South

Components of cancer treatment that do exist arose out of the Negev’s growing need for cancer care. Until now, they have been scattered and overcrowded, and the Oncology Department has been housed in Soroka’s emergency underground hospital. With the constant threat of long-range missile attacks on Beer Sheva, it became vitally important that these facilities be available for emergency use.
Soroka: The Ideal Venue for the Comprehensive Cancer Center

Soroka is ideally positioned to house the Negev’s first and only comprehensive cancer center. It is one of Israel’s largest and most active hospitals, but until now has lacked a comprehensive cancer center that would provide its patients with the comfort and care they deserve. The new center will open in the summer of 2018. We have recruited two physicians who are world leaders in the field, Prof. Itzhak Avital, a specialist in surgical oncology, who serves as the center’s director, and Prof. Nir Peled, an oncologist who serves as Chair of Oncology. The fact that Soroka is a teaching and research hospital provides it with a number of key advantages in terms of cancer care:

**Research in the laboratory, clinic, and community**
Researchers at Soroka conduct ground-breaking research to discover better ways to prevent, diagnose, and treat cancer.

**Bench-to-bedside capabilities**
The winning combination of advanced research laboratories and clinical medicine enables us to deliver the newest and most advanced treatments to our patients.

**Training the medical professionals of the future**
Soroka trains medical professionals to fill vital roles in our specialized units and clinics. Our dedicated oncology and hematology staff undergo continual training to ensure best practices in the integration of cutting edge developments in the field.

Our top priority is to help cancer patients live longer, better-quality lives. The new comprehensive cancer center will provide all the tools necessary for achieving optimal results, including:

- Double the current space for cancer treatments
- Outpatient ambulatory care and clinics
- Inpatient oncology and hematology wards
- Dedicated bone marrow transplant facilities
- Advanced equipment and specialty treatment units
- An on-site oncology pharmacy and pharmaceutical team
- Expanded labs and research facilities
- Comfortable areas for patients and their families
Under One Roof

The new comprehensive cancer center at Soroka will streamline operations and optimize patient care. Conveniently located on Beer-Sheva’s main thoroughfare at the entrance to the Soroka campus, the state-of-the-art structure will facilitate the implementation of internationally accepted cancer protocols. A beautiful, calming healing garden will surround the building for the benefit of patients and their families.

The center will encompass seven floors, each dedicated to a specific function:

- Basement Level **Oncology Pharmacy and Patient Parking**
- 1st floor **Oncology Ambulatory Care**
- 2nd floor **Outpatient Clinics**
- 3rd floor **Hematology Ambulatory Care**
- 4th floor **Reserved space for future inpatient care**
- 5th floor **Oncology Inpatient Care**
- 6th floor **Hematology Inpatient Care, Bone Marrow Transplant, Research Labs**

We will establish 13 clinics to provide targeted solutions for all major types of cancer. The new facilities will include five specialized units and be equipped with advanced equipment and laboratories, wellness areas, therapeutic activity rooms, and services for families.
Poised on the Edge of Tomorrow’s Promise

For the one million people who live in Israel’s Negev region, a comprehensive cancer center is an urgent need. Soroka Medical Center is ideally positioned to spearhead this critically important endeavor with

- proven experience in the field
- strong research partnerships
- expert medical personnel
- advanced tools and technologies

We are committed to providing the highest possible level of comprehensive cancer treatment for all patients in a tranquil environment that will contribute to their wellbeing and successful treatment, beginning with the area surrounding the building:

- **The Entrance Plaza:** The new comprehensive cancer center will be the central structure at the main entrance of the Soroka campus. The area in front of the building will provide an aesthetically appealing landscaped entrance plaza.
  
  Naming opportunity: $800,000

- **The Entrance Lobby:** With towering ceilings that reach the top floor of the building, this light and airy atrium will span nearly 1,200 square feet. The lobby will serve as the focal point of the building, and donor recognition will be prominently featured.
  
  Naming opportunity: $1,500,000

- **Healing Garden:** The new building will be embraced by two spacious gardens specially designed to provide a comfortable and calming milieu, with private areas for patients and families.
  
  The Healing Garden – approximately 5,000 square feet.
  
  Naming opportunity: $1,500,000
Oncology Ambulatory Care

Of the approximately 1,300 new cancer patients diagnosed annually at Soroka, some 700 receive active, ongoing treatment in Oncology Ambulatory Care. We strive to deliver most oncological treatments in this framework, providing:

- Intravenous chemotherapy and/or biotherapy
- Chemoradiotherapy
- Palliative therapy: symptom relief (such as pain, shortness of breath), bedside procedures (such as fluid drainage)
- Follow-up care for patients after invasive procedures
- Antibiotic and drug treatment for patients under our care
Currently, Oncology Ambulatory Care is located in basement areas with far from ideal physical conditions. When Beer-Sheva is under missile attack from the Gaza Strip, other hospital departments are forced to move into these basements to protect patients, making conditions extremely crowded and difficult.

