



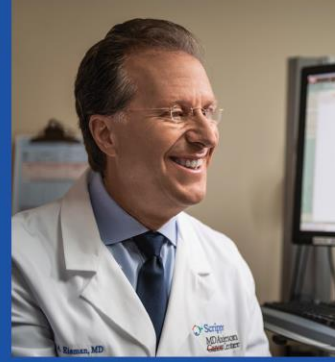
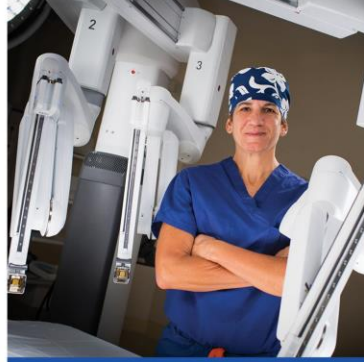
# Scripps MD Anderson Cancer Center Report

## October 2020



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# BACKGROUND







# Scripps MD Anderson Partnership

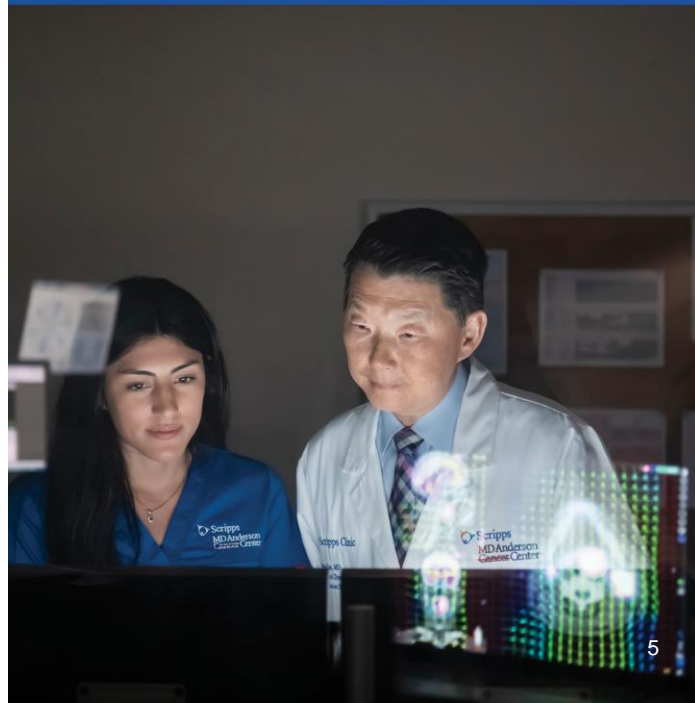
- The partnership between Scripps Health and MD Anderson Cancer Center brings world-renowned cancer care to patients in San Diego and Southern California
- MD Anderson's patient-centered approach combines the expertise of the country's top oncologists and highly skilled cancer specialists with groundbreaking clinical trials and some of the most advanced treatments and technology available
- The Scripps MD Anderson comprehensive cancer care team works to ensure that patients and their families receive compassionate care and support from diagnosis to recovery and beyond



# Scripps MD Anderson Program Highlights

- Collaboration agreement signed August 2016
- Launched October 2018
- Locations throughout San Diego County
- Over 5,000 annual analytic cases
- A 12% increase in patients cared for during first year of operations
- 180 Scripps MD Anderson physicians
- Program expansion with construction in progress at 4 locations across San Diego County
- Launched Inflammatory Breast Cancer Clinic April 2019, first in California

*Ray Lin, MD, Scripps Clinic*



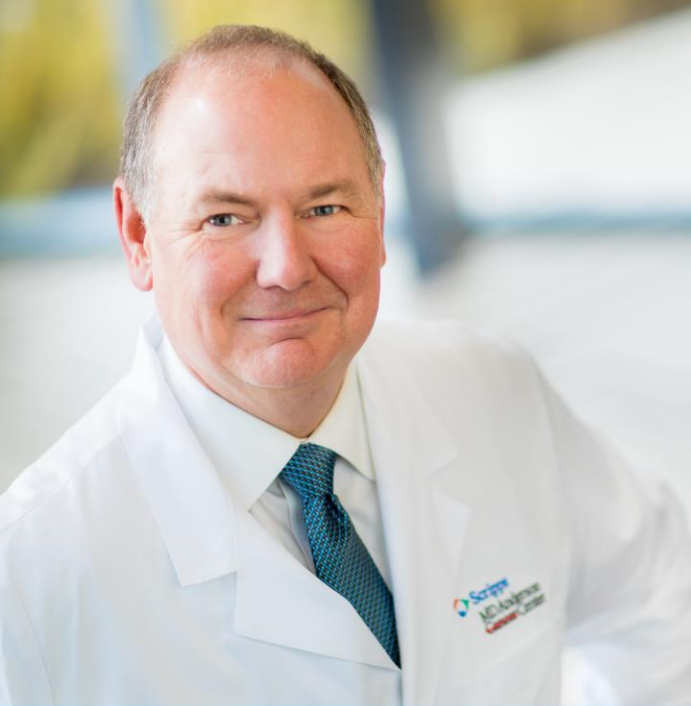
# MD Anderson Cancer Network®

## *A program of MD Anderson Cancer Center*

We are proud to be a partner of MD Anderson Cancer Center, ranked #1 by U.S. News & World Report's “**Best Hospitals**” 2020-21 annual survey

