

DATTOLI CANCER FOUNDATION

Journey



FALL 2018

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 **DATTOLI**
CANCER FOUNDATION

Motivated Donor Groups Make a Big Difference



HERB BOOTH

What a summer. Where we live, the season brought an abundance of red tide to our normally pristine beaches, and after a release of water from Lake Okeechobee, it brought acres of blue-green algae to the canals and waterfronts in Southwest Florida. Fires continue to ravage California and other states “out west.” Tragic explosions rocked neighborhoods of Boston. Hurricane Florence drenched the Carolinas. A tornado touched down in Canada. And then, just as we were going to press, Hurricane Michael slammed into Florida’s Panhandle – an area I know well. Somehow, with fortitude and faith, life goes on.

I am delighted to send a special “thank you” out to two groups who made substantial donations to the Dattoli Cancer Foundation this year. First was the Ladies Group at Myakka Pines Golf Club in Englewood, Florida. For the second year, they named our Foundation as beneficiary of 50 percent of the proceeds from their annual “Pink and Blue Golf Tournament.” Bless these ladies – for many years all the proceeds went to support breast cancer awareness.

The Steve Hiron Memorial Golf Tournament, held in memory of the founder of HCA Asset Management Company, chose Dattoli Cancer Foundation as their beneficiary for prostate cancer research and awareness. Between the two organizations, nearly \$15,000 was contributed. The Foundation also received donations from two Neighborhood Sharing Days at a local Chili’s Restaurant that each brought in a contribution of \$1,000.

These funds, along with your generous gifts, enable us to support the continuation of Dr. Dattoli’s research, to publish our books and booklets, to provide onsite education to patients and families, and to offer free screening events twice each year. We have given more than 5,000 free PSA tests and digital exams in the past 18 years. Thank you for your support of our mission. We want you to know it makes a difference. ❶

Ginya - gcarnahan@dattoli.com

Journey

FALL 2018

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"Dattoli U" Graduates Beam with Pride



For more than a decade, Tuesday nights at Dattoli Cancer Center have been dedicated to providing patients, families and friends with an opportunity to learn more about prostate cancer and our unique treatment protocol. Originally named "Beamers" by our patients, the well attended weekly programs featured our own staff and outside professionals sharing information and answering questions.

Earlier this year, the program received a new format and name. Under the direction of patient services representative Amber Kawlewski, "Dattoli University" debuted in the spring. It is structured as a four-part "curriculum" that repeats every month. Attendees can start anytime during the month. Once they have attended all four programs, they "graduate" and receive a "Dattoli U" T-shirt.

One of the benefits of the program is the opportunity to meet and bond with other patients. A major improvement over the Beamers sessions of the past is the inclusion of a light dinner, underwritten this year by Synovus Bank. Receiving T-shirts at a recent graduation are (L-R) Gary Dyson, David Shaddock, Robert Boyd and James Jackson. 📍



Integrating AlignRT into DART

THE MOST ADVANCED REAL-TIME MONITORING SYSTEM TO
MONITOR MOVEMENT DURING THE TREATMENT OF CANCER

BY JOSEPH M. KAMINSKI, MD

Radiation Technologist John Burch
activates AlignRT function before
initiating a DART treatment.

Accuracy of radiation is paramount for radiation therapy. If the patient moves during prostate cancer treatment, the tumor may receive too little dose and/or critical organs such as the bladder and rectum may receive excessive dose. The therapeutic ratio (benefit divided by risk) is enhanced with more accurate delivery methods. The Dattoli Cancer Center team has been at the forefront of technological implementation with the use of Dynamic Adaptive Radiation Therapy (DART), which utilizes multiple 4-dimensional technologies including but not limited to OBI, Image Guided Radiotherapy, Respiratory Gating, Adaptive Radiation Therapy, Daily Cone Beam CT scanning, and other technological innovations, all of which collectively allow pin-point accuracy to moving targets.