The new Oncological Ambulatory Care floor will include spacious areas and provide more privacy for patients and families. It will be well ventilated and offer a view of the outside and a warm, home-like atmosphere. Spaces for physical, occupational, and art therapy will be available, in line with our holistic approach. It will include the following:

- A spacious triage area
- Tastefully furnished reception areas
- Comfortable private consultation rooms
- 52 modern oncology stations and 8 ambulatory care beds
- Ample space for patients’ families
- Internet access and televisions
- Special isolation areas for those patients most vulnerable to infection

**Naming opportunity of the Oncology Ambulatory Care Floor: $2,500,000 commitment secured**
Oncology and Hematology Outpatient Clinics at Soroka

**Brain Tumors**
Naming opportunity for the clinic: $1,500,000

**Breast Cancer**
Naming opportunity for the clinic: $1,500,000

**Endocrinal Tumors**
Naming opportunity for the clinic: $1,000,000

**Gastrointestinal Tract Tumors – Pancreatic, Liver and Colon**
Naming opportunity for the clinic: $1,000,000 - commitment secured

**Genito-Urinary Tumors**
Naming opportunity for the clinic: $1,500,000

**Gynecological Tumors**
Naming opportunity for the clinic: $1,000,000

**Head and Neck Tumors**
Naming opportunity for the clinic: $1,000,000

**Leukemia**
Naming opportunity for the clinic: $1,500,000

**Lung Cancer**
Naming opportunity for the clinic: $1,000,000

**Lymphoma**
Naming opportunity for the clinic: $1,000,000 - commitment secured

**Melanoma**
Naming opportunity for the clinic: $1,000,000

**Myeloma**
Naming opportunity for the clinic: $1,000,000

The outpatient clinics in the new comprehensive cancer center will draw on resources located throughout the new building. The large number of disease-specific outpatient clinics will allow us to provide optimal treatment for a broad range of cancers.
Oncology and Hematology Outpatient Clinics

Currently, the Oncology and Hematology Outpatient Clinics are located in the hospital's basement. The area, used as a shelter during wars and missile attacks, is windowless, crowded, and dismal. The new comprehensive cancer center, with its roomy, well ventilated, and well-lit spaces, will provide solutions to these additional hardships faced by our patients and their medical teams.

Oncology Outpatient Clinics

At the Oncology Outpatient Clinics, patients receive their initial diagnosis and preliminary information about their disease. Teams of medical professionals, social workers, support groups, psychologists, and others join to provide support to patients at this early stage. In keeping with our multidisciplinary approach, oncologists, surgeons, nurses, and other health professionals work cooperatively for the benefit of patients.

Once a treatment strategy has been devised, patients return to the clinics for regular meetings with their doctors. After completing active treatments such as radiation or chemotherapy in our ambulatory care units, patients come to follow-up visits.

In the new comprehensive cancer center, we will be better able to accommodate patients’ needs. Specialized medical teams will work together in the same location, which is not possible today. More spacious outpatient clinics will enable us to provide the best, most personalized care available conveniently and accessibly.

Hematology Outpatient Clinics

The Hematology Outpatient Clinics design special treatment programs for blood cancer patients. Treatment of these cancers is long and often associated with serious complications that require special precautions. Having dedicated hematology clinics in the Negev means that patients will no longer have to travel long distances and endure the additional financial, emotional, and physical burdens that such travel entails in order to receive the specialized care they need.

Naming opportunity for the Oncology and Hematology Outpatient Clinics floor: $2,500,000
Hematology Ambulatory Care

Hematology Ambulatory Care is the central intersection where treatment and follow-up of some 10,000 hematological patients a year takes place and all medical treatment and supportive care is provided. Unfortunately, our current infrastructure presents many challenges.

The unit includes treatment stations for patients who need intensive chemotherapy and supportive care and facilities for conducting other medical procedures. But the current physical conditions in the unit do not provide an appropriate treatment environment. Privacy, waiting rooms, suitable acoustics, and the calm atmosphere needed for patients are sorely lacking. Moreover, it is currently impossible to provide isolation conditions to patients who need them for medical reasons.

