



# MBC NEWS

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## Making it our policy

Panelists, above from left, Jill Arent of Wyeth, Reid Leonard of Merck, Michael Bonney of Cubist and moderator Susan Windham-Bannister from the Mass. Life Sciences Center answer questions about the policies that will shape the future of biotechnology at the MBC Policy Leadership Luncheon in January. Lt. Gov. Timothy P. Murray, right, was the keynote speaker at the event. **Pages 4-5.**

PHOTOS: REBA SALDANHA



## Rallying for reform

### MBC releases federal policy white paper

By MEAGHAN CASEY

At its annual Policy Leadership Luncheon, the Massachusetts Biotechnology Council released a federal policy white paper outlining key issues that will affect the biotechnology and life sciences sectors in the 2009 Congressional session.

Titled "Working Together Today to Ensure a Healthy Tomorrow," the white paper sets health care reform as a priority and aims to ensure that patient access to innovative new drugs and therapies that solve unmet medical needs be a focus of President Barack Obama and the members of the 111th Congress.

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"We are compelled to work together for ultimate benefit of the patient population."

**Robert K. Coughlin**

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### Hope kept alive

AstraZeneca helps patient feel right at home

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# Ready to move forward after historic year



**Robert K. Coughlin**

After ushering in a new year and a new legislative session, I am confident that our nation's policy makers, both here and in Washington, stand ready to assist our industry in living up to its potential.

President Barack Obama and the new Congress were swept into office by lifting hopes and promising change. Hope for change provides a source of courage for patients and inspiration for biotechnology workers each day as they face their respective challenges in seeking cures. Joining together, the President, Congress and members of the biotechnology community can set change in motion, and help put hope into action.

In this edition you will read about our hope for federal policy affecting the life sciences and health care reform. You will also read about hope realized by an Arkansas resident finding a new home in Boston during his battle against cancer.

In the coming year, I look forward to working with new Speaker of the House Robert A. DeLeo and other governmental leaders, as well as all of you, our members.

We will continue to build on success of great programs, such as BioTeach, which introduces biotechnology to our high school students, and the BioReady Community Campaign, the goal of which is to provide information and the tools to attract biotech and life sciences companies to every interested Massachusetts community. In addition, we will release the 2015 Report, a strategic look at the issues most critical to our keeping our biotechnology cluster flourishing into the future. I invite you all to join us at the MBC Annual Meeting on April 14 to learn more about our initiatives and to receive a copy of the report.

Looking on the horizon, 2009 will bring many challenges, perhaps some of the most significant our industry will ever face. Our strength in membership will impact the outcomes of these tests, and I thank you for your continued support.

*Robert K. Coughlin is president and CEO of the Massachusetts Biotechnology Council.*



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## PHARMA DAYS

**New MBC program brings together buyers and sellers**

BY LYNNEA OLIVAREZ

The MBC's new Pharma Days series has proven largely successful in bringing buyers and sellers together, with one such event spawning four potential partnership deals.

"We have recognized the need to help our smaller biotech member companies connect with all of the partners who will help them grow in this troubled economy," said MBC President and CEO Robert K. Coughlin. "Pharmaceutical companies have shown to be interested in partnering with biotech to the benefit of all those involved."

Pharma Days will run regularly in 2009 and are open only to MBC members.

"MBC member companies have products and services that pharma companies need to fill

their pipeline or accelerate product time to market, but they need cash and large pharma expertise, while pharma companies have the cash and expertise," said John Hallinan, co-chair of the MBC Finance Committee.

"The objective of Pharma Days is simple – to make the MBC the go-to place where biotech meets pharma and deals get done," added Chris Kennedy, co-chair of the MBC Finance Committee.

Thus far, the MBC has hosted a Pharma Day for Merck, Johnson & Johnson, and GlaxoSmithKline. At each event, representatives from the pharmaceutical companies' various business units made presentations to biotech executives interested in partnership opportunities.



