

Doctor helped pioneer advances in state's breast cancer treatment

BY CHRISTINE HARVEY
Phoenix Business Journal

Over the past decade, advances in technology have allowed for more specialized breast cancer treatment in Arizona.

Dr. Coral Quiet, a radiation oncologist at Arizona Breast Cancer Specialists, helped pioneer some of those advances. She began her work in Arizona in 1993 and was the first physician in the state to become a breast cancer specialist.

When she arrived in the state, Arizona's treatment statistics were alarming: 80 percent of breast cancer patients were receiving mastectomies, while only 20 percent were undergoing lumpectomies.

Realizing the need for innovation in treatment, Quiet



co-founded the Arizona Institute for Breast Health in 1999. Its mission is to offer second opinions to women recently diagnosed with breast cancer, and to evaluate the best medical and surgical approaches through specialization in breast radiology, surgery, oncology and pathology.

After attending a breast conference in New Orleans, Quiet returned to Arizona with a new treatment plan for patients: BrachyTherapy, an accelerated five-day radiation therapy alternative for women with early-stage breast cancer. The treatment was developed by Dr. Robert Kuske, who now partners with Quiet to provide treatment at Arizona Breast Cancer Specialists.

BrachyTherapy treats much smaller volumes of breast and other tissues by placing radiation sources inside and adjacent to the cancerous area.

Quiet said providing patients with a variety of treatments allows them more comfort and gives them a shorter, less restrictive treatment schedule.

Forms of treatment include Mammosite and Savi, both of which Quiet helped launch. Mammosite treatment involves radiation that targets tissues in the area where cancer is

most likely to occur. Quiet and Kuske were among the first physicians to use it.

While five-year clinical data from the Arizona Institute for Breast Health showed a success rate of nearly 100 percent, Quiet noticed it could be used to treat only about 60 percent of breast cancer patients.

That's when she helped to jump-start Savi, a single-entry radiation device that can be fitted to a lumpectomy cavity in a woman's breast. This treatment is more comfortable, as it avoids irritation.

Since opening the first Arizona Breast Cancer Specialist Center in Scottsdale in

INSIDE: Dr. Coral Quiet is being honored as one of the Phoenix Business Journal's 2011 Women in Business. **Pullout**

2009, Kuske and Quiet have successfully treated more than 100 patients with these techniques. And with two additional centers now open in Phoenix and Gilbert, the available treatment options for women with breast cancer are growing.

Quiet said the "less is more" mentality has been an innovative idea in treating breast cancer patients.

"We are able to treat more patients in a more quick and effective way," she said. "Having that option really opens the door for a lot of patients, and it's only going to continue to get more specialized."

Connect with **Christine Harvey** at charvey@bizjournals.com.

TITLE: Radiation oncologist
COMPANY: Arizona Breast Cancer Specialists
BEST PART OF JOB: "Developing relationships with my patients, walking them through treatments and then getting to see the results of our work"
WORST PART OF JOB: "Not getting to visit with my patients as often once treatment is over"
WEB: www.arizona-breast-cancer-specialists.com



Affordable network plans and quality healthcare you can rely on.



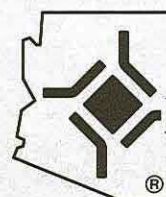
AFMC serves as the statewide PPO network for many nationally recognized carriers and third party administrators, to provide freedom of choice by endorsing a variety of health benefit plans.

This flexibility enables AFMC to offer customized solutions to fit the needs of individuals, families and businesses.

Ask your employer, broker/consultant or general agent to call an AFMC Senior Sales Consultant for more information.

800-624-4277

Outstanding Customer Care Stability Competitive Savings



ARIZONA
FOUNDATION
FOR MEDICAL CARE®

www.azfmc.com ♦ 326 E. Coronado Rd., Phoenix, AZ 85004

Spread the News!

Tell them to visit
www.phoenix.bizjournals.com
to read this week's Special Report online.

FOCUS ON HEALTHCARE

Sponsored By:
MAYO CLINIC