The Center uses state-of-the art imaging equipment, such as 3T MRI, high resolution CT, PET, and 3D color flow Power Doppler ultrasound to more accurately define the target, and respiratory gating to minimize the effects of respiration on internal movement. Daily CBCT (Cone Beam Computed Tomography) is used to accurately set up the patient just prior to the daily radiation treatment. These technologies allow the radiation therapy to be targeted with a high degree of accuracy. If the patient moves just prior to the radiation therapy or during the radiation, accuracy could be negatively impacted.

The Center staff is excited to have integrated AlignRT into the Dynamic Adaptive Radiotherapy System. AlignRT provides another level of safety and accuracy in treating cancer,

including prostate cancer. It is a system that tracks a patient's position before and during radiation therapy, thereby ensuring accurate set-up and treatment accuracy. AlignRT uses a highly sophisticated and revolutionary patent-protected 3D stereo camera system that creates an external map of the body in the set-up position and then monitors the skin surface in real time with submillimeter accuracy before and during radiation therapy. AlignRT allows the radiation technologist to know exactly where the patient is at all times, before and during radiation therapy. The AlignRT system allows the team to define position tolerability, and if the patient moves outside this set threshold, then the technologist can shut the radiation off or the system can do so automatically. This revolutionary non-invasive optical system requires no radiation, markers or tattoos.

AlignRT has been used at the Dattoli Cancer Center for other treatment sites, such as in the treatment of breast and lung cancer, with a high degree of accuracy, and it allows reduction of the dose to the heart and lungs. It also allows a radiation oncologist to perform stereotactic frameless radiosurgery to brain tumors without fixing large metal frames to the patient's head, with accuracy comparable to that of fixed systems that are screwed directly into the skull.

Dattoli Cancer Center continues to investigate and add new equipment to provide patients with the most advanced technology to ensure the highest therapeutic ratio. This paves the way to the most efficient and effective treatment. 📍

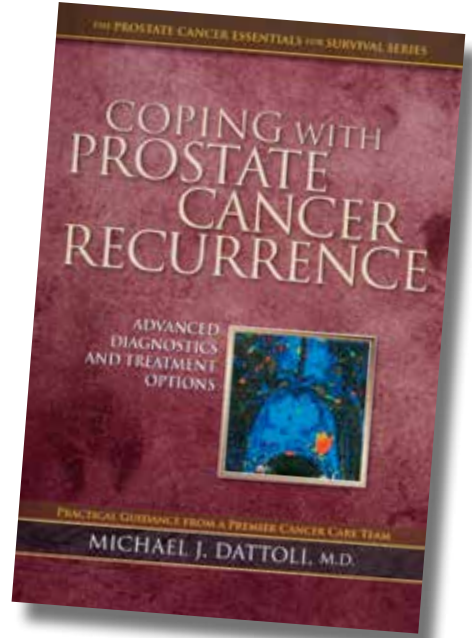
Coping with Prostate Cancer Recurrence

Another addition to the *Prostate Cancer Essentials for Survival Series* is now available. Authored by Dr. Michael Dattoli, this volume addresses “Coping with Prostate Cancer Recurrence – Advanced Diagnostics and Treatment Options.”

As the Dattoli Cancer Center has gained a wide reputation as “the place to go” when primary treatment has failed, the Center recognized the need to publish a booklet about how to recognize recurrence and what to do about it.

The introduction boldly states that “Vigilance is the path to Victory” and that virtually all patients who have been treated for prostate cancer live with the possibility that their cancer could return sometime in the future. There is some risk of relapse (or recurrence), regardless of the type of treatment or the stage of the cancer when it was first diagnosed. The likelihood of a recurrence diminishes as each year goes by, but that does not mean you can let your guard down.

Included in this booklet is information on: how to recognize when recurrence is happening; defining a “PSA bounce”; what treatments are available following each type of primary treatment (prostatectomy, radiation, brachytherapy); comparing adjuvant and salvage radiation; when to use hormonal therapy; and dealing with side effects.