The new comprehensive cancer center will provide privacy for patients and their families. The number of treatment stations and isolation rooms will be increased. Thanks to appropriate physical conditions and a personal audio-visual system for each patient, the treatment experience will be much improved. The treatment stations will be constructed in “treatment clusters” that will allow patients and medical staff to choose complete privacy or contact with neighboring patients. Ample space for physical, occupational, and art therapy will be available, in line with our holistic approach. The new Ambulatory Care floor will include the following:

- A spacious triage area
- Tastefully furnished reception areas and comfortable private consultation rooms
- 29 state-of-the-art hematology stations and 5 outpatient beds
- Ample space for families

Naming opportunity for the Hematology Ambulatory Care Floor: $2,500,000
Oncology Inpatient Care

For patients who require round-the-clock treatment, we do our utmost to ensure optimal, personalized care under the most comfortable conditions possible, but the situation today in the Oncology Inpatient Ward is difficult for both patients and caregivers.

There are only 20 beds, so that many patients must be hospitalized in other often crowded wards. Our doctors often face dilemmas over which patients to hospitalize in the dedicated oncology ward. There are no acute hospice care beds or private rooms, a serious problem, since many patients cannot share rooms for medical reasons. There are no private bathrooms and showers in the rooms, so patients must use communal facilities.

The new comprehensive cancer center will allow us to meet these challenges by providing space to accommodate all the elements of optimal inpatient cancer care. The new Oncology Inpatient Ward will have 32 beds, including six acute hospice care beds, 18 private rooms, and seven semi-private rooms, each with its own modernly appointed bathroom and shower.

The new ward will allow us to fully implement our therapeutic approach, with patients strongly encouraged to remain as active as possible during their hospitalization and receiving rehabilitation if it is medically possible. The floor will accommodate treatment rooms, support and counseling services, and spaces for physical and occupational therapy. Visiting and rest areas equipped with showers and kitchens are planned for patients’ families.

Space on the floor will be allocated for seminar rooms, meeting rooms for medical teams, doctors’ and nurses’ rooms, and rooms for medical students and residents. Bringing together multidisciplinary teams medical professionals for each patient and coordinating with the oncology pharmacy, we will provide specialized treatments tailored to each patient’s needs.

Naming opportunity for the Oncology Inpatient Care floor: $2,500,000 commitment secured
Hematology Inpatient Care, Bone Marrow Transplant, Research Labs

Our existing Hematology Inpatient Ward faces many difficulties due to a severe lack of space, noisy equipment, an insufficient number of beds, and a lack of isolation facilities. Patients must often be hospitalized in other wards.

The new Hematology Inpatient floor will provide solutions for these pressing problems and meet the needs of all of our patients. It will include 24 beds in ten private rooms, four semiprivate rooms, and six private intensive care rooms for patients after bone marrow transplant. The floor will have ample reception and waiting areas, private treatment areas, spaces for occupational and art therapy, a staff lounge, offices, and seminar rooms. Fully-equipped visiting areas will offer internet access, television, comfortable furniture, showers, and kitchenettes for family members.

Extended hospital stays and complex medical procedures are the norm for our hematology patients, so we strive to make their time with us as comfortable as possible. The new floor is designed with particular attention to room conditions and special treatment protocols, including air filtration, air-flow systems, and isolation capacities that take into account the special needs of leukemia and lymphoma patients, whose weakened immune systems mean that they require isolation to prevent infection.

This floor will also house the new Bone Marrow Transplant Unit (BMT), which will enable us to provide the full spectrum of bone marrow transplant services, including those that we cannot perform currently using cells from donors. Today, patients in need of such transplants must travel to distant hospitals, often on a daily basis. The ability to perform such transplants at Soroka, near patients’ homes and families, will significantly increase our capacity to save patients’ lives. The new unit will vastly improve patients’ quality of life and alleviate much unnecessary suffering.

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Naming opportunity for the Bone Marrow Transplant Unit: $1,250,000

Naming opportunity for the floor: $2,500,000
The Oncology Pharmacy

The Oncology Pharmacy at Soroka plays a vital role in the care of cancer patients, producing some 40,000 doses of chemotherapy annually. The existing pharmacy has only three sterile fume hoods for the preparation of chemotherapy, and only three pharmacists work simultaneously on each shift, making it difficult to keep up with the burden of work. Often, patients must wait a long time to receive their medications.

In the new Oncology Pharmacy, the added space and the addition of three fume hoods will allow six pharmacists to work simultaneously on each shift. Patients will receive optimal, timely service.

The Oncology Pharmacy is currently located at some distance from the hospital wards. The new pharmacy will be in the new building, making it more convenient for patients to receive services and saving them and the medical staff time.

Biopharmaceutical Research

The Oncology Pharmacy also conducts numerous studies on new antineoplastic agents, and takes part in major multi-center international studies with renowned medical centers worldwide. Currently, space for this purpose is limited.

The new facility will include a large, dedicated research room that will meet all the standard regulations and have its own separate temperature, refrigerator, and medication storage room. This space will allow staff to conduct more studies and provide opportunities to the many patients interested in taking part in them. An increased number of studies will give patients a greater variety of treatment options in the future.

