



# SCOTTSDALE REPUBLIC

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## ROAD TO A CURE

Cancer is under attack in a cluster of medical and research facilities that stretches from the Scottsdale Airpark to Shea Boulevard.

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Pharmacist Carolyn Connor oversees as Kathy Siebert-Hay mixes a cancer therapy at the Piper Cancer Center.

CHARLIE LEIGHT/  
THE REPUBLIC

### City-produced video on bond issue under fire

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### Public gets look at joint plan for transportation

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### Cave Creek celebrates ropin', ridin' and rustlin'

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# 'Cure Corridor' touted as economic engine for city

By Edward Gately  
The Republic | azcentral.com

Cancer has formidable enemies that have emerged along what is being called Scottsdale's "Cure Corridor," a concentration of facilities engaged in cutting-edge education, research, clinical trials and patient-care delivery.

The Cure Corridor brand officially was announced last month at a forum sponsored by the Industrial Development Authority of Scottsdale, Mayo Clinic, Scottsdale Healthcare and McKesson Specialty Health.

The corridor stretches from the Scottsdale Airpark south to a stretch of Shea Boulevard, anchored by Scottsdale Healthcare Shea Medical Center and Mayo Clinic.

The city has launched a website, [scottsdalecurecorridor.com](http://scottsdalecurecorridor.com), that includes information, testimonials and announcements.

Mayor Jim Lane, who serves on the Flinn Foundation Arizona Bioscience Roadmap Steering Committee, said accomplishments among the health-care and bioscience community on the corridor "are having worldwide impact." The foundation is a non-profit philanthropy that supports the advancement of the state's bioscience sector.

"By designation of the word 'cure,' it is focused on curing various diseases and most notably in the area of cancer, and it has had a high measure of success in that," he said. "A lot of people don't realize that the advent of cancer and terminal cancer have been on the decline in this country, and not in small part by virtue of the efforts that are done here and accomplished here. And I think that's something that people don't recognize."

The corridor is drawing increasingly widespread attention in Arizona and beyond. Its physicians and research have received national recognition.

"The (American Cancer) Society believes that access to quality care is an important part of keeping our communities healthy and cancer free," said Nicole Hill, senior director of community engagement for the society in Phoenix. "Collaborative efforts and community platforms that promote public health are a step in the right direction."

## Economic engine

The Cure Corridor plays a big role in health care being the largest single-industry sector in Scottsdale, making up 19 percent of its employment base, accord-



Diana Mayben (right) of Litchfield Park, accompanied by friend Tynette DeSino, receives a new cancer treatment at a Scottsdale Healthcare facility. CHARLIE LEIGHT/THE REPUBLIC

*"A lot of people don't realize that the advent of cancer and terminal cancer have been on the decline in this country, and not in small part by virtue of the efforts that are done here and accomplished here."*

**JIM LANE**  
Mayor of Scottsdale

ing to city economic development officials.

The industry includes a workforce of about 27,700 people with an average salary of \$52,259, according to the Greater Phoenix Economic Council. Annual personal income totals \$1.4 billion, while direct economic output totals \$2.5 billion and indirect output totals \$3.5 billion, it said. Direct output is medical and non-medical sales revenue in the industry, while indirect output is revenue generated by other businesses as a result of the industry.

"What it means to Scottsdale residents is something we've been working on for quite a long time, and that's to diversify our economic base," Lane said. "That's a nice diversification as different industries get affected by different

changes in the environment."

The corridor includes 36 key businesses, such as Arizona Oncology Associates, Brain State Technologies, Scottsdale Healthcare Research Institute, Translational Drug Development (TD2) and the Virginia G. Piper Cancer Center Clinical Trials at Scottsdale Healthcare.

Mayo Clinic has 5,000 employees, including 450 physicians and scientists between its two campuses, on the corridor on Shea Boulevard in Scottsdale and in northeast Phoenix. In addition, Mayo Medical School-Arizona Campus, a \$266 million medical-school branch, will be opening on the Scottsdale corridor.