A “Frequently Asked Questions” section offers answers to concerns such as whether you can transmit cancer cells to your wife, whether prostate cancer can cause another type of cancer to form in your body, and what you can do to reduce chances of recurrence.

Like all booklets in this series, this one concludes with a handy glossary and advice for choosing what is best for you.

If you would like a complimentary copy of this booklet, please make a note on the enclosed donation return envelope. ❶

News at press time: Prostate Cancer Essentials for Survival Series booklets are now available for your Kindle reader through Amazon.com.

MICHAEL DATTOLI, MD:

The Man Behind the Brand

BY VIRGINIA 'GINYA' CARNAHAN, APR, CPRC

Soon after I joined the Dattoli Cancer Center staff, I had the opportunity to drive Dr. Michael Dattoli to a speaking engagement in Venice, Florida, about 25 miles south of Sarasota. As I accelerated onto busy I-75, I was struck with this thought: As long as he was riding in my car, I was responsible for the safety of the man sitting next to me. It was a very sobering moment.

For several decades, thousands of men from all over the world have put their trust and their lives into the hands of Dr. Dattoli. The relationship between physician and patient is an intimate one, especially when the patient is facing a life-threatening disease. During the many weeks of the Dattoli treatment protocol and annual follow-up visits, patients get a sense of the intense dedication of their doctor. However, they rarely get to see the multifaceted personality that makes the man.

- GC

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PHOTOS BY MARIA LYLE



The Man Behind the Brand

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Michael Dattoli is generally a quiet, unassuming professional. When approached, he is quick to smile and stop for a few words of conversation. But he doesn't tarry; it is obvious he is on a mission. One can almost see thoughts churning in his brain behind his soft brown eyes. He has been this way all his life – engaged in a constant pursuit.

A Little Background

Michael Dattoli grew up in Poughkeepsie, New York, in a first-generation Italian Catholic family, along with two sisters. For a short, happy period, the family relocated to the Jersey shore. While they were very poor, they made it the hard way, as did many other Italian families. But when he was just 13 years old, his father died. Overnight, he was elevated to “the man of the family” status, having to go

Dattoli says, with little exception, he had covered his personal bucket list by the time he was 27. From the Dattoli photo album (clockwise from upper left) back alley Kenpo boxing in Shanghai (sixth-degree black belt and Golden Gloves boxer); a camel auction in the Sudan; diving in Ambon in the Banda Sea; dugout canoeing deep in the Amazon jungle.

to work after school to assure his family stayed together financially and emotionally. Although his days were long, between school and work, he managed to maintain excellent grades.

During high school, he took college courses in the summers and at night, enabling him to graduate with a GED after 10th grade. During this period, the enterprising young man recognized business opportunities that would pay off and enable him to satisfy the mortgage on his family home. He and his sister opened a “Chic Maternity” clothing store that would grow to a successful 5-store chain in the tri-state area. He also opened two Kung-Fu dojos (even

pre-dating David Carradine in the TV series "Kung Fu").

Education Milestones

Secure in the knowledge that his family was now "safe," he crossed the country to enter the University of California at Berkley to pursue his interest in marine biology. Soon after leaving New York, his absence resulted in the deterioration of his businesses. He describes this period as one of "being dirt poor," depending on scholarships and working 40 hours a week to cover his tuition and board. It was there that he recognized his life's goal of taking his love of the pure sciences into a context where it could ultimately benefit humankind. To catapult his scientific fascination into a more focused direction, he transferred to Vassar College, back in Poughkeepsie, where he could also attempt to salvage his businesses while attending a top-ranked college. These were tough times as he struggled to resurrect the businesses, while studying and working anywhere (bartending to night shift security guard) to stay solvent. Despite ultimately losing his businesses, he graduated with a bachelor's degree with highest honors from Vassar, including the Dean's List, summa cum laude, Phi Beta Kappa and Valedictorian (highest grade point average). Still supporting his family, he was on his way to becoming the man he is today.

Recently, while going through files at his house, he came upon the draft of an essay he wrote when he was applying for entrance to medical school. He shared it with me and gave me permission to share parts of it with you.