Scripps MD Anderson Cancer Center is among several MD Anderson Cancer Network® partner members and affiliates (**current list** can be viewed on their website)

The Scripps MD Anderson Cancer Center team collaborates across the network of partners and participates in educational opportunities provided within MD Anderson Cancer Network®



# Medical Director

*Thomas Buchholz, MD*

## **Scripps MD Anderson Cancer Center 2018 – Present**

Senior Vice President, Scripps Health  
Medical Director

## **The University of Texas MD Anderson Cancer Center 1997 – 2018**

Executive Vice President & Physician-in-Chief  
Provost and Executive Vice President  
Department Chair, Radiation Oncology  
Division Head, Radiation Oncology  
Executive Director, Inflammatory  
Breast Cancer Clinic  
Radiation Oncology Faculty Physician

## **United States Air Force, Wilford Hall Medical Center 1993 – 1997**

Active Duty Officer (Captain, Major)  
Radiation Oncology Physician





# Physician Leadership Team

## Program Directors

Stem Cell Transplant  
James Mason, MD, Scripps Clinic

Breast Diseases  
Ray Lin, MD and Moe Ma, MD,  
Scripps Clinic

Cutaneous Oncology  
Hubert Greenway, MD, Scripps Clinic

Genitourinary (GU) Oncology  
Ramdev Konijeti, MD, Scripps Clinic

Gastrointestinal (GI) & Pancreatic Oncology  
Darren Sigal, MD, Scripps Clinic

Liver/Hepatocellular Carcinoma (HCC)  
Catherine Frenette, MD, Scripps Clinic

Gynecologic Oncology  
Michael (Brad) Silverman, MD,  
Scripps Clinic

Head & Neck Oncology  
Brendan Gaylis, MD, Scripps Clinic

Malignant Hematology  
Anuj Mahindra, MD, Scripps Clinic

Orthopedic Oncology  
Anna Kulidjian, MD, Scripps Clinic

Neurologic Oncology  
Faith (Posie) Barnett, MD, PhD,  
Scripps Clinic

Thoracic Oncology  
Michael Kosty, MD, Scripps Clinic

## Service Line Directors

Medical Oncology  
James Mason, MD, Scripps Clinic

Radiation Oncology  
Ray Lin, MD, Scripps Clinic

Surgical Oncology  
Christopher Marsh, MD, Scripps Clinic

Oncologic Internal Medicine  
Ann Kuo, MD, Scripps Clinic

Oncologic Pathology  
Julie Steele, MD, Scripps Clinic

Oncologic Radiology  
Nikunj Patel, MD, Scripps Clinic

Oncologic Pain Management and Critical  
Care  
Gary Williams, MD, Scripps Clinic

## Executive Physician Steering Committee

Medical Director and Chairperson  
Thomas Buchholz, MD, Scripps Clinic

VP, Physician Network Development, South  
Laurance Davis Cracroft, MD

Physician Operations Executive, Encinitas  
Scott Eisman, MD

Service Line Director, Medical Oncology  
James Mason, MD, Scripps Clinic

Service Line Director, Surgical Oncology  
Christopher Marsh, MD, Scripps Clinic

President, Scripps Clinic Medical Group  
Richard Walker, MD

Physician Operations Executive, La Jolla  
Michael (Jon) Worsey, MD

Chief of Hematology, Oncology, & Radiation  
Oncology Sections at Scripps Mercy  
Marin Xavier, MD, Scripps Clinic

MD Anderson Houston Physician Liaison  
Deborah Kuban, MD



# Physician Recruitment to Support the Program

## *Building a World-Class Oncology Team*

| Physicians             | Specialty  |
|------------------------|--|
| Anna Kulidjian, MD     | Orthopedics / Sarcoma Surgeon, Scripps Clinic                  |
| Robert Brookover, MD   | Gastrointestinal Surgeon, Scripps Clinic                       |
| Ayemoethu Ma, MD       | Breast Surgeon, Scripps Clinic                                 |
| Louis Rivera, MD       | Surgical Oncologist, Scripps Clinic                            |
| Manish Champaneria, MD | Plastics Surgeon, Reconstruction & Lymphedema, Scripps Clinic  |
| Teresa Longoria, MD    | Gynecologic Oncologist, Scripps Clinic                         |
| Munveer Bhangoo, MD    | Medical Oncologist, Genitourinary, Scripps Clinic              |
| Aditya Sarvaria, MD    | Medical Oncologist, Thoracic, Scripps Clinic                   |
| Emily Nagler, MD       | Medical Oncologist, Coagulation and Thrombosis, Scripps Clinic |
| Zhubin Gahvari, MD     | Medical Oncologist, Stem Cell Transplant, Scripps Clinic       |
| Ann Kuo, MD            | Oncologic Internal Medicine Physician, Scripps Clinic          |
| Steven Escobar, MD     | Pulmonologist, Thoracic, Scripps Clinic                        |
| Julio Gutierrez, MD    | Hepatologist, Hepatocellular Carcinoma, Scripps Clinic         |

Scripps MD Anderson has also recruited radiologists, pathologists, and palliative medicine specialists.