Naming opportunity for the floor: $1,000,000
**Specialty Treatment Units**

Throughout our years of experience in cancer care at Soroka, we have seen multiple shifts in treatment approaches, all intended to provide patients with the best comprehensive care. We must be able to offer the widest possible array of treatment options to patients in the Negev. Cancer care at the new center will include a variety of specialized units staffed by teams of experts and equipped with state-of-the-art tools.

- **Stereotactic Radiosurgery Unit (SRS)**
  This unit will specialize in new targeted treatment of metastases in the brain in combination with radiation therapy.

- **Prostate Cancer Brachytherapy Unit**
  Brachytherapy has become one of the most basic means of treatment for early-stage prostate cancer. It involves the insertion of radioactive seeds into the gland using high-resolution ultrasound devices, replacing approximately 40 radiation treatments with relatively few long-term side effects.

- **Lung Stereotactic Body Radiotherapy Unit (SBRT)**
  SBRT is the only chance for patients with early-stage lung cancer who are not candidates for surgery. This precise treatment method uses high-resolution CT-scanners for local radiation and has fewer side effects than surgery.

- **Leukemia Research and Immunophenotyping Unit**
  This unit is a combination research and service laboratory that identifies, categorizes, and tracks blood cancers and bone marrow diseases, determining appropriate treatment for patients on an individual basis.
• **Pheresis Unit for Bone Marrow Transplant**

This inclusive service unit for the collection, preservation, and processing of stem cells for multiple procedures, including bone marrow transplants and cell transfusions, is at the core of the bone marrow transplantation process. Until now, this unit has been used only for autologous transplants (from the patient’s own body). In the new center, we will be able to use it for allogeneic transplants (from donors) as well, increasing treatment options and making it possible for patients to receive this treatment much closer to home.

These five units involve cooperative work between a number of existing units at Soroka that takes place in various locations at the hospital.

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These five special treatment units are available for naming at $500,000 each.

Doctors’ rooms are available for naming on each floor of the comprehensive cancer center at $40,000 each.
Oncology Research Laboratories

In collaboration with the Faculty of Health Sciences at Ben-Gurion of the Negev (BGU), we engage in cutting-edge oncology research. The new center will include space for research laboratories, allowing us to leverage the expertise of our medical staff for the advancement of new cancer treatments and technologies.

- **Personalized Medicine Oncology Research Lab**

In cancer treatment, there is currently a shift toward therapies designed for individual tumors. A laboratory that specializes in this type of research will allow us to develop the most effective treatments and improve the prognoses of cancer patients in the Negev.

- **Nanotechnology in Oncology Research Lab**

Working collaboratively with researchers at Ben-Gurion University, we will conduct research that uses nanotechnology to precisely deliver medications specifically to cancerous cells with the aim of minimizing negative effects on healthy cells.

- **Residents’ Specialization Oncology Research Lab**

Soroka’s unique partnership with Ben-Gurion University of the Negev’s (BGU) Faculty of Health Sciences creates opportunities for research that advances scientific knowledge and produces physicians of the highest caliber. Our oncology and hematology residents participate in laboratory research with investigators from BGU on many topics. Expanding our laboratory infrastructure will provide residents with a broader range of possibilities to enrich their clinical training with research that will ultimately lead to improved patient care.

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Naming opportunity for the three labs $1,000,000 - commitment secured
Other Funding Opportunities at the Comprehensive Cancer Center

Equipment

Various items of equipment are needed for the comprehensive cancer center. The donations required range from $2,000 to $100,000. Donations will be recognized. Each donation will be appropriately recognized in the center.

Linear Accelerator

We aim to employ the most advanced treatment technologies currently available, including TomoTherapy. This oncology radiation technique makes it possible to use a linear accelerator to deliver very precise treatment to tumors without exposing normal tissues to high levels of toxicity. We currently have a single state-of-the-art accelerator.

With the growth of our scope of activity and the increasing demand for advanced radiation plans, we aim to triple our capacity and provide all types of radiotherapies, including those that use newer techniques.

As we approach the opening of the comprehensive cancer center, our vision is for Soroka to be the natural choice for all cancer patients in our region and our hope is that it will also attract patients from other areas of the country.

Currently, our lack of a sufficient number of linear accelerators is our Achilles heel. Currently, one half of Negev cancer patients who need this kind of treatment must travel to the center of the country in order to receive it, and this takes a financial, emotional, and physical toll on them and their families and caretakers.

Your generous donation will help us to provide the residents of the Negev with the advanced cancer treatment that they deserve and also allow us to conduct pioneering research in the field.

Naming opportunity for the linear accelerator: $1,500,000
We need one person who shares our vision.

You.

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