

JUST IMAGINE...

A World Without Cancer

NORTON CANCER INSTITUTE



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NORTON HEALTHCARE'S JOURNEY TO EXCELLENCE

NORTON CANCER INSTITUTE

Each year about 10,000 Kentuckians die from cancer, creating one of the biggest public health crises in our commonwealth, as we rank first in the nation for incidence of cancer and cancer mortality rates. Working together across disciplines, the more than 100 specialists at Norton Cancer Institute provide advanced oncology care to help win this fight. Norton Cancer Institute continues to treat more cases of cancer in both its primary and secondary service areas as patient volume has almost doubled over the past nine years. To meet the growing need for world-class oncology care in our community, we're embarking upon a visionary growth plan to conquer cancer and eliminate suffering for our patients. We hope you'll join us as our Journey to Excellence continues.

TURNING "WHAT IF" INTO "WHAT WILL"

Just imagine a world where we can effectively prevent or cure all cancers.

With your support, we can make significant strides toward achieving that goal while reducing the impacts of cancer in our communities.

OUR VISION CALLS FOR

Expansion of Comprehensive Cancer Services at St. Matthews

Our **\$50 million** philanthropic vision includes the expansion of comprehensive care services bringing together surgical oncology, medical oncology, radiation oncology, and gynecologic oncology, resulting in comprehensive, integrated care for all cancers. Patients will benefit from the most innovative technologies, personalized treatments, and supportive cancer services in the region.

Workforce Development, Research, and Innovation

Our **\$5 million** philanthropic vision will establish endowed chair positions to recruit and retain world-class clinicians and innovators in the field of cancer care while propelling our innovative research efforts.

Expansion of World-class Clinical Programs

Our **\$20 million** philanthropic vision will increase access to care and improve patient outcomes by expanding our nationally renowned clinical destinations, including cancer care services at Norton Audubon Hospital and Norton Cancer Institute in South Central Kentucky. These programs will employ a multidisciplinary team approach to provide disease management and care for the whole patient, closer to home.

Comprehensive Breast Cancer Program

Our **\$5 million** philanthropic vision will launch a community-wide breast care program that will provide compassionate and expert care, educational tools, and new technologies all aimed at the prevention, early detection, and treatment of breast cancer.

WITH YOUR SUPPORT, JUST IMAGINE...

...coupling innovative research with the brightest of oncology experts to afford transformative cancer care for our communities

...treating even the most complex of oncology cases closer to home, so patients can remain connected to their families

...creating new spaces and enhancing existing facilities with the latest in medical technologies to deliver world-class cancer care

Our Journey to Excellence

Norton Cancer Institute's integrated approach to holistic care, coupled with access to groundbreaking clinical trials and advanced technology, aims to provide the best possible care and outcomes for our patients. To ensure the level of excellence for which Norton Healthcare has become known, Norton Cancer Institute is focused on expanding programs, implementing the latest in technology, and creating spaces that will facilitate advances in patient-centered care. Through this comprehensive campaign, we have the opportunity to deliver transformative oncology care in our community. We invite you to make a philanthropic investment that will leave a lasting legacy and ensure the future of world-class cancer care — right around the corner.

PERSPECTIVES



"Our dedication to curing cancer and eliminating suffering will propel us forward as we continue to work to discover new treatment options through robust research and offer patients what they need to make the most of life as they heal."

Joseph M. Flynn, D.O., MPH, FACP
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Physician-in-Chief
Norton Cancer Institute

