



When the
Diagnosis is
Head and Neck
Cancer

**The Institute
for
Head and Neck
and
Thyroid Cancer**

Continuum
Cancer Centers

Continuum Cancer Centers of New York



When the exam is not routine...

Your patient presented with an enlarged lymph node...dysphagia...persistent erythroplakia. Usually it's nothing, but today your examination revealed a malignant or benign head and neck tumor that may require surgery.

As a medical or dental professional you know the implications of disease in the upper aerodigestive tract. It's crucial that your patient sees a dedicated specialist in head and neck surgery.

But not just any surgeon. You want your patient in the hands of an experienced specialist with a track record of surgical innovation and organ preservation. A physician committed to quality of life. A healer who will care for your patient as you do—with expertise, respect and compassion.

Of course your first-choice is a head and neck surgeon who treats the entire spectrum of UADT cancers at a **comprehensive multidisciplinary facility** where care from every relevant specialty is available.

Multidisciplinary care: How to separate hope from hype

Head and neck cancer care is undergoing a revolution. Today optimal outcomes aren't



**Innovative Therapies
from Our Head and Neck
and Maxillofacial Team:**

Sensate free flap surgery, a procedure created in 1989 by the team's microvascular surgeon who has performed more than 1,400 free flaps, including over 450 upper and lower jawbone reconstructions

Iliac crest-internal oblique flap—now the standard for palatomaxillary reconstruction—originated by our head and neck and maxillofacial team in the 1980s

Novel laryngeal reconstruction

Thyroid tracheal autograph

delivered by a single specialist. Your patient's best hope for cure, preservation and restoration of form, function and quality of life lies in multidisciplinary care.

Hundreds of hospitals and cancer centers claim to provide multidisciplinary expertise. Is there any way to decipher medical promise from murky marketing claims?

Yes. Superb multidisciplinary head and neck care can be quantitatively and qualitatively defined by:

- Exclusive focus on head, neck, thyroid and parathyroid disease
- A large patient population that reflects an extraordinary level of experience and expertise
- World-class surgeons and radiation and medical oncologists
- An active multidisciplinary tumor board that meets weekly and includes experts from all specialties
- Dedicated, internationally-reputed head and neck radiologists and pathologists
- Comprehensive rehab therapies
- Family support services
- Commitment to head and neck fellowship training and postgraduate education



**Innovative Therapies
from Our Head and Neck
and Maxillofacial Team:**

Advanced thyroid and parathyroid surgery under local anesthesia

Creative use of intraoperative parathyroid hormone (PTH) monitoring

Pre-prosthetic surgery

Craniofacial prosthetics

Prosthodontic rehabilitation

Dentoalveolar surgery

Orthognathic jaw surgery

TMJ Surgery

The Institute sets the standard for integrated multi-disciplinary care

Founded in 1998, Continuum's Institute for Head and Neck and Thyroid Cancer at Beth Israel is a pioneer in the multidisciplinary approach to head and neck cancer care. We continuously redefine standards for curative and restorative treatments that enhance quality of life.

Located under one roof in our state-of-the-art 9,000 square-foot facility at the Phillips Ambulatory Care Center (PACC) in New York City, our 30 oncologic experts offer one-of-a-kind head and neck care defined by:

Singular dedication: Our specialists focus solely on the challenges of patients with head, neck, thyroid and parathyroid disease.

Sizeable numbers that translate into improved outcomes: The Institute sees more head and neck cancer patients than almost any other facility in the country. Our head and neck and maxillofacial surgeons alone manage over 5,000 patient-visits annually. This enormous patient pool lets us conduct meaningful clinical trials, advance novel therapies, and determine the most effective treatments for your patient.



Top subspecialists who work cooperatively: Our internationally acclaimed clinicians and researchers share a commitment to the highest quality collaborative cancer care.

