



Johns Hopkins Greenberg Bladder Cancer Institute

A co-investment of Erwin and Stephanie Greenberg
and The Johns Hopkins University



**Our mission: To make bladder cancer a preventable
and curable disease.**

UNDERSTAND PREVENT CURE

Tens of thousands of people are diagnosed each year with bladder cancer. Most benefit initially from the available cancer treatments, but at least half will have their cancers recur, and in some, “manageable” bladder cancer will progress to an advanced, life-threatening stage. With this uncertainty, all bladder cancer patients require lifelong monitoring.

Frontiers of hope

Until recently, bladder cancer medicine remained essentially unchanged for 50 years. Now we have entered a new era, heralded by the emergence of a dazzling array of new treatments: gene therapies, immunotherapies, targeted therapies, combination therapies, tumor sequencing, novel chemotherapies that utilize bioengineered materials such as nanoparticles, and likely other strategies as yet unimagined. These late-breaking treatments offer greater effectiveness and less toxicity, better long-term outcomes and improved quality of life, for patients.

We must now develop these new strategies into viable drugs and procedures. To translate tested new diagnostic and therapeutic approaches into clinical options, we must invest time, expertise, and funds.

The flagship in the battle against bladder cancer

The Johns Hopkins Greenberg Bladder Cancer Institute is the world’s first and only academic entity dedicated solely to improving bladder cancer knowledge and treatment. We bring together the top experts in relevant fields, and engage and support them in intensive collaborations. Institute faculty share a commitment to rigorous science that yields better means of bladder cancer prediction, prevention, detection, and treatment.

WHAT MAKES US SHINE?

Inspired scientists

To achieve our mission, the Johns Hopkins Greenberg Bladder Cancer Institute has convened an outstanding multispecialty team. Our faculty comprise urologists, surgeons, oncologists, radiation oncologists, pathologists, nurses, research scientists, and other experts from The James Buchanan Brady Urological Institute, Johns Hopkins Kimmel Cancer Center, Department of Pathology, and Bloomberg Kimmel Institute for Cancer Immunotherapy.

Life-restoring research

Research at the Johns Hopkins Greenberg Bladder Cancer Institute seeks to improve our understanding of how bladder cancer develops and grows, and to devise new, powerful, anti-cancer therapies. In our effort to accelerate progress, we award grants to doctors around the world for high-potential bladder cancer research projects, and we fund annual young investigator awards in partnership with the Bladder Cancer Advocacy Network.

Personalized care

Our patients receive the ultimate in personalized medicine; their care is tailored to each cancer's unique characteristics and each patient's individual needs. In an efficient, patient- and family-centered, single day, new patients are comprehensively evaluated by the bladder cancer specialists and learn about opportunities such as our tumor sequencing program, clinical trials, and bladder cancer support group.

WHY ARE WE ENLISTING PHILANTHROPISTS?

Extraordinary, visionary, audacious science requires philanthropic support; by its very nature, it falls outside the purview of traditional funding sources such as federal agencies or industry. We rely upon gifts from generous donors to help our faculty envision, design, and perform research that changes the landscape of medicine, especially at critical intersections such as urology and oncology. We need visionary donors to support:

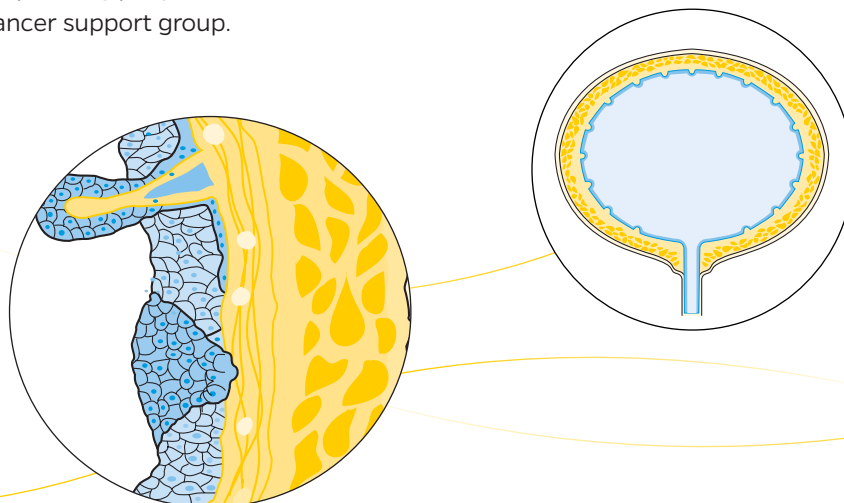
Genetic sequencing program

We are gaining the ability to evaluate the distinct genomic features of each patient's bladder cancer, and thereby launching an era of individually, precisely, customized treatment. With funds to create data libraries, we could further define the genetic fingerprints of bladder cancer, and with this new understanding, develop "precision" methods of treatment and prevention.

Genetic sequencing technology

Our ability to provide the world's best personalized and precise bladder cancer care will depend upon our clinicians' access to the best technologies. We are seeking funds to purchase an Illumina Nextseq, the state-of-the-art sequencer for exome, transcriptome, and whole-genome sequencing of individual patients' bladder cancers.

UNDERSTAND
PREVENT
CURE



EXPANSION OF INTEGRATED SERVICES

Bladder cancer strikes people from all parts of society, across lines of race/ethnicity, gender, socioeconomic level, age, and location. To meet their diverse needs, we propose to fully integrate social work and supportive care with our medical services. This expanded clinical purview will allow our care team to address, for each patient and family, the financial, psychosocial, and emotional factors that may affect, or be affected by, bladder cancer and its treatment.

“We are fully committed to patients with bladder cancer—to developing the best therapies for bladder cancer and catalyzing intensive, innovative, collaborative research.”



David McConkey, Ph.D.
 Director of the Johns Hopkins Greenberg
 Bladder Cancer Institute

Research staff

It is people who accomplish the work of the Johns Hopkins Greenberg Bladder Cancer Institute. We could expedite our research by adding key staff: clinical research nurses, data coordinators, a research technician specializing in management of tumor samples, and a bioinformatics expert to curate and analyze large quantities of data.

Support for trainees

To ensure strong leadership of bladder cancer science and patient care in the future, we must train high-caliber experts. We propose to establish fellowships for post-graduate training of clinical and/or research scientists. Per Johns Hopkins University policies, we can offer to name these fellowships for the donor (or according to his/her wishes) if the gift meets institutional qualifications.





Your gift can help us...

- Create a unique “fingerprint” test for each bladder cancer patient, using genome sequencing.
- Deliver a comprehensive care planning and management model that brings experts from all relevant specializations together to focus on each patient individually.
- Be the first to develop best practices and to demonstrate a model of care specifically for women with bladder cancer.

WILL YOU HELP?

By donating to the Johns Hopkins Greenberg Bladder Cancer Institute, you can support major progress against bladder cancer. You may direct your gift to one of our funding priorities named herein, or if you prefer, we will gladly discuss your philanthropic interests with you to find a rewarding purpose. Whether your interest is the biological underpinnings of bladder cancer, or strategies for prediction, diagnosis, and prevention of bladder cancer, or new and more successful methods for treating bladder cancers in those already afflicted, we can find a meaningful area of philanthropic partnership.

**Please contact us for more information
or to discuss your interests.**

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