Jules Mušing, vice president of licensing and business development for Johnson & Johnson, speaks at a Pharma Day event.

## Annual Meeting set for April 14

The 2009 MBC Annual Meeting, scheduled for April 14 at the Seaport World Trade Center, will focus on the steps that need to be taken to maintain and enhance Massachusetts' competitive position as a leading biotechnology cluster in the world.

At that time, the MBC will officially release its 2015 Strategy Report and Business Plan, which defines an integrated vision for the Commonwealth's biotechnology industry.

This vision ties key federal, state and local government initiatives to an implementation roadmap for academia, industry, investors and medical centers.

This comprehensive meeting will also feature a keynote speaker, an overview of the MBC business and state economic outlook, critical issues forums, and a networking cocktail reception. It offers an excellent opportunity to network with potential

corporate partners and key players in the industry.

Registration for MBC members is \$325 until April 14 and \$375 on-site. For non-members, it is \$595 in advance and \$645 on-site.

To learn more, register or take advantage of sponsorship opportunities, please contact Lauren Laidlaw, MBC Director of Member Services, at lauren.laidlaw@massbio.org.

# Ryan steps down from MBC Board

By MEAGHAN CASEY

Dr. Una S. Ryan, biotech industry veteran and a leading researcher in the field of vascular biology, recently stepped down as member of the Massachusetts Biotechnology Council Board of Directors.

Last fall, Ryan took over as president and CEO of Waltham Technologies Inc., a company focused on developing commercialized innovative methods to clean water.

Previously she served as CEO and president of AVANT Immunotherapeutics, Inc. Ryan joined AVANT in 1993 as vice president of research and chief scientific officer and in 1996 she was elected CEO. She left her post shortly after the company merged with the New Jersey biotech firm Celldex Therapeutics.

Prior to her tenure at AVANT, Ryan served as director of health sciences at Monsanto Corp. and held a number of positions in academia, including research professor of surgery at Washington University School of Medicine in St. Louis and professor of medicine at the University of Miami School of Medicine.

A native of England, Ryan graduated from the University of Bristol with degrees in zoology, chemistry and microbiology. She received a Ph.D. in cell biology from Cambridge University. In 2002, she was awarded the Order of the British Empire for her work to foster and promote biotechnology.

A former chair of the MBC board from 2004-06, Ryan played an integral role in guiding MBC staff members through transitions and in planning this year's MassBio Investors Forum. In addition to her presence at MBC, she has been active on the boards of the Biotechnology Industry Organization (BIO), the UMass High Technology Executive Council, the Whitehead Institute for Biomedical Research at MIT, New England Healthcare Institute (NEHI), and Albany Molecular Research, Inc., as well as several other life sciences institutions and companies. She is also a member of the strategy and policy council of the MIT Center for Biomedical Innovation and a research professor of medicine at the Whitaker Cardiovascular Institute of Boston University School of Medicine, where she serves on its board of visitors.

"I would like to thank Una for her commitment and dedication to the industry and to the MBC over the last decade," said MBC President and CEO Robert K. Coughlin. "Her contributions to the industry are much wider than her work here in Massachusetts. She has been an advocate for the industry regionally and nationally, as a board member of BIO and NEHI. And she turned the global spotlight on Massachusetts biotechnology when she was awarded the Order of the British Empire. Her passion and energy for her work has benefited us all."



Waltham Technologies President and CEO Dr. Una Ryan served as a panel moderator at the 10th Annual MassBio Investors Forum.

## Scientists hone leadership skills at MassBioEd course

By LYNNEA OLIVAREZ

Scientists have lined up to step outside the lab and learn how to manage business and communicate their successes. So far, MBC members give rave reviews to MassBioEd's new Leadership Training Program for Scientists.

"There's a big need for scientists to think about development," said Dr. Bill Ronco, the course's creator and instructor.

Most scientists do not have specific leadership and communications credentials, Ronco said. However, the need for this skill-set becomes essential a few years into scientists' careers, as their work starts changing. Partnering with other departments outside of the lab then becomes part of the job, said Ronco, president of Gathering Pace Consulting, located in Bedford, Mass.