# CLINICAL PROGRAMS





# Gastrointestinal Program

- Collaborative and expert multidisciplinary approach to complex gastrointestinal (GI) oncology cases
- Highly technical expertise: in advanced diagnostic and therapeutic procedures, complex surgical techniques, and advanced radiation delivery modalities
- Active clinical trials program, including leading a phase I dose escalation evaluating a novel non-checkpoint inhibitor immune therapy, in collaboration with MD Anderson Cancer Center
- Active primary collaborators in translational research in novel cancer diagnostics and therapies



# Stem Cell Transplant Program

- In 1980, Scripps developed the first blood and bone marrow transplant program in San Diego, and was one of the first in the nation to administer stem cell transplant
- Stem cell transplant program facilitates bone marrow and stem cell transplant for people across the country, offering life-saving treatments for blood cancers and other conditions
- Primary collection source for the National Marrow Donor Program in Southern California, the Department of Defense, as well as the largest collection site in the world
- MD Anderson leadership recognizes the clinical excellence of this program. During their clinical assessment completed in 2016, no recommendations for improvement were offered; since then, our physicians continue to enhance the program and collaborate with their colleagues in Houston

*James Mason, MD & Anuj Mahindra, MD, Scripps Clinic*





# Orthopedic Oncology Program

- Unique subspecialized multidisciplinary group with expertise in managing adult soft tissue and bone complex sarcoma, offering highly sophisticated reconstructive techniques enabling high quality of life and survivorship
- Robust limb preservation program collaborating with multiple national and international centers in adoption of novel techniques and devices
- Robust involvement in industry with access to novel therapies through collaboration
- Unique opportunity to collaborate with the musculoskeletal oncology teams in the MD Anderson Cancer Network to share experiences and explore treatment options for rare diseases

*Anna Kulidjian, MD, Scripps Clinic*





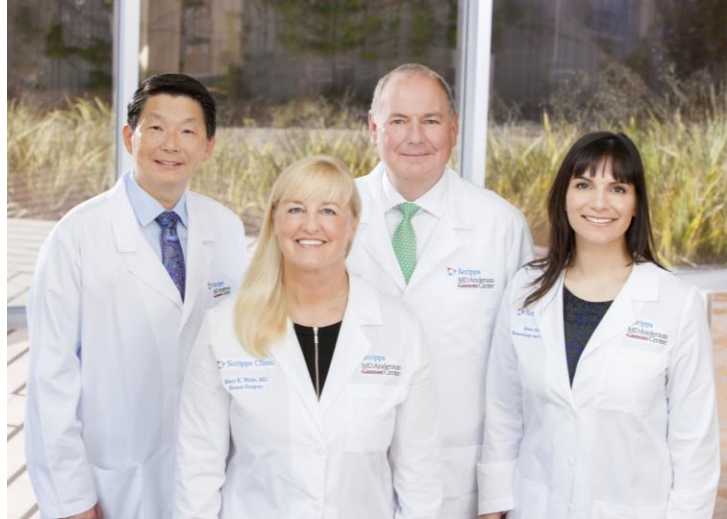
# Thoracic Program

- Collaborative and expert multidisciplinary approach to complex thoracic oncology cases, with active participation from all Scripps sites
- Active molecular testing program available to all patients coordinated with Scripps pathologists to provide timely, cost-effective analysis with interpretation of results at thoracic multidisciplinary treatment planning conferences
- Skilled interventional pulmonologists at all Scripps hospitals capable of staging/diagnostic endobronchial ultrasound (EBUS), therapeutic interventions for patients requiring non-invasive treatment of bleeding, tracheal obstruction, and control of malignant effusions
- Active clinical trials program, including studies for eligible patients with early stage disease

# Breast Program

- The breast program was the first at Scripps MD Anderson to implement multidisciplinary care clinics (in La Jolla) and continues to expand this care delivery model to additional locations across San Diego County
- Launched Inflammatory Breast Cancer Clinic in April 2019, the first in California
- Wireless localization techniques for breast surgery
- Deep Inspiration Breath Hold (DIBH) radiation treatment planning developed for all left breast cancer treatments
- Advanced imaging services, including breast tomosynthesis, throughout the system
- Lymphedema services

*Ray Lin, MD, Mary Wilde, MD, Thomas Buchholz, MD  
Sonia Ali, MD, Anuradha Koka, MD, Kenneth Shimizu, MD,  
Scripps Clinic*





# Genitourinary Program

- Highly skilled team of accessible physicians with a specialty focus and/or fellowship training in genitourinary oncology
- Advanced diagnostic and surgical technology in magnetic resonance imaging/ultrasound fusion, Blue Light cystoscopy, da Vinci Xi robotic surgery platform, and intraoperative imaging
- Advanced radiation technology in Stereotactic Body Radiotherapy, Image-Guided Radiation Therapy, and Hydrogel Rectal Spacer
- Access to the some of the most advanced systemic therapy (immunotherapy, targeted therapy), imaging techniques (advanced Positron Emission Tomography/CT, 3T MRI), and laboratory diagnostics (tissue genomic testing, molecular profiling)
- Highly personalized care with oncology nurse navigators to introduce patients to their physician team and support them through their diagnosis



