



Oncology Book Reviews

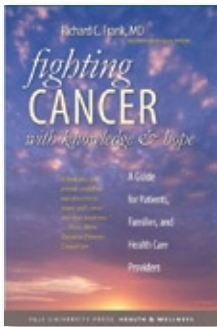
by Greg Gorgas

Fighting Cancer with Knowledge and Hope

By Richard C. Frank, MD

Published by Yale University Press

ISBN 978-0-300-15102-2 • 257 pages



“It’s cancer” often triggers a tsunami of questions for the newly diagnosed patient and the desperate search for answers frequently yields inconsistent and confusing results.

Now, patients will find clarity in a new book by Richard Frank, MD, Director of Cancer Research, Whittingham Cancer Center, Norwalk Hospital, Norwalk, CT. Written with straightforward and easy to understand language, *Fighting Cancer with Knowledge and Hope* (Yale University Press, 2009) demystifies the disease and inspires hope for patients and



Richard C. Frank, MD

of them have and rarely get answered to their satisfaction,” said Frank.

their caregivers. “My motivation to write this book stems directly from the words of my patients—more specifically the burning questions that so many

The book is divided into two main sections. In the first part, “Exposing Cancer”, Frank explains the biology and behavior of the disease, discusses diagnosis, staging and curability, and reveals why cancer develops. Also included in the first section are the role of tumor markers, how prognosis can guide treatment decisions, and the impact of genomics.

In Part 2, “Attacking Cancer”, Frank elucidates cancer treatment strategies, the importance of metastasis in decision making, and how the major forms of cancer-fighting drugs curb its growth. “My purpose,” he said, “is to impart knowledge and a fresh perspective on some of the most complicated, but essential aspects of cancer.” Packed with patient stories, helpful illustrations, and useful questions to ask their oncologist, the book helps patients understand their illness and make decisions.

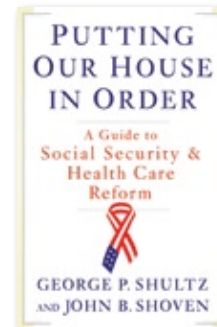
Speaking at a recent book signing, Frank expressed enthusiasm for the last chapter, “Get Prepared to Survive.” His compassion, experience and optimism promote an enhanced sense of control over a disease known for the lack of control it creates. For patients, answers offer hope. For healthcare professionals seeking to recommend a credible and current cancer resource with confidence, this guide is invaluable.

Putting Our House in Order: A Guide to Social Security and Health Care Reform

By George P. Shultz, John B. Shoven, Matthew Gunn, Gopi Shah Goda

Published by W. W. Norton & Company, 2008

ISBN 0393066029, 9780393066029 • 226 pages



Elder statesman, George Shultz (former US Secretary of State, US Secretary of Treasury, and US Secretary of Labor) teamed up with distinguished economics professor, John Shoven

(Director of the Stanford Institute for Economic Policy Research) to offer a bold, timely, and rational approach to resolving the greatest domestic policy challenge facing America today, entitlement reform. The purpose of their book, *Putting Our House In Order: A Guide to Social Security & Health Care Reform* (WW Norton) is “to help find a way to make progress on this most important problem.” Obfuscation is no longer an option. In 2007, the US spent \$2.2 trillion on healthcare and though the US economy rewards innovation, mounting costs of improving health and increasing longevity confront the fundamentals of essential entitlement programs—Social Security, Medicare, and Medicaid. “In demographic terms,” Shultz and Shoven summarize the problem as “we are retiring earlier and living longer.”

TUMOR TICKER™ IS NOW ONLINE!

As 80 million baby boomers race to exit the labor force, entitlement beneficiaries are expanding at a faster rate proportionally to contributors. Without intervention, the swelling cost of medical care for aging Americans will overwhelm the federal budget. Governmental revenues alone cannot avert catastrophic collapse. “Medicare and Medicaid on their current trajectory cannot be sustained,” Pres. Obama recently declared aboard Air Force One, “and the only way I think we are going to fix it is if we see those two problems in the broader context of bending the curve down on healthcare inflation.” The President undoubtedly concurs with Shultz and Shoven that “solutions to the entitlement problem will be made easier or more difficult according to the size and rate of growth of GDP.” In addition to betting on the future of the economy, the authors offer several options to get “our house in order.” Not surprising—since continued participation in the labor force adds a contributor for each beneficiary removed—incentive to delay retirement tops their list.

In the second half of their book, Schultz and Shoven turn their focus on healthcare and examine the foundation of modern healthcare, describe the impact of scientific progress, and identify cost drivers before advocating nonpartisan, implementable, and incremental change. Their health initiatives include:

- The encouragement of national markets in health insurance
- Promoting enhanced consumer information (note the massive investment in health-information technology)
- Assuring company-sponsored health savings accounts are transferable
- Making tax-advantaged health savings accounts and relatively low-cost catastrophic insurance available to all without employer-sponsored plans
- For Medicare and Medicaid, providing risk-adjusted vouchers giving consumers choice among plans

While America seeks solutions in an “atmosphere of unease,” Shultz and Shoven offer grounded perspective, original research and rational proposals to overhaul an unsustainable entitlement system. Particularly appealing to those in a public policy career, this well written guide will assist anyone vested in the outcome of the preeminent social challenge of the baby boomer generation. **GG**

The screenshot shows the 'Tumor Ticker' section of the Oncology Business Review website. It features a table titled 'Major Players: Market Cap > \$100M (sorted descending by Market Cap)'. The table lists various companies with columns for Name, Symbol, Market Cap, Last Price, and % Change. Below the table, there are sections for 'Quotes Are Updated Every 20 Minutes' and 'Companies with a Market Cap of less than \$100M are not included'.

NAME	SYMBOL	MARKET CAP	LAST	% CHANGE
Pfizer Inc.	PFE	\$1.35B	\$13.84	+1.05%
Roche AG	ROG	\$5.85B	\$37.76	-0.34%
Novartis AG	NOV	\$7.20B	\$33.00	-0.30%
Amgen Inc.	AMGN	\$5.00B	\$24.07	-0.20%
AbbVie Inc.	ABBV	\$7.96B	\$13.91	+0.14%
Merck & Co. Inc.	MRK	\$30.50B	\$24.07	-0.20%
Novartis AG	NOV	\$7.20B	\$33.00	-0.30%
Roche AG	ROG	\$5.85B	\$37.76	-0.34%
Novartis AG	NOV	\$7.20B	\$33.00	-0.30%
Amgen Inc.	AMGN	\$5.00B	\$24.07	-0.20%
AbbVie Inc.	ABBV	\$7.96B	\$13.91	+0.14%
Merck & Co. Inc.	MRK	\$30.50B	\$24.07	-0.20%
Novartis AG	NOV	\$7.20B	\$33.00	-0.30%
Roche AG	ROG	\$5.85B	\$37.76	-0.34%
Novartis AG	NOV	\$7.20B	\$33.00	-0.30%
Amgen Inc.	AMGN	\$5.00B	\$24.07	-0.20%
AbbVie Inc.	ABBV	\$7.96B	\$13.91	+0.14%
Merck & Co. Inc.	MRK	\$30.50B	\$24.07	-0.20%
Novartis AG	NOV	\$7.20B	\$33.00	-0.30%
Roche AG	ROG	\$5.85B	\$37.76	-0.34%

View streaming stock quotes and company profiles of over 130 public and private oncology-focused companies.

DON'T MISS THE DAILY TOP 5 WINNERS AND LOSERS.

VISIT THIS VALUABLE INFORMATION RESOURCE AT @ ONCBIZ.COM