That's why the Massachusetts Biotechnology Education Foundation staff implemented the first Leadership Training for Scientists course last summer, said Hannah Yun, MassBioEd Manager of Education and Training Programs.

"MBC and MassBioEd are able to meet a real need through leadership training - to really help people be as skilled at the leadership tasks as they are the science tasks," Yun said.



Leadership course creator and instructor Bill Ronco speaks with MBC members.

After the pilot program in June 2008, an overflow crowd of scientists registered for the next available leadership course in November. The strong interest in the program resulted in an added section to the course calendar in January.

Ronco attributes the success of the program to two unique elements. The program is implemented over four half-day sessions - but with a month-long gap after the first two sessions to give participants the opportunity to try out what they've learned in the workplace. Additionally, participants use a "360 survey" to obtain feedback they otherwise wouldn't have from several coworkers.

Participants gain a much greater awareness of what they look like and sound like after completing the course, Ronco said. Pat Abbott, co-chair of MBC's Human Resources Committee, agreed when she finished the program.

"I was the only non-scientist, and being part of this group allowed me to see how the science team views business," she said. "It was truly an enlightening experience, one that put me in touch with my own style, so that I could better communicate with others."

Thanks to the leadership program's success so far, MassBioEd plans to run the course this spring and again in the fall, setting a precedent for subsequent years. For more information on the program, visit the MassBioEd website at [www.massbioed.org](http://www.massbioed.org), or contact Hannah Yun at [courses@massbio.org](mailto:courses@massbio.org) or 617-674-5100. Don't forget-MBC members receive \$150 off all course registration fees.





Top photo: Michelle McGee listens closely at the Massachusetts Biotechnology Council Policy Leadership Luncheon; middle photo: panelists, from left, Jill Arent, Reid Loenard and Michael Bonney and moderator Susan Windham-Bannister; at right: MBC Board Chair Mark Leuchtenberger speaks at the event.



# Shaping the future for BIOTECHNOLOGY

## Policy Luncheon brings forth new ideas for 2009

By MEAGHAN CASEY

In the midst of two powerful storms – one fiscal, the other a wintry mix – it was business as usual for hundreds of leaders in the life sciences industry who joined state and federal policy makers at the Massachusetts Biotechnology Council's fourth annual Policy Leadership Luncheon.

The event, held at the Omni Parker House on Jan. 28, was designed to examine the ideas and policies that will shape the future of biotechnology in the new legislative session.

"In 2008, we saw many successes, including one-of-a-kind state investment in this industry," said MBC President and CEO Robert K. Coughlin. "As we move forward, we must share responsibility to retain and attract talent and make innovative discoveries. It's our job to make the voices of our patients the business of Beacon Hill and Capitol Hill."

In his keynote address, Lt. Gov. Timothy P. Murray provided a sense of optimism regarding the new year in policy making.

"This is a challenging time for state government, federal government and businesses, large and small," said Murray. "Gov. (Deval L.) Patrick and our administration are working our way through the storm, preparing for robust growth when this economy turns."

Murray highlighted the progress that was made in the past year as a result of the governor's signing the Life Sciences Initiative into law.

"We're already seeing substantial return on this investment," he said.

Dr. Susan Windham-Bannister, president and CEO of the Massachusetts Life Sciences Center (MLSC) reported on the 7-month progress of the center. Since its formation, the MLSC has



Panelists Michael Bonney, right, and Reid Leonard discuss biotechnology policy at the Massachusetts Biotechnology Council Policy Leadership Luncheon.

focused on: (1) funding early-stage companies; (2) promoting workforce development; (3) strengthening the competitive position of academic and medical research institutions; and (4) serving as a convener and coordinator.

"I commend Dr. Susan Windham-Bannister for recruiting a great team and reaching out to so many of you to make the process one that is understandable and easy to navigate," said Murray.

