

WORLD-CLASS CANCER CARE

Breakthrough treatments at **Nebraska Cancer Specialists** give patients comfort, courage, and hope.



"Sometimes patients think they have to travel to a big city to receive the latest cancer treatments, but they can receive them right here in Nebraska," says Kelly Horn, director of marketing at Nebraska Cancer Specialists (NCS).

As an independently owned and operated community oncology center with 14 physicians and more than 230 dedicated oncology professionals, NCS offers a high level of personalized, cutting-edge care.

The NCS roster of clinical trials—topping over 100 at any given time—provides patients with leading-edge treatment opportunities not yet available to the mainstream market. When enrolled in a trial, patients receive the current standard of care, but the additional trial treatment can increase comfort, improve quality of life, and even extend life expectancy.

NCS offers trial phases I-IV. "We've even been chosen as the first in the world to offer a specific trial, which speaks volumes to the caliber of our team and the regulatory procedures we have in place," says Horn.

With an efficient, dedicated trial team at the helm, new trials can be up and running within two weeks,



compared to six to 12 weeks at larger systems. While participating in a clinical trial, patients have the added benefit of an extra layer of support shepherding their cancer journey.

"Being on a clinical trial is something patients choose for themselves," says Horn, "but it's also for their children, grandchildren, and the future of cancer treatment."

The Theranostics Leader

Theranostics is a revolutionary treatment that uses imaging technology to pair specific drug treatments with specific tumor types. Rather than aiming to shrink the tumor by targeting both healthy and diseased cells, as in traditional chemotherapy, the goal of theranostics is to kill the tumor entirely—and precisely—to cease its spread.

"Most patients typically handle the treatment very well, with minimal side

effects," says Horn. "Once the cancer is killed, the condition is managed and monitored like any other chronic condition. We're seeing patients live longer, fuller lives."

What differentiates NCS from other theranostics providers is its dedicated outpatient facility, reducing the cost and inconvenience associated with an inpatient hospital stay to receive the same treatment. NCS has been honored with the national Quality Oncology Practice Initiative (QOPI®) certification, which recognizes high-quality outpatient hematology-oncology practices.

Hair-Saving Chemo Cap

Chemotherapy is infamous for its unpleasant side effects, with hair loss being one of the most notorious. "Hair loss is often a painful reminder that a patient is battling a cancer diagnosis," says Horn.

But there's good news. With the new DigniCap® technology, a coolant-based system that freezes and protects hair follicles during a chemotherapy session, patients are experiencing dramatically less hair loss. The cost of DigniCap® is comparable to the cost of a wig, and financial resources at NCS are available to help patients with affordability.

"Preserving a patient's hair isn't just a cosmetic issue; it's an emotional issue. It helps the patient and their family, especially children, maintain a sense of normalcy during the treatment journey," says Horn.



402-334-4773
nebraskacancer.com