

Centering In on Cancer Care

Dr. Daniel Reed focuses on providing critical treatment to the community.

By Alison Bailin Batz

SEATTLE GRACE HOSPITAL can keep its drama, romance, and all those tears, because one of their best minds in cancer research and treatment is now all ours!

Dr. Daniel Reed, who both treated patients at the real hospital that *Grey's Anatomy's* faux Seattle Grace was modeled on and served in a leadership role with the University of Washington Medical Center, came to Arizona from Washington in 2005 with a singular focus: to become the future of cancer treatment in Arizona.

"People often talk about the Valley as a 'small' big city where everyone knows everyone else," Reed says. "But in sheer size, we are a 'big' big city, which can be a nightmare if you are fighting cancer."

Depending on a patient's needs, according to Reed, cancer treatment may be required using chemotherapy, radiation therapy, or a combination of both. Patients in a combination-treatment regimen are often required to go to different cancer centers throughout the Northeast and Southeast Valley—sometimes hours away—for regular care.

Reed focuses on breast and prostate cancer. Dissatisfied with the lack of patients' access to nearby facilities and support services, he partnered with fellow specialists Drs. Christopher Biggs and Terry Lee in 2005 to launch Arizona Center for Cancer Care

(AZCCC), with all eyes on innovation and expansion from the onset.

"Cancer is a terribly invasive thing in one's life, so we made it a priority to invest in technology that would allow



AZCCC doctors : A team without walls

actual treatments to be as minimally invasive as possible," Reed says.

Among their least invasive treatment options is RapidArc, a state-of-the-art radiation-therapy treatment from Varian Medical Systems.

"This very precise form of therapeutic radiation uses beams of radiation to treat cancerous tissues without a surgical incision or opening and allows patients to receive treatment in as little as 10 minutes, compared to the several hours it used to take with older technologies like the cyber knife and gamma knife," Reed says.

Reed and his team also focused on expanding the use of *brachytherapy*—a radiation-treatment option that replaces the



Dr. Reed in the brachytherapy room

conventional six-week radiation therapy with a five-day option. It's used to treat cancers of the breast, prostate, cervix, endometrium, skin, bronchus, esophagus, and head and

neck as well as soft tissue sarcomas and several other types of cancer.

Impressed with both the critical work being done at AZCCC and the investment in much-needed technology to better treat patients, prominent medical oncologist Dr. Devinder Singh partnered his practice—Arizona Center for Hematology and Oncology—with Reed, Biggs, and Lee in 2008, getting the doctor closer to his goal of making their care available in every corner of the Valley.

"We are now truly a team without walls whose services stretch into every inch of this community, which is the future of cancer treatment in Arizona and beyond," Reed says. "Cancer is a disease of survivors—now we can better help to keep it that way."

This October, Arizona Center for Cancer Care is supporting Arizona Institute for Breast Health (AIBH) and its critical mission to give women options before treatment when diagnosed with breast cancer—and you can, too. Through October 31, you can sponsor one or more pink lights in honor of anyone touched by the disease. Together, these sponsored lights will glow along the Marshall Way Bridge in Scottsdale all month long, creating a Pink Light District in honor of Breast Cancer Awareness Month. In addition, more than a dozen local restaurants—including the Onyx Bar, Dominick's, Sol, The Herb Box, and several Fox Restaurant Concept venues—will feature pink drinks throughout October, with a portion of the proceeds donated directly back to the charity. To sponsor a light or find pink drinks near you, visit aibh.org.