"Our goal has been to build the partnership between good science and good business opportunities," said Windham-Bannister. "We wanted and needed to think about how to use our dollars creatively and keep the pipeline strong."

To best deliver returns on investments, the

MLSC is leveraging public investments with additional private investments. Through the MLSC Corporate Consortium Program, corporate investors are able to step up and match the center's investments. Johnson & Johnson was the first company to pledge a minimum of \$500,000 in matching funds in FY09-10.

In its first seven months, the MLSC has invested \$29 million in public funding and created \$273 million in private, matched investments. Recent accomplishments include the approval of a \$5.2 million grant for wastewater upgrades in Framingham, to ready the area for biotech expansion; a \$10 million grant for infrastructure improvements at the Marine Biological Laboratory in Woods Hole; a \$7.4 million grant that will facilitate the

expansion of Organogenesis, a Canton-based regenerative medicine company; and \$7.7 million in funding for the UMass Medical School Stem Cell Bank.

During the luncheon's panel discussion, Windham-Bannister joined Cubist Pharmaceuticals President and CEO Michael W. Bonney; Jill Arent, assistant vice president, research and development and regulatory policy for Wyeth; and Reid J. Leonard, executive director, licensing and external research for Merck & Co. to discuss whether health care will weather the times. The panel members discussed prospects for patient care and further development of the Massachusetts research-based life sciences economy.

"Gov. Patrick was very visionary when creating the Life Sciences Initiative," said Bonney. "The money is well allocated, but even more importantly, it reveals that the Commonwealth recognizes biotechnology as part of the fabric for economic growth. It's clear that if you're interested in finding a job or starting a business in the life sciences, Massachusetts will welcome you."

"Even in difficult financial times, we're seeing a renewed legislative commitment to make the biotech industry thrive," said Arent. "There's a sense of optimism starting to circulate thanks to the new government, but we still have a huge path to tread. My hope is that we see a strong commitment at the federal level."

Panel members also discussed the strains of increased regulation and global competition, and what the Commonwealth must do to keep its edge.

Leonard cited innovation as the primary factor to Merck's decision to relocate three new research programs to its Boston facility.

"Merck has made a firm commitment to the Boston area, based on the innovative culture that resides here," Leonard said. "The driving force is investment in education of our workforce, in infrastructure and in facilities. We need to be the people that solve the problems. That's how you retain talent and business."



Top photo: MBC President and CEO Robert K. Coughlin addresses the crowd at the Policy Leadership Luncheon; middle photo: Robert Kevin Burchill, left, chats with a fellow MBC member; at left: moderator Susan Windham-Bannister.



# MBC releases federal policy white paper

## WHITE PAPER: from Page 1

“The ongoing needs of individuals struggling with disease are so important that we are making the patient community the prime focus of our organizational efforts in 2009,” said MBC President and CEO Robert K. Coughlin. “We are mindful that we share this focus with our leaders in Washington, and we are compelled to work together for ultimate benefit of the patient population.”

Coughlin and the MBC policy team reviewed the white paper with members of Congress and their staff during the first MBC quarterly visit to Washington, D.C. this year. The February trip included one-on-one meetings and a breakfast for member companies federal staff at Genzyme’s DC office.

Outlined in its federal policy agenda, MBC concluded that a successfully reformed system should embrace and make accessible innovative medical technologies, incorporate best practices such as chronic disease management, and overhaul outdated payment methods.

“As Senator (Edward M.) Kennedy has pointed out, expanding coverage to those who need it is but half the battle,” said Coughlin. “We need to ensure that health care provided to the new covered, as well as to all Americans, is of the highest quality and designed to be delivered in a

cost-effective manner that takes advantage of the state-of-the-art medical technologies and management practices.”

The agenda also outlines MBC’s support for stem cell research and efforts to lift restrictions on federal funding for research on embryonic stem cell lines created after Aug. 9, 2001. Other key impact issues addressed in the white paper are: biosimilars; drug importation; Small Business Innovation Research (SBIR) eligibility; National Institutes of Health (NIH) funding increase; strengthening the Food and Drug Administration (FDA); Medicare and non-interference policy; patent reform; and making research and development tax credits permanent and refundable.

