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**High Dose Radiation Treatment (HDR) latest in non-invasive treatments for skin cancer**

High Dose Radiation Treatment (HDR) is the newest method at Central Florida Cancer Institute (CFCI) to be used as radiation therapy for skin cancer. This revolutionary technique uses a special applicator to apply a small radioactive source directly to the skin lesion. It is a fast, non-invasive treatment that has already achieved excellent results. It has the same outcome as surgery and is achieved without side effects or scarring. Patients who use this treatment option require 8-10 treatments spread out over a span of a few weeks. Those who have lesions smaller than 3 cm (about 1 inch) can be treated with HDR but you should discuss it, along with other options, with your radiation oncologist.

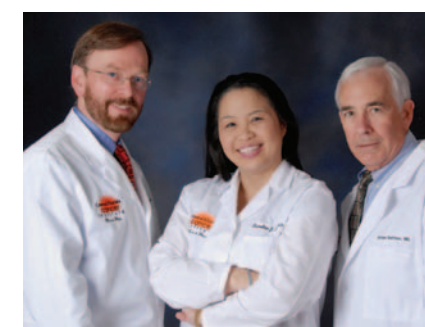


**To learn more about HDR call Central Florida Cancer Institute at 863.419.0692.**  
 We'd be happy to answer your questions.

**Central Florida Cancer Institute Now Offering IGRT Technology**

The Central Florida Cancer Institute is among the first to start offering new technology to treat certain types of cancer, including prostate cancer. Image-guided Radiation Therapy (IGRT), is the most precise method of cancer treatment offered today. It targets certain types of tumors without causing as much damage to surrounding tissues as with traditional radiation therapy. Extreme accuracy is achieved by using a series of images that are taken of the tumor immediately before treatment. IGRT is a unique form of treatment. It begins by having three tiny pure gold markers implanted into the tumor, to serve as a visible landmark for the pre-treatment images. It is a quick and simple outpatient procedure that takes

about 10 minutes. After your markers have been implanted, the oncologist can take a scan and start creating a unique patient treatment plan.



Each day before your treatment, images can be recorded of your tumor where the markers will show up clearly and visibly. They serve as a set of internal landmarks for tumor positioning and calculating location for accurate tumor alignment. This latest technology is just another way that CFCI uses to try and make cancer treatment less painful and more accurate. If you are interested in learning more about Image-guided Radiation Therapy or would like to discuss treatment options please contact our office for consultation.



**Meet Our New Physician**

**Dr. Salim G. Contractor**

Salim G. Contractor, M.D. was born and raised in Mumbai, India. He earned his Doctor of Medicine degree in 1984 from the Grant Medical College in India and served his internal medicine residency at the Catholic Medical Center of Brooklyn and Queens. During his residency at the Catholic Medical Center of Brooklyn and Queens, an affiliate of the New York Hospital and Cornell Medical College, he was named Intern

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## Employee Spotlight: Teresa Bowling



*"It's nice to be important,  
but it's more important to be nice."*

Teresa Bowling certainly has the right idea about working with the cancer institute. This May she celebrated six years of service as a patient coordinator with the Central Florida Cancer Institute. As we celebrate though, she reflects back...

"My husband (John) and I relocated to Polk County from Orlando in October of 2001, and I had the chance to interact with Central Florida Cancer Institute" she says, "I can remember saying to myself, I'll work for that company someday." Her predictions were true, less than a year later, in May 2002 she became a member of the ever-growing family at CFCI. It's not just the workers at CFCI that are part of the family, but the patients become a part of the family, too. They seek quality care and Teresa gives nothing less than excellence, with a mixture of top notch medical care and the utmost respect.

While she excels at her job she also has a rewarding life outside of work. Teresa spends most of her free time with her family and has been married to her husband John for 9 years. She also has two children, Tiffany, 17, a high school senior and Stacy, 16, a sophomore. She also has a small at home business called

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*Meet Our New Physician... Continued from page 1*

of the Year for 1987. Dr. Contractor attained his hematology degree at the University of Medicine and Dentistry in New Brunswick, New Jersey and his medical oncology degree in Manhattan at Mount Sinai Hospital. He became board certified in Internal Medicine in 1989, Hematology in 1996 and Medical Oncology in 1997 and honed his skills as an attending physician in hematology and medical oncology for fourteen years at the Albert Einstein College of Medicine in New York. Upon joining the

Central Florida Cancer Institute in December of 2007, Dr. Contractor was pleased to receive a warm reception from the local medical community. With the opening of CFCI's new infusion suite on July 14th he is looking forward to the opportunity to offer patients an even higher level of patient care. The new 3,500 square foot center will be located on Magnolia Avenue in Winter Haven and Dr. Contractor is eager to continue offering superior quality care to the surrounding community.

