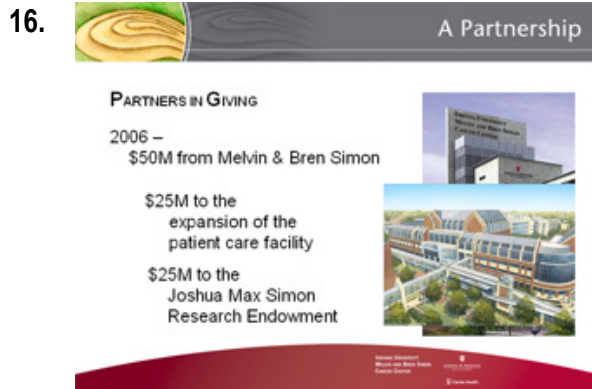


**Excerpt from the script for the main IU SIMON CANCER CENTER fundraising vehicle**  
 (a \$20 million fundraising project for a new cancer center/research facility in Indianapolis)  
 A production company hired CreateWrite® Inc. to write the script for this interactive PowerPoint presentation.  
 (To keep this file size small, only a couple actual slides from the deck are shown here.)

**Sc. POWER POINT SLIDE IMAGE:**



**AUDIO (DR. HAMMOUDEH SPEAKING)**

We appreciate every financial gift, and we are grateful that people see the importance of donations for both the building *and* the people that will take cancer research and care to the next level.

17. Clinical and Research Partnerships

Other types of partnerships are equally important. Clinical and research partnerships help further the work of the IU Simon Cancer Center.

18. Clinical and Research Partnerships  
HOG logo

An example is the Hoosier Oncology Group, an Indianapolis-based program that encourages community physicians to conduct clinical trials and increase access to research opportunities. More than 400 physicians in eight different states provide clinical data through HOG, the vast majority in Indiana.

19. Clinical and Research Partnerships  
HOG logo  
Indiana Cancer Consortium logo

The IU Simon Cancer Center also works closely with the Indiana Cancer Consortium to track changes in cancer risk and monitor cancer occurrence in the state.

20.

This year we introduced the IU Simon Cancer Center Clinical Affiliation program to establish a clinical network in Indiana for cancer care and clinical services.

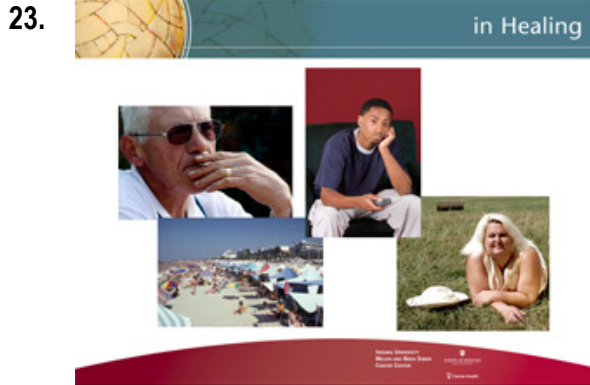
21. Clinical and Research Partnerships  
HOG logo  
State Cancer Consortium logo  
Mem Hospital logo  
Jasper Ad

Our first affiliate is Memorial Hospital in Jasper, Indiana, enabling local residents in southern Indiana access to the treatment discoveries and resources at the Indianapolis campus.

Sc. POWER POINT SLIDE IMAGE:

22. IN HEALING  
A Partnership

... in Healing  
... and in Hope



24. Text build:

**40% of Hoosiers will develop cancer**  
**33,000 Hoosiers were diagnosed last year**

25. **Indiana's cancer mortality rate is 11% higher than the national rate**

American Cancer Society

*Indiana Cancer Facts and Figures 2006*

26.

27. **Cancer is the second leading cause of death in Indiana**

**By 2020, Indiana population will increase 10%**

**By 2020, new cancer cases in Indiana will increase by 40%**

American Cancer Society

*Cannon Design Conceptual Study 2003*

28. Images

**AUDIO (DR. HAMMOUDEH SPEAKING)**

You can say that we live in a state of "need" — the need to be healthier. Indiana has a dubious distinction of being an unhealthy state . . .



— due to tobacco use, adult obesity, lack of physical activity, and sun exposure. Many cancers are related directly to these unhealthy behaviors. Other factors, such as hormones or genetic conditions, can contribute to cancer.



According to the American Cancer Society, about 2 in 5 Hoosiers now living eventually will develop cancer.



Approximately 33,000 Hoosiers were diagnosed with cancer just last year.



Fortunately, Indiana mortality rates are dropping for some kinds of cancer;



but overall, our state mortality rate is 11 percent higher than the national rate.

Cancer is the second leading cause of death for adults in Indiana. Only heart disease claims more lives. From 2001 to 2020, it is projected that the Indiana population will increase 10 percent. But in that same time period, new cancer cases in Indiana will increase by 40 percent. We have our work cut out for us.



Cancer is a life-changing diagnosis. It causes emotional, psychological, spiritual, and financial concerns, as well as general concerns of well-being — so healing must address all these areas.



Sc. POWER POINT SLIDE IMAGE:

29. Images – real staff

30.

31.

32.

Einhorn-Armstrong photo

33. Text:

**300 Clinical trials, including:**

Anal, Bladder, Brain, Breast, Cervical, Colon & Rectal, Endometrial, Esophageal, Gastrointestinal, Head & Neck, Hodgkin's Lymphoma, Kidney, Leukemia, Liver, Lung, Lymphoma, Melanoma, Mesothelioma, Osteosarcoma, Ovarian, Pancreatic, Stomach, Testis, and other cancers

**AUDIO (DR. HAMMOUDEH SPEAKING)**

The cancer center's multidisciplinary team approach emphasizes interaction among members of the care team - physician, nurse, social worker, psychologist, chaplain, patient or family member. They offer expertise in specific care areas. Our goal is that patients of all ages, with all types of cancer, experience the best and most comprehensive care in one setting.



Behind the scenes, pioneering work from more than 200 physicians and other researchers assures that their innovations ultimately reduce the impact of cancer on society. One example is with testicular cancer.

Just 30 years ago, it was the leading cause of cancer death in young men; barely five percent survived.

Thanks to collaborations between medical oncologist Larry Einhorn and urology surgeon John Donohue, radical new approaches in treatment were revealed. Today, testicular cancer has an astounding 95 percent cure rate.



Cancer research increasingly is bringing together clinicians and professionals from many disciplines. At any given time, as many as 300 clinical trials are open within IU cancer research, evaluating new ways to treat, to diagnose and prevent adult and pediatric cancers.



More than 1,000 patients are enrolled in clinical trials at IU Simon Cancer Center. Another 100 patients are enrolled in studies of drugs that are **entering** clinical trials or are being combined for the **first** time.