“This paper is a tool to educate the media, community and politicians on the issues facing our industry,” said Coughlin. “We’ll also use it as a score card to better track our delegations.”

Listed at the conclusion of the paper are biotechnology’s accomplishments to date.

“While the numbers are impressive by themselves – hundreds of biotech products are already approved; thousands more are in the pipeline – we must also realize that these aggregate statistics actually represent individual patients and their loved ones who have benefited from biotechnology,” said Coughlin.



President and CEO Robert K. Coughlin with Mary McGrane of Genzyme who hosted the MBC’s first quarterly meeting in Washington, D.C. in 2009.



## MBC, FOLDRX MARK RARE DISEASE DAY

MBC President and CEO Robert K. Coughlin celebrated Rare Disease Day with FoldRx President and CEO Richard Labaudiniere at a ceremony the company had to recognize the day. At the request of the MBC and companies such as FoldRx, Genzyme and Shire, Gov. Deval L. Patrick declared Feb. 28, 2009 as Rare Disease Day in Massachusetts. Rare Disease Day is held to call attention to the public-health issues associated with rare diseases, which affect nearly 30 million Americans and countless others around the world.

## MBC launches new Security Committee



The MBC’s new Security Committee kicked off with a meeting on protecting your company from economic espionage held at the new Genzyme building on Kendall Street in Cambridge. MBC President and CEO Robert K. Coughlin welcomed the group before the FBI made a presentation. The Security Committee will host programs that touch on physical security, information security (including IT) as well as product and supply chain security. To join the Security Committee e-mail list, send an e-mail to [membership@massbio.org](mailto:membership@massbio.org).

## CANCER RESEARCH CHALLENGE

Cancer researchers gathered Feb. 4 for Progress Toward Winning the War on Cancer, a symposium hosted by MBC and the American Cancer Society at Merck's Boston facility. The day featured presentations by leading cancer researchers Tyler Jacks, Isabel Chiu, Peter Smith and Matthew Meyerson and closed with a recognition of three fellows funded through the Cancer Research Challenge, an MBC-ACS initiative designed to increase the amount of basic science research being done in Massachusetts. Dr. Adam Boutin of the Dana-Farber Cancer Institute, Dr. Paul Boutz of MIT and Dr. Matthew Ramsey of Massachusetts General Hospital are conducting cancer research funded through generous donations from EMD Serono Inc., Novartis Institute for BioMedical Research and AstraZeneca Pharmaceuticals.



## AstraZeneca gives hope to cancer patient Greg Jenkins

JENKINS: from Page 8

located, precision is so important," said Jenkins. "It's a very sensitive area and radiation to the healthy tissue could have been catastrophic. I felt comfortable here. There aren't many places in the U.S. that offer this procedure – five, I think – and MGH has the longest-running program."

During his eight weeks of treatment, Jenkins found a new home at the AstraZeneca Hope Lodge Center in Boston. Hope Lodges are designed to serve as a home away from home, made available at no cost to patients undergoing active outpatient treatment for cancer. Each Hope Lodge offers transportation to treatment and the on-site resources of the American Cancer Society, allowing cancer patients to focus on what's most important – recovery.

A relief from the burden of hotel and transportation bills was important to Jenkins, a lifelong resident of Arkansas who works for an independent insurance agency. He and his wife, Amy, a teacher, have a six-year-old son and a baby daughter on the way.

"I can't imagine a better program than this," said Jenkins. "Staying somewhere else for two months, I would have been looking at \$6,000-7,000 out of my pocket. It truly would have been a financial hardship. Plus, in a hotel, you're trapped in your room all day by yourself. Here, there was a constant stream of people and I developed several friends just in a short time. It allowed me to maintain a high quality of life."