"I have had the pleasure of working with Dr. Dattoli for over twenty years. During a recent visit, I had the opportunity to find out just how unique an individual Michael Dattoli is."



"I knew he liked to travel to exotic places, and he told me one of the criteria was that these be places that had not been seen by many in the industrialized world."

"He shared this story with me: In his younger years, Dr. Dattoli and a colleague encountered a rather primitive tribe deep in the jungles of Southeast Asia. The tribesmen became fascinated by Dattoli's sneakers. They offered to trade one of their colorful and lethal blowguns for the shoes. Today that blowgun is displayed along with a number of colorful "souvenirs" on a wall at home. We can only wonder where the shoes ended up!"

Mark Simpson, Simpson Communications, Inc.



"Working elbow-to-elbow with Dr. Dattoli in the early days was exciting. We made several trips together to medical meetings across the country to present our results from using brachytherapy for prostate cancer treatment. We were always

bombarded afterwards with questions from the renowned fathers of prostate cancer treatment. We felt we were in the presence of the 'Prostate Cancer Gods,' and to this day, it makes me proud to have been there with him."

"The most excited I ever saw him was when his son was born on Labor Day. It took the new parents several days to agree upon an 'appropriate' name for their bundle of joy. He kept imagining how it would look on a prestigious college diploma!"

*Jennifer Cash, RN, OCN, ARNP
former Senior Nurse Practitioner at
Dattoli Cancer Center*



"In the 1980s, another partner and I were running ourselves ragged in Tampa, manning a radiation oncology office and

a hospital practice. We needed another person to make that venture work. We had already decided that we wanted to branch out into the new direction of brachytherapy (for prostate and lung cancers and thoracic applications). When we saw Michael's experience in the field, we brought him down from New York for an interview. We found him to be a bright go-getter with a good personality, and we were interested. The question was, would he be interested in us?"

"During his visit, we were invited to dinner at a friend's home. Stopping by the local Publix Market on the way was fortuitous. Dr. Dattoli, having spent the last few years in crowded New York City where small neighborhood groceries and bodegas were the only shopping options, was amazed at the variety and breadth of products in this big, bright, fun store. He was like a kid at Disney World! Even today, I'm not totally sure whether it was our offer or the opportunity to shop at Publix that convinced him to join us. At any rate, we were happy with each other for about a decade in Tampa, then made the move to our own Center in Sarasota. Our unique combination of external beam radiation followed by brachytherapy turned out to be the right thing, at the right time, in the right place."

Richard A. Sorace, MD, PhD
Co-founder of Dattoli Cancer Center

The Man Behind the Brand

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"My interest in science-related fields has been one of long standing. As a child I would often wake up before sunrise to watch sea organisms from jellyfish to whales that appeared with the fall of the tide. In a household where even a high school education was a rarity, my chemistry lab in the basement was my pride and joy."

Equipping himself with a broad foundation in the sciences, coupled with his desire to serve society, Michael committed to a career in medicine that would enable him to pursue his *"abiding interest in scientific inquiry, a process which would provide invaluable emotional and intellectual rewards."*

He continued, *"I believe that the physician who assumes the responsibilities of which he is capable, has open to him a rich and rewarding experience in medicine, as well as a service of incalculable value to society, and to a lifetime of continuing self-education and deep satisfaction."* Dattoli was accepted into the prestigious Mount Sinai School of Medicine in New York City, and he graduated summa cum laude. He followed with postdoctoral studies at Albert Einstein School of Medicine (Internal Medicine), New York University Medical Center/Bellevue Hospital Center (Radiation Oncology) and Memorial Sloan-Kettering Cancer Center/Cornell University Medical Center, where he was chosen as a Special Fellow in Brachytherapy.