## How To Enjoy Your Summer And Stay Skin Cancer Free

These days, it's not just the sun-bathers and sun worshippers who need to be aware of the risk of developing skin cancer but everyone who has spent time in the sun. First Lady Laura Bush didn't realize that the "mosquito bite" on her chin was really skin cancer. Like she told USA Today in 2006, "I never did a lot of sun bathing like some my friends did, because I didn't tan, really," she said. "But of course I played outside for my whole childhood, spent afternoons at the swimming pool and did those things that we all did growing up." She isn't alone, many Americans often fail to recognize the alarming rate at which our society is developing this cancer that forms in the tissues of our skin.

Especially in Florida, where the sun is hot, we're surrounded by lakes and beaches and outdoor activities are plentiful, the rise in skin cancer should be alarming, but not unexpected. Skin cancer is unique to other cancers, in that there are very clear ways to avoid it. Preventative measures can be taken for adults, and taught to children at an early age. Below are some simple steps from The Skin Cancer Foundation that should be followed to help safeguard you and your family:

- Seek the shade, especially between 10 A.M. and 4 P.M.
- Avoid tanning and UV tanning booths.
- Use a sunscreen with an SPF of 15 or higher every day.

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*Employee Spotlight... Continued from left*



Kreative Kandles & More, and keeps busy with candle monograms and stencils for her specialty gifts.

When able to find time between work, her small business, and family Teresa also loves to travel,

especially to the Bahamas and Abaco.

CFCI would like to congratulate Teresa on reaching this milestone in her career with them and look forward to many more successful years working with her.

*Enjoy Your Summer.. Continued from page 2*

- Apply 1 ounce (2 tablespoons) of sunscreen to your entire body 30 minutes BEFORE going outside. Reapply every two hours.
- Cover up with clothing, including a broad-brimmed hat and UV-blocking sunglasses.
- Keep newborns out of the sun. Sunscreens should be used on babies over the age of six months.
- Examine your skin head-to-toe every month.
- See your physician every year for a professional skin exam.

There are four types of skin cancer: melanoma, basal cell carcinoma, squamous cell carcinoma and neuroendocrine carcinoma of the skin. Melanoma is cancer that forms in melanocytes (skin cells that make pigment) and is the most dangerous of the four types. Basal cell carcinoma is cancer that forms in the small, round basal cells in the base of the outer layer of skin while squamous cell carcinoma is cancer that forms in squamous cells - the flat cells that form the surface of the skin. Skin cancer that forms in the neuroendocrine cells, the cells that release hormones in response to signals from the nervous system, is neuroendocrine carcinoma of the skin.

Many people get concerned when they find a mole on their body but not all moles that are found are necessarily cancerous. Still, those of us with fair skin, a family history of skin cancer, or who have been exposed to the sun or radiation for long periods of time should keep track of our own skin. Knowing what moles are on your body and whether they are growing and what they look like is important.

Luckily, for the millions of Americans that are developing skin cancer - the most prevalent form of cancer -

deaths related to skin cancer are relatively low. Out of 1,000,000 new cases of non-melanoma skin cancer found this year, there were only 1000 deaths. To avoid the serious consequences of skin cancer, it is important to catch it early, and that can only be done through self examination. Unfortunately, like the First Lady, many of us don't recognize the symptoms. Keep in mind that the most common symptoms are:

- A new growth on the skin.
- A change in an existing skin growth.
- A sore that does not heal.

Melanoma cancer is much more critical and it is essential that it is caught in the early stages. If you have already had skin cancer, keeping track of growths on the skin is especially important. When looking for possible melanoma spots, these are the most common symptoms:

- Asymmetry - when one half of the growth has a different shape than the other.
- Border irregular - when the growth has scalloped or uneven edges
- Color varied - with the growth is more than one color. Melanomas may be black, shades of brown and tan, and even have specks of red, white, and blue.
- Diameter - a size, measured edge to edge, bigger than the diameter of a pencil eraser.

Skin cancer can be deadly, but it doesn't have to be. Protecting yourself from the harmful effects of the sun can be simple but make sure you don't wait to do so. Skin cancer is almost 100% curable, but only if you take the steps to catch it early and seek out treatment.

Now that you know ways to protect yourself and your family...

*summer, here we come!*

## Relay for Life Community Relations



*We proudly sponsored the survivor tents for the Winter Haven, Lake Wales, Haines City and Davenport Relays.*

*We want to give a special thanks to all our employees that helped make these events special for the Survivors.*



### About Relay For Life:

By participating in an American Cancer Society Relay For Life® event near you, you honor cancer survivors, pay tribute to the lives lost to the disease, and raise money to help fight it - all right in your community.

Every dollar you raise makes a difference to people in your community whose lives are touched by cancer. The Society has contributed to almost every major discovery in cancer research.

The American Cancer Society will also continue to exert influence on all levels of government, advocating for stronger policies and enacting legislation that will save lives and conquer cancer.

[www.relayforlife.org](http://www.relayforlife.org)