The Institute's surgeons have treated more than 25,000 people with head and neck disease. Our specialists offer the most advanced treatments for:

- Cancer of the mouth, cervical esophagus, throat, salivary glands, nose, sinuses, tonsils and larynx
- Benign and malignant disease of the thyroid and parathyroid
- Skull base tumors
- Pediatric tumors
- Craniomaxillofacial trauma
- Acquired deformities of the head and neck secondary to tumor surgery, trauma or congenital abnormalities
- Benign maxillofacial tumors
- Cleft lip and palate
- Zenker's diverticulum

Our groundbreaking head and neck and maxillofacial team provides unprecedented reconstructive and restorative options. The only practice in the world that seamlessly integrates the spe-



cialized skills of an oncologic and microvascular surgeon, a maxillofacial surgeon and a prosthodontist, our team has treated more than 10,000 people with head and neck disease.

A Tumor Board that includes 30 specialists who meet weekly to confer and plan treatment for your patient. Our Tumor Board conference is attended by the head and neck and maxillofacial team, oncologic surgeons, thoracic surgeons, neurosurgeons, radiation oncologists, medical oncologists, neurologists, endocrinologists, radiologists, pathologists, cytologists, nutrition experts and pain management professionals.

Unparalleled onsite diagnostics: Our imaging suites and pathology and cytology labs are located onsite at PACC for unsurpassed diagnostic efficiency. **Over 11,000 imaging exams are interpreted annually** by our dedicated head and neck radiologists—and we are **the only facility in the northeast that performs joint assessment of all PET-CT exams** by both a head and neck radiologist and a nuclear medicine physician.

A range of rehab experts help surgical patients over post-operative hurdles. Among our rehabilitative therapies:

- Cutting-edge implantology, prosthodontics, rehabilitative dentistry
- Dedicated oncologic speech and swallowing therapists



- An array of pain and palliative care options
- Customized nutritional counseling and meal planning
- Smoking cessation program

Families are supported by a number of useful services and thoughtful amenities:

SPOHNC (Support for People with Oral and Head and Neck Cancer) meets monthly at The Institute. We are the only facility in Manhattan that hosts this nationally affiliated support group.

Patient Advocates who guide patients and their families through treatment and steer them to educational resources, family counseling, stress management, complementary therapies, caregiver information and more.

A private family lounge that allows relatives and friends to gather when a loved-one is in surgery. Refreshments, telephones, computers, Internet access and our friendly Patient Advocate—on duty during surgery hours—make visitors feel at home.



We train next-generation medical leaders

Our physicians share their expertise with peers—and future head and neck specialists—through a number of fellowships and educational opportunities. Begun in 1990, our Annual Course on Multidisciplinary Management of Head and Neck and Thyroid Disease draws specialists from Europe, Asia and South America. The Institute's Head and Neck Oncologic and Reconstructive Fellowship trains future surgeons for leadership positions in medical centers across the U.S. and abroad.

Find out how our multidisciplinary care can help your patient

Please call us at 212-844-8775 to learn how our superb surgical team can heal, restore and improve quality of life for your patient. Our Practice Manager will answer your questions or arrange a phone conference with one of our surgeons. Call us today. We look forward to hearing from you.



**The Institute for Head and Neck and
Thyroid Cancer at Beth Israel**

is affiliated with Albert Einstein College of Medicine, Bronx, New York. We are accredited by the American College of Surgeons Commission on Cancer (ACOS), an honor granted to only 1 in 4 cancer centers in the country. Facilities accredited by ACOS treat almost two-thirds of all cancer patients. The Institute is also accredited by the Joint Commission on Accreditation of Healthcare Organizations, a non-profit commission that develops and evaluates standards and performance measures for more than 15,000 health care delivery organizations.

As a member of Continuum Healthcare Partners, The Institute belongs to a network of five New York hospitals that provides premier integrated health services. Our facilities are staffed by some of the nation's most talented physicians, surgeons and researchers. Each year more than 500 residents and post-doctoral fellows participate in Continuum's graduate medical programs, attracted by our modern facilities, expert staff and reputation as a leading academic and clinical training center.

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**Continuum's Institute For Head and Neck
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