I once asked Dr. Dattoli how he chose prostate cancer as his focus. I expected him to say something like "I had an uncle who died from the disease." That was not the case, and it was far too simple of an

answer. He explained to me that during his medical education he recognized that cancer in general was a field with so many mysteries and challenges, and one that brought such great devastation to so many people. As he was learning about the disease itself and its many manifestations, however, he was encouraged by progress being made in treating many types of cancer with different approaches beyond surgery. One cancer that seemed to be lagging behind others in terms of real treatment advances was prostate cancer. While lung, breast and other cancers were beginning to see great results using radiation and chemotherapy, prostate cancer treatment remained the purview of surgeons.

I imagine that the bright young doctor felt especially challenged to bring some light to this heretofore hopeless diagnosis. The challenge, of course, was finding a way to harness the power

of radiation so that it could be directed to a walnut-sized organ deep in the pelvis, without damaging critically important tissues and organs along the way. This would be the lifework and passion of Michael Dattoli.

If there be any doubt, just take a look at his Curriculum Vitae (available on the website: www.dattoli.com). He has been a busy guy – serving through numerous investigative appointments, government appointments, committees and review boards, and holding membership in multiple professional societies: American College of Radiation Oncology, American Society of Therapeutic Radiology and Oncology, and American Brachytherapy Society. The CV lists contributions to 7 textbooks, authorship of the 13-volume *Prostate Cancer Essentials for Survival* series of booklets, 75 publications on prostate disease alone, and countless national and international oral presentations in the past 30 years.

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Kayaking through an iceberg field on a recent trip to Greenland.

"I had the good fortune to meet Dr. Dattoli in Tampa one evening in 1996 just after he published some early groundbreaking results for his combined radiotherapy protocol. As a first impression over dinner, I sensed his earnest good heart as a physician.



That image has stayed with me over the years, as I've had the opportunity to contribute to some of the publications Dr. Dattoli has authored. I've always been struck by how passionately devoted he is to educating patients to make informed decisions about their treatment options.

I've often been inspired by Dr. Dattoli's dedication and the way he brings to bear not only his rigorous scientific analysis, but also an ethical compass in the face of the many thorny issues in the treatment of prostate cancer. I believe his intense devotion goes back to that prime ethical imperative for physicians, 'First, do no harm,' which he took to heart when he found his calling in medicine."

Greg Lawrence, Author/Medical Writer



"I first met Michael Dattoli in Tampa and I knew right away that he was a one-of-a-kind physician. The number of hours he dedicated to speaking to men before they even committed to become patients, was always incredible. He would be

on the phone, calling patients late into the night and over the weekends and on holidays.

One thing that was evident to me, that others might not have seen, was his genuine care for the patients. In my role, I often had to consult with him when a patient has struggling to pay his bills. Dr. Dattoli's response to me was always 'Janet, do what is right.' By that he meant come up with a payment plan that the patient can be comfortable with. He never wanted a family's life to become difficult in order to just pay their medical bills. He has a very caring spirit."

*Janet Moose, Billing Manager (Tampa and Sarasota)
Retired*





The Man Behind the Brand

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Professional Career

While practicing as an Associate Professor at Memorial Sloan-Kettering Cancer Center, Dattoli was recruited to join a radiation oncology practice with Tampa. Dr. Richard Sorace invited the young “brachy star” to come south and co-found a brachytherapy practice in the Sunshine State. The two were a great pair and quickly built a reputation for their innovative, hospital-based “multi-modal” treatment protocol for prostate cancer.

A few years into the development of their unique non-surgical approach to treating prostate cancer, the two doctors concluded that they could be more effective outside of the confines of the political hospital environment. Their hospital contract prohibited them from opening a practice in the Tampa metropolitan area; however, Sarasota was an ideal locale, based on demographics, access to advanced technology and medical care, and the convenient location they found on Fruitville Road.

Personal Interests

I was once told that Dr. Dattoli was particularly pleased with the building because of the lovely, peaceful atrium in the center of the building. The garden area offered him the opportunity to indulge his love of tropical plants and flowers. Many of the plants now flourishing in the atrium were actually planted there by Dr. Dattoli. Anyone who is around in the wee morning hours when the doctor arrives at the office might catch him stopping to pinch off spent blooms or prune a plant before starting his workday.