*Prabhakar Tripuraneni, MD, Ramdev Konijeti, MD, Michael Kosty, MD, Scripps Clinic*





# Hepatocellular Carcinoma Program

- Multiple national and international experts involved in multidisciplinary discussion of best treatment options for each patient
- Integrative approach to surgical procedures for hepatocellular carcinoma, including a liver transplant program with the best survival in Southern California
- Highly technical expertise: in advanced diagnostic and therapeutic interventional radiology procedures, complex surgical techniques, and advanced radiation delivery modalities
- Multiple clinical trials for patients with advanced disease, offering cutting edge treatments

*Christopher Marsh, MD, Catherine Frenette, MD, Scripps Clinic*



# Cutaneous Program

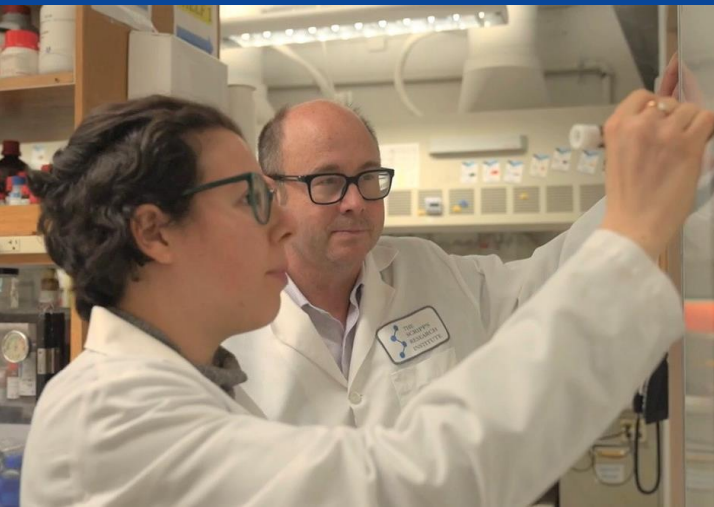
- Mohs Micrographic Surgery program began in 1983, after training under Fred Mohs, MD
- Receive referrals for common skin cancers, as well as unusual cutaneous neoplasms, from Scripps physicians and over 100 physicians outside of the system
- Fellowship Program since 1984 – 1 of only 2 centers in the country to train 3 fellows per year in Micrographic Surgery and Cutaneous Oncology
- Two award winning Continuing Medical Education Programs: Superficial Anatomy & Cutaneous Surgery (37th year in 2020) and Melanoma Update (30th year in 2020)
- Strong collaboration with MD Anderson faculty and leadership in clinical care and education. Recognized for its excellence, MD Anderson had no recommendations for improvement during their clinical assessment of the program in 2016





# Malignant Hematology Program

- Multidisciplinary group including subspecialized pathologists. Malignant hematology includes rare subtypes and accurate diagnosis is fundamental to formulating a personalized treatment plan
- Comprehensive care in collaboration with subspecialty physicians with expertise in management of patients with hematologic malignancies (cardio-oncology, for example)
- Integrated care delivery with the bone marrow transplant and cellular therapy team
- Collaboration with teams in the MD Anderson Cancer Network to share experiences and explore treatment options
- Active clinical trials program



# Gynecologic Oncology Program

- Growing team of physicians with expanded clinical offerings at multiple Scripps locations across San Diego County
- Multidisciplinary care clinics available, allowing patients to see their gynecological oncologist, medical oncologist, and radiation oncologist in the same visit
- Multidisciplinary treatment planning conferences that include strong collaboration amongst oncologists, pathologists, radiologists, and other specialists
- Program includes patient supportive care services such as oncology nurse navigation, social services, and palliative medicine
- Developing a clinical trials program