"This new facility is the realization of a dream," said Don Gudaitis, chief executive officer of the American Cancer Society's New England Division. "Facing cancer is one of life's greatest challenges, but finding a place to stay in Boston during treatment shouldn't be."

The American Cancer Society's New



Greg Jenkins

England Division opened the AstraZeneca Hope Lodge in November. The 50,000-square-foot facility is the third Hope Lodge location in New England and one of 27 in the U.S. It offers 40 private guest suites and a supportive atmosphere for cancer patients and their families. The common areas include a library, courtyards and a meal preparation and dining area that encourage patients and caregivers to discuss their experiences, share stories, eat meals and draw strength from each other.

"During the planning phases our staff and volunteers went to great lengths to ensure the Lodge had a residential, non-institutional feel," said Bryan Harter, director of the AstraZeneca Hope Lodge Center in Boston. "This is reflected in the large open spaces in the building. Connecting with others going through similar experiences can be so helpful for people living with cancer."

"Being away from home in such a large city, everyone thought I'd be overwhelmed," said Jenkins, who returned home on Feb. 24 to

resume his normal life. "Every single one of them (who visited me) left feeling 10 times better about my being here. They could see I wasn't alone."

The campaign to open a Hope Lodge in Boston began four years ago. Dana-Farber Cancer Institute invested \$2.5 million in the project, followed by gifts of \$2 million each from MGH and Brigham & Women's Hospital. The combined investments of the three hospitals enabled the American Cancer Society to purchase the site of the former Vincent Memorial Hospital, at 125 South Huntington Ave. In 2006, the Society received a \$7 million naming gift from AstraZeneca Pharmaceuticals, enabling the building project to move forward. AstraZeneca, which has a history of more than 30 years of discovering and developing some of the world's leading oncology products, has a major cancer and infection research facility in Waltham, and operations in Westborough.

"At AstraZeneca, patients are always at the forefront of our thinking," said Dr. Jeff Hanke, vice president of cancer research. "Not only do we continually work to develop some of the world's most effective medicines, but our commitment goes beyond the medications we provide, to finding ways to actively support the communities where our employees live and work. Our collaboration with the American Cancer Society to build AstraZeneca Hope Lodges, here in Boston and in Philadelphia, is something we are particularly proud of, because we know how important it is to find care, education and support when patients are faced with the diagnosis of cancer."

To date, more than \$26 million has been raised by the volunteer Boston Regional Campaign Cabinet, co-chaired by Dr. David S. Rosenthal and Dr. Burt Adelman. Another \$500,000 is needed to complete the project.

## The MBC welcomes our newest members

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**Patient profile: Greg Jenkins**

# Hope lives here



## Cancer patient feels at home in Boston

BY MEAGHAN CASEY

Hope – it’s a four-letter word that holds such promise. For 32-year-old Arkansas native Greg Jenkins, that promise was fulfilled during an eight-week stay in Boston for innovative radiation therapy.

Jenkins was diagnosed with a brain tumor last fall. He began noticing symptoms, including numbness and high sensitivity to cold, in August. Doctors initially suspected multiple sclerosis and referred him to a neurologist. MRI results revealed a tumor at the base of his skull, compressing his brain stem.

On Sept. 24, Jenkins underwent a craniotomy, a nine-hour surgical procedure. The surgical team successfully removed 100 percent of the tumor, which was subsequently diagnosed as malignant and one that would return without radiation treatment. Jenkins was then referred to Massachusetts General Hospital (MGH) for high-precision radiation treatment provided by proton therapy. The MGH Proton Beam Unit was founded in 1962 and has the most experience with proton beam radiation therapy of any center in the U.S. This methodology is different in that the physician can shape the beam to match the shape of the tumor and precisely deliver the radiation to the targeted area, preventing damage to surrounding tissues and critical structures such as the brain and spinal cord.

“Based on where the tumor was

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Greg Jenkins stayed at the AstraZeneca Hope Lodge Center while undergoing innovative radiation therapy at MGH.