In fact, Dr. Dattoli has many interests in the natural world. He is a strong advocate for

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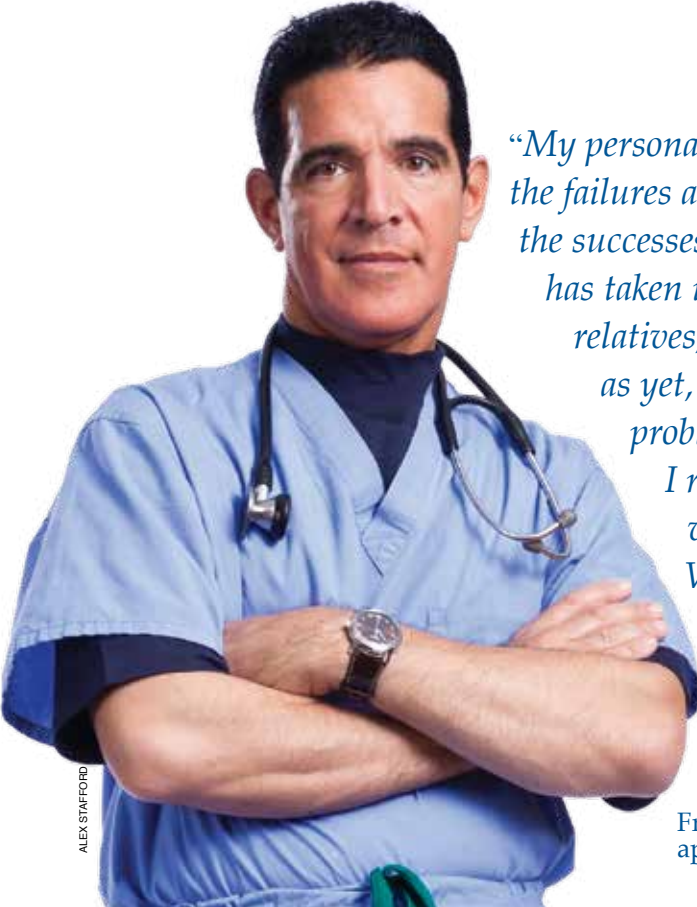
protecting marine creatures and our planet's oceans. He has surfed on most of the world's prime beaches, skied all of the major runs on three continents, and extensively explored Southeast Asia, including but not limited to Borneo, New Guinea, West Irian, Jaya, Vietnam, Cambodia and the Celebes. He and the family recently toured the icebergs of Greenland. He has trekked to the deepest, darkest regions of the Amazon.

It is important to him to not only see but also to experience other places and cultures. He especially enjoys going to places off (sometimes far off) the usual tourist trail. He completed two "survival" missions, including a 10-day jungle trek

in New Guinea and a 10-day dugout canoe trek on the Mahakam River through Kalimantan in Borneo, with no guides, living off the land. On his travels, he met tribal people who had never seen a white man.

Dr. Dattoli's family consists of his lovely wife, Beatriz, whom he met while in medical school and married in Florence, Italy. The two have one son, Gianni, who recently started his freshman year at Notre Dame University. Both of Dr. Dattoli's parents had 9 brothers and sisters, so there are many aunts, uncles and cousins filling out the Dattoli family in the USA and in Italy.

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“My personal experiences have shown me the failures as well as the successes of Medicine. Cancer has taken its toll among my relatives; medical science has, as yet, not solved this dreaded problem. On a lighter side, I realize from my early volunteer work at Vassar Brothers’ Hospital that bed-pans are as much a part of medicine as are stethoscopes.”

From Dr. Dattoli's medical school application essay.

