

**Anyone would go to
the ends of the earth for
great cancer care.**

**Now, the people of Brooklyn
can get it at the corner of
64th St. and 8th Ave.**



Jay S. Cooper, MD, FACP, FACRO
Director, Maimonides Cancer Center

Every year, approximately 50,000 Brooklynites learn they have cancer. Sadly, many of them continue to believe they must travel to Manhattan to get the best care for this disease. This is certainly no longer the case. Because in 2005, the Maimonides Cancer Center was opened, bringing Manhattan-quality cancer care to Brooklyn.

Of course, at Maimonides in addition to offering our patients the very latest advances in the treatment of cancer we offer them something the hospitals on the other side of the river may be a little short on – some old-fashioned TLC.

You see, our philosophy of care at the Cancer Center is in keeping with the writings of our parent hospital's namesake, the philosopher Maimonides, who wrote: "The physician should not treat the disease, but the patient who is suffering from it." We strive to treat every patient with dignity, compassion and attention to their individual needs.

The new Maimonides Cancer Center offers the latest top-of-the-line technology, complex medical care and high-powered computers that are essential in cancer treatment today. But, even more importantly, to create the Cancer Center, we have recruited physicians from the top cancer centers, including those in Manhattan and across the country.

Housing our multidisciplinary team under one roof allows our board-certified specialists to meet in person to coordinate the care of individual patients. Our focus is always on the whole person and consideration of a patient's needs and condition from many different perspectives. Every week, our experts in diagnostic radiology, surgery, pathology, radiation oncology and medical oncology get together to discuss the best course of treatment for individual patients at case management meetings.

When someone is ill, even the activities of daily life can become fatiguing. It's not pleasant to get into a car, make the trip to Manhattan, fight the traffic and pay for parking. So, we eliminated the need! And the soothing environment at the Cancer Center – which emphasizes life and hope – lowers anxiety levels and enhances the sense of well-being. We understand that fighting cancer is a mental, as well as physical, process.

We believe that our people, with the right attitude and the right equipment, placed in the right environment, sets us apart. My hope is that you will never require our services. But if you do, I'm confident you'll find that we offer a level of care that is, quite frankly, as good as or better than many of us provided on the other side of the river, with a degree of comfort and convenience that could only occur in Brooklyn.

In future articles, I plan to introduce you to the physicians behind the clinical excellence at the new Maimonides Cancer Center. They will talk about some of the most common cancers and what we are doing every day to combat them.



Maimonides
Medical Center
Passionate about medicine.
Compassionate about people.

**For more information, visit www.maimonidesmed.org.
To find the right doctor for you, call (888) MMC-DOCS (662-3627).**