# Head & Neck Program

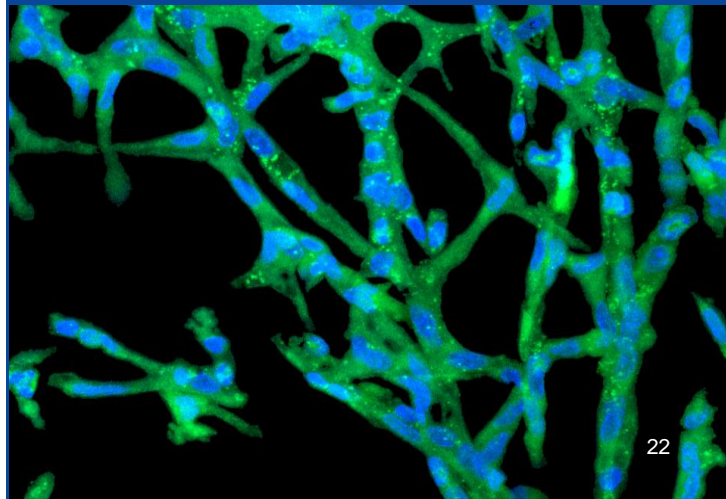
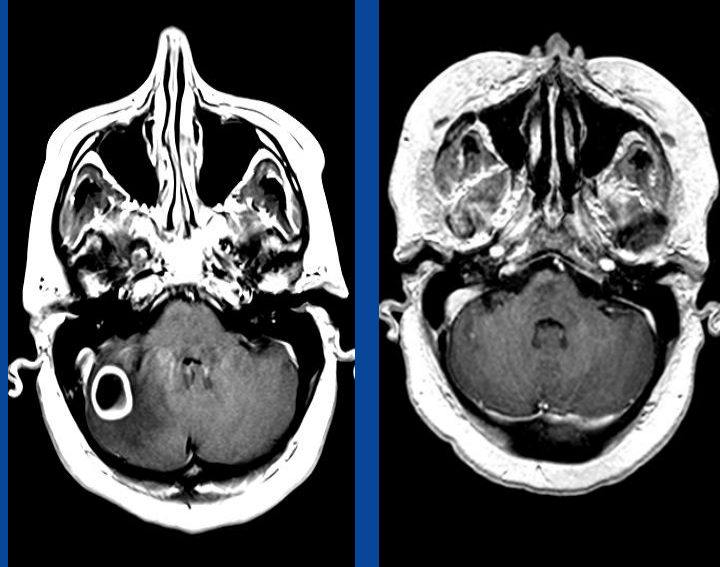
- Multidisciplinary care offered to patients that involve team members from the disciplines of surgery, radiation therapy, chemotherapy and immunotherapy, palliative medicine, dental oncology, nursing, speech pathology, physical therapy, nutrition services and social work
- Offer the full spectrum of advanced and complex surgical procedures including Microvascular flap reconstruction and Transoral Robotic Surgery (TORS)
- State-of-the-art radiation oncology, chemotherapy and immunotherapy options for treatment
- Seamless interaction with MD Anderson colleagues for advice and adherence to MD Anderson protocols

*Brendan Gaylis, MD, Scripps Clinic*



# Neurological Oncology Program

- Close collaboration of physicians for optimal treatment of benign and malignant tumors of brain and spine, including multimodality treatment of metastatic disease
- Active physician scientists in research in drug development
- Strong intracranial stereotactic radiation program jointly led by neurosurgery and radiation oncology
- Multidisciplinary treatment planning conferences for development of most effective, coordinated treatment plans





## MULTIDISCIPLINARY CARE

# Nurse Navigation Program

## *Becoming a Best Practice in the Industry*

- Team of 12 Oncology Nurse Navigators to guide and support patients through their experience
- Timely contact to newly diagnosed patients upon receipt of referral
- Participants in multidisciplinary clinic visits with the clinical care team
- Standard role and competencies across system
- Standard Epic electronic health record documentation including patient intake note, flowsheet, and follow-up note
- Established monthly performance metrics





# Multidisciplinary Clinics

Medical oncologists, radiation oncologists, and surgeons seeing patients together as a team to develop the most effective, coordinated treatment plans



**Breast**



**Genitourinary**



**Gynecologic Oncology**



**Thoracic**



**Head and Neck**



**Gastrointestinal**



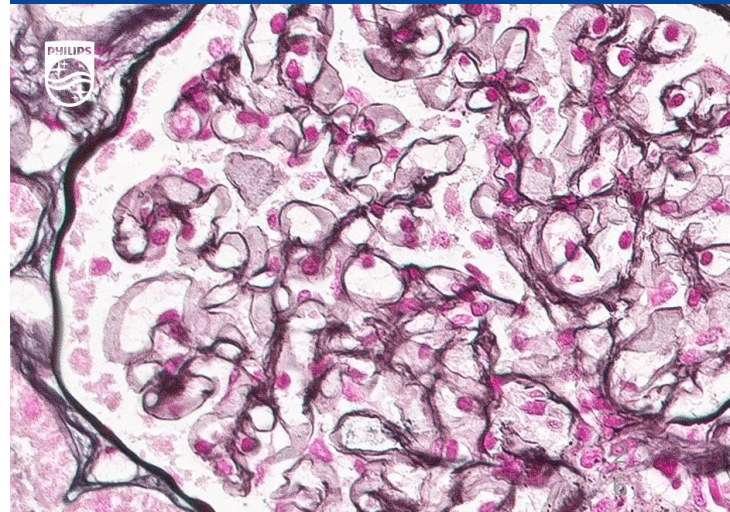
**Orthopedic / Sarcoma**



**Hepatocellular  
Carcinoma**

# Digital Pathology

- System includes a network of high-definition digital slide scanners, clinical-grade computer monitors, and a cloud storage platform designed to create efficiency in the review and sharing of slide images for diagnosis
- Software provides a visual heat map that indicates exactly what portions of the slide have been reviewed, and which areas have been looked at most closely
- The software is calibrated to allow pathologists to digitally measure and annotate elements within the slide image, for quick reference by all who review
- The system is adaptable to incorporate future advances, such as artificial intelligence, to complement pathologists' diagnostic expertise