ANNOUNCEMENT:

Proprietary, Pharmaceutical Grade D&K Supplements are Coming



Patients and former patients at the Dattoli Cancer Center have learned the importance the Center places on healthy eating, healthy lifestyles and the need for nearly everyone to add quality daily supplements to their diet. Research has proved that certain herbal and vitamin supplements have shown to assist in preventing cancer or slowing its progression; to convey cardiovascular benefits; to optimize bone strength; to boost the immune system; and to improve other medical conditions. Unfortunately, many of the products available from drug stores, health food markets, “big box” retail stores and through Internet sales come from sources that are not regulated, and therefore are often found not to contain the ingredients listed on their packaging. They are a waste of your money and of no benefit to your health.

You are aware that our approach with patients is to treat the whole person above and beyond his cancer, to address the whole body so that it will function as a healthy machine. Part of this is the use of quality daily supplements. In order to assure that you have access to pure, proven supplements, Drs. Dattoli and

Kaminski have invested over three years in researching, formulating and testing a private label line of pharmaceutical grade supplements.

Unique in the “nutraceutical industry,” these supplements are made from the highest quality ingredients possible, proven safe for human consumption and subjected to rigorous testing. For example, our products are manufactured at FDA (Federal Drug Administration) approved facilities under the strictest GMP (Good Manufacturing Practices) standards. Additionally, the supplements are subjected to third party validation. Therefore, they qualify as true “Pharmaceutical Grade.”

Initially we are producing supplements designed for prostate health, anti-inflammation (the root of many diseases), erectile dysfunction, bone strength and heart health. These products will be available after January 1, 2019.

Readers who are interested in the supplements are asked to phone 877-874-5644 for pricing and ordering information. 📞

The Man Behind the Brand

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Dr. Dattoli doesn't take much time off, but when he does he makes the most of it and comes back recharged and ready to continue his life's work. Unlike many physicians who take Wednesdays (or Wednesday afternoons) off to play golf, Dr. Dattoli is in the office bright and early each day and stays until the day's work (including numerous telephone consultations with newly diagnosed men) is complete...often at 7 or 8 pm. To keep himself fit, each morning he does push-ups, planks and calisthenics, and shadow boxing. His father was a boxer, and he followed in his footsteps by participating in Golden Gloves Boxing. Today he is a 6th grade black belt in Chinese Kenpo, and he has brought home several trophies from the heart of Kenpo boxing in Shanghai, where Westerners are not allowed unless accompanied by a revered Sensei.

Dattoli is a strong advocate of healthy eating and is very careful with his diet, choosing organic produce and eating small amounts several times a day. There are always apples and fresh bags of healthy nuts on his desk. And he may have a treat of very rich, very dark chocolate tucked away somewhere!

Innovative Treatments

It has always been the mission of the Dattoli Cancer Center to provide patients the very best, personal treatment available, and to stay ahead of the burgeoning technology curve. To this end, Dr. Dattoli has developed many unique applications for special technologies, including the 3D Color-flow

Power Doppler Ultrasound. The Dattoli Cancer Center was the first freestanding center in the world to install the Varian linear accelerator for IMRT, and since has lead the way in refining beam radiation treatment, moving from EBRT (External Beam Radiation Therapy) through IMRT (Intensity Modulated Radiation Therapy) and developing onsite Dynamic Adaptive Radiation Therapy (DART), now the most exquisite and precise radiation delivery available anywhere.

All this technology is humbling to me, but it is an accelerant to Dr. Dattoli's thinking. He has built a Center like no other, and along the way, he has realized better ways to accomplish his goals. Early evidence was the decision to incorporate an in-house clinical laboratory to speed up gathering important information from lab tests. Evident from day one was his choice of people to populate the DCC team. He and Dr. Sorace brought several trusted professionals from the Tampa days with them to Sarasota. Now nearly 20 years later, some are still on staff, and many of the original Sarasota staff are still there as well. Some left and later came back!

I consider my time on his staff to be the best years of my 40-year career in health-care marketing. Consistent with the doctor's desire to continue to learn and serve, I have done both while working with Michael Dattoli, and I am ever grateful for this experience. An added benefit of this tenure has been meeting interesting people from around the world who have come to Sarasota for their treatment. ❶