



Regional Cancer Care Medical Center

Saving Lives Close To Home

Impossible choice

Olivia Rodriguez caught her cancer just in time. Doctors told Olivia (not her real name) that the small lump in her breast could be removed in a relatively simple procedure, called a lumpectomy. Doctors would take out the lump and afterward treat her with radiation therapy to rid her body of any remaining cancerous cells.



Although radiation would make Olivia tired and sick to her stomach, the treatment was far less invasive and less painful than having major surgery that would completely remove her breast, disfigure her chest and mean more time in the hospital.

Though it may sound like a simple choice, it was anything but that for Olivia.

To receive the radiation treatment, Olivia would have to drive nearly two hours into San Antonio – not once but every day, five days a week, for 30 days. Once there, this working mother's treatment would take just 20 minutes.

Or, she could have surgery right here in South Texas and spare her family and herself the hardship and costs of going elsewhere for care.

Olivia chose to have doctors remove her breast.

Care, hope and convenience here at home.

At the core of every great community is a place where individuals can turn to receive excellent medical attention and a caring touch. In South Texas, Uvalde Memorial Hospital is that place. Our mission: to promote the healing of those we serve.

For almost 62 years, the citizens of Uvalde, Real, Zavala, Edwards and Kinney counties have received excellent medical care, compassion and healing at UMH. That compassionate care is delivered by the 425 UMH employees – your neighbors and friends.

Uvalde Memorial Hospital is building on that legacy and offering new hope and convenience for cancer patients and their families. By conducting a capital

campaign, **Saving Lives Close to Home**, to raise funds for a radiation treatment center right here in Uvalde, UMH is working toward providing cancer patients in South Texas – patients like Olivia – an important new tool in the fight against cancer.

Cancer's long reach.

Cancer touches all of us. We need only look within our own circle of friends and family to see the havoc and despair cancer can bring. If you or your loved ones haven't already been affected by cancer, odds are you will be.

In 2006 through 2007 Uvalde Memorial Hospital documented 1,853 cancer patient visits, an alarming and growing statistic.

Fortunately, many cancers are treatable and manageable. Uvalde Memorial Hospital is committed to not only healing cancer patients but also to returning quality of life to patients as they are treated. But to provide our patients with the very best cancer care, we need to add new services.

Treatment you deserve – at home.

For decades, UMH has provided some of the finest diagnostic and therapeutic health services in the region, including cancer care and chemotherapy services. When the citizens of South Texas are diagnosed with cancer, they can receive surgery and some chemotherapy treatment here at home.

Cancer often requires a variety and combination of treatments, and radiation therapy is regularly called upon to treat the disease. Radiation therapy uses laser-like beams of radiation to kill cancer cells and shrink tumors. Sometimes radiation is used in combination with chemotherapy.

Unfortunately today radiation oncology is not available anywhere west of San Antonio.

Radiation oncology involves daily treatments for a protracted period of time, in Olivia's case 30 days, and patients and their loved ones must make daily travel arrangements to San Antonio, or even Houston, to seek treatment.

The disruption that out-of-town travel causes can dramatically influence the care patients often elect to receive. Patients will sometimes choose radical surgery, as Olivia did, or will even ignore prescribed radiation treatment completely, simply because traveling out of town is impossible.

UMH wants to remove the need for patients like Olivia to choose between radical surgery, or no treatment at all, and the inconvenience and cost of daily travel as well as weeks, even months, away from family, friends, and work.

UMH wants to heal and treat cancer patients where

they deserve to be treated – locally. To do that, the hospital is planning to build a comprehensive Regional Cancer Care Medical Center that will be home to a new radiation oncology treatment center and the existing chemotherapy services. UMH is partnering with a radiation oncologist, private supporters and the citizens of our region, to offer this new, cutting-edge cancer care ... right here at home.

Uvalde Memorial Hospital has recruited Dr. David Jones to provide radiation oncology at the center. Dr. Jones has practiced in Seattle, Georgia and Texas and, along with his staff, will provide the expertise and high-tech equipment – including a linear accelerator – that haven't been available in the nine-county region we serve until now.

Building for the region.

The medical staff, administration and board of directors of Uvalde Memorial Hospital have identified the immediate need for more physicians and specialists as one of the hospital's major strategic needs. Our goal is to bring primary care and specialty physicians in critically needed areas such as cardiology and orthopedic surgery to serve patients throughout the region - making Uvalde Memorial Hospital a center of excellence for medical care.

With our current active medical staff of 14 physicians, and several planning retirement over the next seven years, we must recruit additional doctors to our hospital. In the highly competitive environment nationwide for medical specialists, modern and functional medical space is imperative to attract top physicians. There is a dramatic shortage of this type of physician office space in Uvalde. The Regional Cancer Care Medical Center will meet this need with 20,000-square-feet of space conveniently located adjacent to Uvalde Memorial Hospital.

Campaign success.

The capital campaign is off to a good start. A private donor has given UMH land that will be used for the new facility. A group of Uvalde businessmen have generously donated services including land appraisal

and survey, legal support, topographical map, and equipment and land clearing.

UMH has made a lead gift of \$1.2 million to the creation of the center, and former Texas Governor Dolph Briscoe, Jr. and his daughter, Janey Briscoe Marmion, have pledged a challenge gift of \$1.2 million, offered as a dollar-for-dollar match. Their pledge and willingness to serve as the Honorary Co-Chairs of the **Saving Lives Close to Home** campaign will motivate and inspire other leadership gifts and donors at all levels to join in our fundraising efforts.



Honorary Chairs Dolph Briscoe Jr. & Janey Briscoe Marmion (left to right) hands a lead gift check to Dr. John L. Shudde, Co-Chair of the *Saving Lives Close to Home* Capital Campaign-June 24, 2008.

The volunteer leadership of this campaign and UMH will seek broad support from individual donors, foundations, and corporations at every level to meet this leadership challenge and raise the **additional \$200,000 of our \$5 million goal**. Private donations are now being sought to fund this vital project.

You can help.

By making a gift to the capital campaign, you can help your neighbors – and perhaps even your loved ones – get the best cancer care they deserve right here at home. You can spare patients the hardship and expense of having to travel to get the care they need or of denying themselves treatment all together.

You can help make UMH an even greater resource for the residents of South Texas. We invite you to join us

in the fight against cancer to help patients like Olivia receive the care they deserve here at home.

Capital Campaign Committee

A dedicated group of community members have joined together to form the Capital Campaign Committee whose sole mission is to promote and facilitate charitable giving in exclusive support of building a regional cancer care medical center.

Honorary Chairs

**The Honorable Dolph Briscoe, Jr &
Mrs. Janey Briscoe Marmion**

**Roger Berry, Co-Chairman
Local Businessman**

**John L. Shudde, M.D. Co-Chair
Physician**

**Lewis Bracy, Jr.
Chairman CEO, First State Bank**

**Vicente Gonzales III
President, Tandem Petroleum**

**Bill Kessler
Attorney-at-Law**

**Carol Kothmann
Managing Editor, Uvalde Leader-News**

**Rene Nolasco
Principle, Reno's Rentals**

**Joe Parker
Rancher**

**Alexis L. Petty
Assistant Vice President, First State Bank**

**Janet White
Office Manager, David White Attorney-at-Law**