# Oncology Nursing

- Hired a dedicated oncology nurse educator who had trained at MD Anderson Cancer Center
- Orientation and education plan for all new oncology nurses
- Established foundation for obtaining chemotherapy/biotherapy certification
- Policy & procedure collaboration for chemotherapy administration and hazardous medication safety management
- Epic electronic health record build collaboration with MD Anderson including documentation requirements and standardization
- Monthly system-wide oncology nurse leadership meetings with inpatient, outpatient, radiation, pharmacy, quality, informatics and education representation





# Genetic Counseling

- Scripps MD Anderson genetic counseling team helps individuals and their families understand their cancer risks so that individualized cancer screening and risk reduction plans can be designed
- Counselors review patient's personal and family medical history and perform a cancer risk assessment to evaluate cancer risk
- In addition to providing information and guidance about genetic testing, genetic counselors interpret test results, advise families about their options and provide education and support
- Scripps MD Anderson genetic counselors have advanced education and training in medical genetics and counseling, are board-certified and hold licensure from the state of California





# RESEARCH

Marin Xavier, MD, Scripps Clinic

# Clinical Research

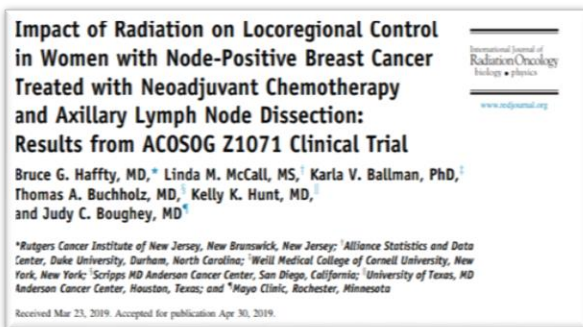
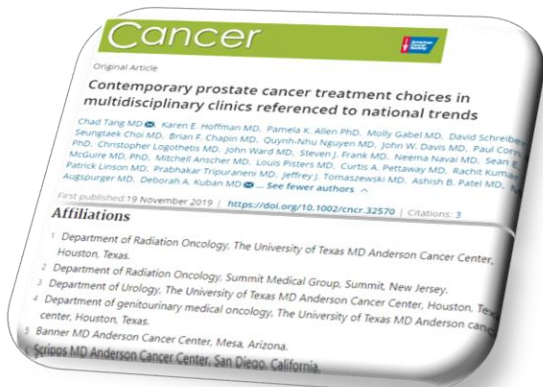
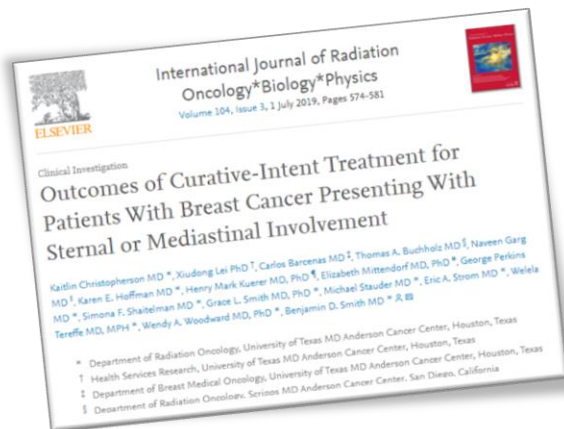
## Current State

- Active oncology clinical trials across most tumor sites
- Opening new Chimeric Antigen Receptor T (CAR-T) cell and cellular therapy trials
- Have opened three shared MD Anderson clinical trials
  - Breast cancer clinical trial
  - Radiation oncology clinical trial for oligometastases
  - Breast cancer translational study on microbiome
- Also have collaborations with San Diego science and biotech community



# Co-Authored Publications

## Peer Review Journal Collaborations



Since 2018, 12 peer-review manuscripts by Scripps MD Anderson and MD Anderson authors

# Clinical Research During COVID

*Scripps MD Anderson collaboration ensured uninterrupted treatment for San Diego patient during COVID-19 pandemic*

*Jim Gonzales of San Diego had been responding well to an experimental drug as part of a Phase 1 clinical trial he enrolled in last fall in Houston, but the drug company halted the trial this Spring due to coronavirus concerns. Fortunately, Scripps MD Anderson Cancer Center and MD Anderson Cancer Center collaborated to quickly re-establish his care in San Diego in May on a compassionate care basis.*



Kathryn Bollin, MD, medical oncologist, Scripps Clinic, and MD Anderson Cancer Center physician colleagues

- Compassionate IND (Investigational New Drug) exemption from our Institutional Review Board (IRB)
- Approved to continue treatment uninterrupted at Scripps MD Anderson Cancer Center in San Diego





