



August/September 2011

## White Memorial Hospital Quickly Becoming an East Los Angeles Study Hub

When White Memorial Medical Center (WMMC) and TRM joined forces earlier in the year, the vision for the novel clinical trials program surrounding their facility was just an idea. Today, 15 oncology professionals in the surrounding community have joined the translational research program; a program that has opened three clinical trials in the last month, creating the "hub facility" that gives community physicians the ability to enroll patients while remaining engaged in their care. By creating this infrastructure, WMMC is working with community physicians to allow them to maintain the relationship with their patients and not be forced to refer their patients elsewhere when available clinical options become limited.

"It demonstrates the tremendous opportunities that can be realized for hospitals and community oncologists to collaborate in research without having the complications that can arise from direct employment of physicians" says Chris Beardmore, TRM CEO. The program created for WMMC is still in its early stages, but we expect the success of this new model will only increase the breadth of services WMMC offers to the community they serve in the coming years.

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## STUDY SPOTLIGHT

Clovis Oncology, Inc. - A Study Comparing CO-1.01 With Gemcitabine as First Line Therapy in Patients With Metastatic Pancreatic Adenocarcinoma (LEAP)

TRM is now enrolling patients on the above referenced study at various locations in California and Arizona. Taken from the detailed description of the study on the [ClinicalTrials.gov](http://ClinicalTrials.gov) website:

"The potential for human equilibrative nucleoside transporter-1 (hENT1) expression to predict survival in gemcitabine-treated patients has been studied, and data suggest that patients with low levels of tumor cell hENT1 expression derive less benefit from gemcitabine treatment than patients with high levels of tumor cell hENT1 expression. These data support the hypothesis to be tested in this study that patients with pancreatic tumors expressing

## NEWS

### INDUSTRY NEWS

#### [Unpublished Cancer Trials May Affect Clinical Practice](#)

*Medscape, July 13, 2011* An abstract recently published in the Journal of Clinical Oncology states that a "substantial" number of phase 3 clinical trials of systemic cancer treatments with potential influence on clinical practice remain unpublished after 6.5 years or more, according to a new report from Canadian researchers.

#### [J&J Warns Doctors of Doxil Cancer Drug Shortage](#)

*Reuters, July 21, 2011* Johnson & Johnson has cautioned doctors not to begin treatment with its Doxil cancer drug because of shortages of the medicine made by an outside manufacturer.

### TRM NEWS

#### [TRM Study Site Training](#)

The next Human Subject Protection Training has been scheduled for September 23, 2011 from 12 to 1:15pm. Please contact your SRM for additional details and to enroll.

#### [New SRM Joins TRM](#)

TRM is pleased to welcome Eryn Ferdman as the latest addition to the TRM staff. Eryn joined TRM as a Site Relationship Manager in July and brings with her over 10 years of oncology clinical trial coordination and experience. Please join us in welcoming Eryn to the team!

## DID YOU KNOW

low levels of hENT1 will derive minimal benefit from gemcitabine, but will receive benefit from CO-1.01 (gemcitabine elaidate) which enters tumor cells in a hENT1-independent fashion".

For more information on this study or to refer a patient with newly diagnosed pancreatic cancer who may benefit from participation, please [contact TRM](#).

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## SITE SPOTLIGHT

[North County Oncology](#) and Southwest Cancer Care are the latest oncology practices in the San Diego area to join the TRM network and expand our services to include over 80% of oncology practices in the area. We welcome both practices!

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## Join The TRM Network

By joining the TRM network, your practice can quickly and efficiently begin to offer clinical trials to patients that might have otherwise been referred elsewhere for additional treatment options. You can also add an additional revenue stream to your practice, a vital part of managing an oncology practice today.

If you or someone you know would be interested in joining our growing network, please contact Andy Smith, Director of Site Development, via email: [andy@trmlc.com](mailto:andy@trmlc.com) or call our office: 424-208-8866.

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There are three recognized cancer awareness campaigns in September. They are:

Prostate Cancer: The Prostate Cancer Foundation sponsors the *Blue All Over* campaign during the month of September for prostate cancer awareness. Check it out here: [blueallover.org](http://blueallover.org)

Ovarian Cancer: Wear Teal Day is Friday, September 2nd to raise awareness for Ovarian Cancer. For more information, visit [www.ovariancancer.org](http://www.ovariancancer.org)

Leukemia and Lymphoma: The Leukemia and Lymphoma Society (LLS) is continually raising awareness and money through their Team in Training and Light the Night Walk events. For information on their organization, go to [www.lls.org](http://www.lls.org).

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