The corridor holds many benefits for residents of Scottsdale and the region, said Dr. Keith Stewart, hematologist and dean for research at Mayo Clinic in Arizona.

"The presence of health-care research benefits local patients first," he said. "Also, it's an economic driver, bringing highly qualified professionals into the region, creating jobs and hopefully improving health care."

Rachel Pearson, vice president of community and government affairs for the Scottsdale Convention and Visitors Bureau, said the "high caliber" of health care in Scottsdale is "certainly a draw for patients looking for the best in care."

## SCOTTSDALE'S CURE CORRIDOR

The corridor, stretching from Scottsdale Airpark to Shea Boulevard, includes 36 key businesses, such as:

### EDUCATION

- » Arizona State University Department of Biomedical Informatics.
- » Mayo Medical School - Arizona Campus.
- » Spear Education.

### RESEARCH

- » Scottsdale Healthcare Research Institute.
- » Array Therapeutic.
- » GlobalMed Group.

### CLINICAL TRIALS

- » Provista Diagnostics.
- » Translational Drug Development (TD2).
- » Virginia G. Piper Cancer Center at Scottsdale Healthcare.

### PATIENT-CARE DELIVERY

- » Mayo Clinic.
- » Scottsdale Healthcare Shea Medical Center.
- » Desert Springs Cancer Care.
- » Scottsdale Medical Imaging.

## Without walls

Physicians and other professionals along the Cure Corridor say it's all about people working together to help patients with life-threatening diseases.

For instance, TD2, a TGen affiliate, conducts clinical trials with Scottsdale Healthcare and Mayo, and Arizona patients benefit first from new treatments and agents, said Dr. Stephen Gately, president and CEO.

TD2 is projecting to generate more than 1,000 jobs and produce annual tax revenues of \$6.6 million for Scottsdale by 2015. It was recently selected for a \$200 million deal with FORMA Therapeutics and Celgene Corp. to develop a line of anti-cancer drugs, and the first patients to benefit will be in Scottsdale.

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## CORRIDOR

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"With TGen, Scottsdale Healthcare and Mayo, we are providing the road map for how patients will be treated in the future," Gately said.

A recent clinical trial combining two drugs for the treatment of advanced pancreatic cancer proved successful in improving patients' life expectancy and quality of life. Patients worldwide now have access to the treatment, "and it was here in Scottsdale," he said.

Daniel Von Hoff, TGen physician-in-chief and chief scientific officer at Virginia G. Piper, was the principal investigator of the clinical study of 861 cancer patients at 121 sites in the United States, Europe and Australia.

The research and results were highlighted earlier this month in the *New England Journal of Medicine*. Von Hoff was the recipient of the 2010 Karmofsky Award, one of the highest scientific honors given by the American Society of Clinical Oncology.

Gary Baker, Scottsdale Healthcare Shea's senior vice president and administrator, said he remembers when the hospital was out on the "frontier of north Scottsdale," and it has since quadrupled

in size and is part of a growing network of research and patient care.

"The Cure Corridor is to me a component of being able to participate in groundbreaking research as it relates specifically to cancer and the partnerships built with internationally renowned physicians as well as our partnership with TGen and the city in groundbreaking research," he said.

The Scottsdale Industrial Development Authority recently awarded a \$100,000 grant to the Scottsdale Healthcare Research Institute and Virginia G. Piper for a rapid cancer-detection program. The IDA, a non-profit corporation, makes grants from income raised through the issuance of tax-free bonds.

The Rapid Detection and Assessment of Response program uses high-tech radiologic imaging and advanced analysis to quickly assess whether a tumor is responding to treatment.

"A diverse economy is critical for any city to have and specifically in this industry because of the ripple effect, with great jobs, the ability to build community and the knowledge aspect," said Marc Grayson, authority board president. "It's a terrific testament to Scottsdale's ability to attract those types of knowledge-based community endeavors."



The Virginia G. Piper Cancer Center at Scottsdale Healthcare is part of Scottsdale's Cure Corridor, which has become a growing employment base. CHARLIE LEIGHT/THE REPUBLIC