# Clinical Research

## *Future State*

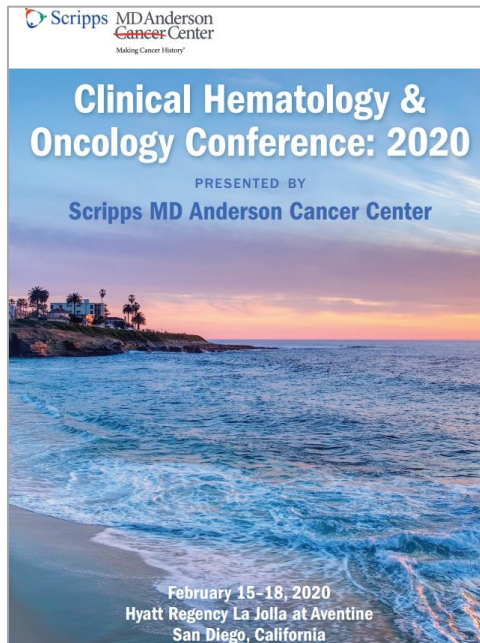
- 2-3 protocols per cancer disease site
- Exploring opening a phase I clinical trials unit
- Actively exploring pharmaceutical and biotechnology partnerships



# EDUCATION



# Scripps MD Anderson National Conferences



## Physician Conference

Hosted annually for 40 years, with 350-500 physician participants per year. Since MD Anderson partnership, about 40% of the presenters have been MD Anderson physician faculty from Houston.

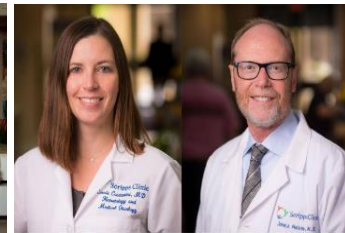


## Nursing Conference

Hosted annually for 20 years, with over 200 nurse participants per year. In recent years, conference presenters and content are developed in collaboration between Scripps MD Anderson and MD Anderson nurse leaders.

# Scripps Hematology/Oncology Fellowship Program

- Established in 1961, the three-year Fellowship Program was Accreditation Council for Graduate Medical Education (ACGME) accredited in 2003, program has grown over the years with 4 fellows per year
- Program offers basic research in collaboration with The Scripps Research Institute, Scripps Translational Science Institute, Sanford Burnham Prebys National Cancer Institute, Salk Institute, and Venter Institute
- Fellow publications have received many grants and distinguished awards
- Over 100 physicians have graduated from the program since its inception
- Program leadership provided by Scripps Clinic



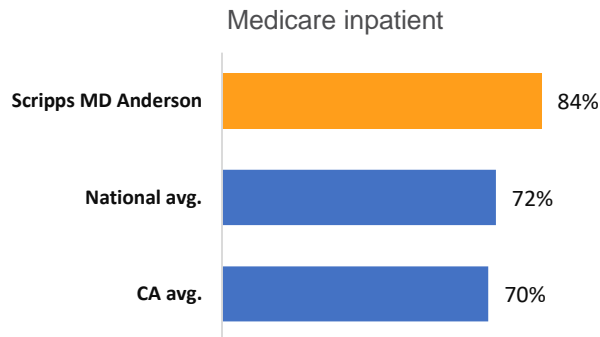




## PERFORMANCE & GROWTH

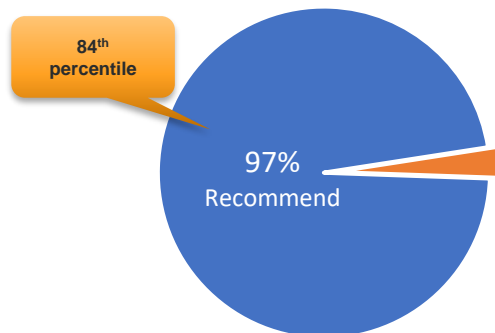
# Patient Satisfaction

*Scripps MD Anderson receives high patient satisfaction scores*

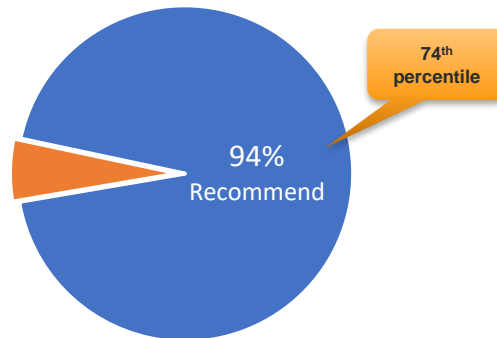


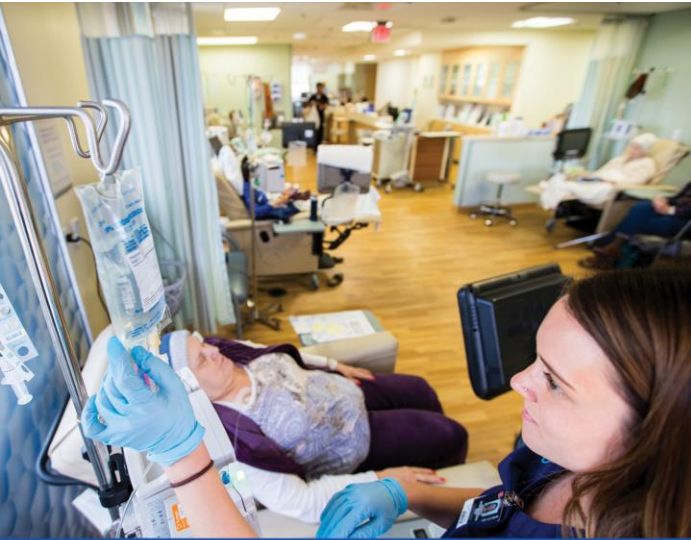
Source: Medicare.gov, Jan. 2018 - Dec. 2018

Radiation oncology office visits



Hematology & oncology office visits





# Value-Based Oncology Pharmacy

Engaged oncology physician community in partnership with our pharmacy team and Accountable Care Organization (ACO)

Partnered with American Society of Clinical Oncology (ASCO) to make value choices

- Reviewing our Epic Electronic Health Record Beacon chemotherapy protocols
- Strategies around immuno-oncology pharmaceutical spend
- Zoledronic acid as alternative to Denosumab (Xgeva)
- Biosimilar introduction – moving to complete conversion
  - *Bevacizumab*
  - *Trastuzumab*
  - *Rituximab*



Marin Xavier, MD, Scripps Clinic





# Value-Based Oncology

## *Unplanned Hospital Admissions and Emergency Room Visits*

Subcommittee focused on:

- Analytics of who has unplanned admissions/Emergency Room visits
- Found high risk populations include:
  - Patients with advanced disease, pain management
  - Gastrointestinal tumors with stage IV disease



Subcommittee co-led by oncology physician and information technology leaders:

- Develop new data platforms
- Improve outcome reporting, structure data, improve workflow
- Improve patient-centric information technology interactions, biomonitors
- Plan on home based and preventive interactions with high-risk patients



# Value-Based Oncology

## *End of Life & Survivorship*

Subcommittee focused on:

- End of life:
  - “Beautiful End of a Journey”
- Exceptional patient and family outcomes
- Often this simultaneously reduces cost of care

Subcommittee co-led by medical oncology and palliative care provider leadership:

- Early incorporation of palliative/supportive care
- Collaboration as a team
- Advance Directives/End of life discussions early

Developing survivorship pathways and care plans with MD Anderson Cancer Center and our primary care physician community



# New and Expanded Facilities

**June 2020**



**La Jolla**

- Multidisciplinary clinics
- Surgery clinics
- Radiation therapy
- 25-chair infusion center
- Palliative care
- Patient support services

**October 2020**



**North County**

- New medical office building – dedicated wing for cancer care delivery
- Medical oncology and surgery clinics
- 12-chair infusion center

**January 2021**



**Encinitas**

- New medical office building – first floor dedicated to cancer care delivery
- Multidisciplinary clinics
- Medical oncology and surgery clinics
- 12-chair infusion center
- Specially designed for newly diagnosed patients

**June 2021**



**Mercy**

- Multidisciplinary clinics
- Radiation therapy
- 20-chair infusion center
- Palliative care
- Patient support services
- Patient welcome center in adjacent, historic College of Nursing building



# BRANDING

# Marketing Evolution

An important advancement for cancer care in Southern California bringing the nation's best in cancer care to patients in San Diego

## Partnership Announcement



Focused on awareness and education to consumers and physicians regarding the benefits of the partnership

## Marketing Go-Live



Testimonials convey impact of the Scripps MD Anderson partnership and what it means to patients and their families

## Testimonial Campaign

2016

2017

2018

2019

2020



## Pre-Operations

Conducted market assessment, development of marketing strategy, target personas, and messaging



"Right Here in San Diego" campaign

## Treat More Patients

Pivoted to "Ready to Care for You" messaging with a focus on lead generation and volume growth





# Marketing Efforts

## *Brand Awareness*

- Omni-channel marketing campaign focused on brand awareness across traditional and digital channels
- Traditional channels: TV, radio and print
- Digital channels – web, paid search, organic search, paid social media and email re-targeting
- Earned media opportunities: public relations and content marketing supported program launch
- Testing and ongoing optimization across all channels ensured strong performance and brand experience across all touch points



# In the News: Leadership in Oncology



Thomas Buchholz, MD  
KUSI, Feb. 2020

## Scripps Cancer Center opens new clinic to fight rare breast cancer



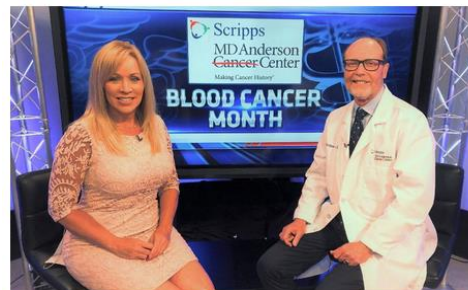
Inflammatory Breast Cancer Center  
CBS-8, July 2019



Darren Sigal, MD, Scripps Clinic  
KUSI, July 2019



Marin Xavier, MD, Scripps Clinic  
KSDY, Baja California, June 2019



James Mason, MD, Scripps Clinic  
KUSI, Sep. 2019

# Philanthropy

- \$25M donation from Conrad Prebys, establishing the Prebys Cancer Center at Scripps Mercy
- Established Founder's Program with three-year commitments
- Annual fundraisers with increased participation





# Serving Our Community

*Community screenings, education programs, support groups, Survivors' Day celebrations and more*







**THANK YOU**

