A BOLD FUTURE
Building For The Next 10 Years
Dear Friends,

It has been a time of transition for Moffitt Cancer Center as we closed out our five-year strategic plan in June and simultaneously launched IMPACT 2028, our bold and ambitious plan for continuing to deliver on our mission. All our efforts - past and future - are carried out with the well-being of our patients in mind.

In this report, we share with you a few of the many highlights of FY 2018. We added more Clinical Pathways, which provide a powerful resource for patients fighting cancer. Alliances and partnerships are helping Moffitt to expand its research and bring quality care to more people living outside the Tampa Bay area. Hearst Corporation announced an investment of $75 million in M2Gen®, a Moffitt subsidiary; this investment will accelerate the discovery of innovative cancer therapies, offering hope and improving patient care in partnership with the nation’s leading cancer centers.

We partnered with Memorial Healthcare System in Pembroke Pines and with BayCare at Morton Plant Hospital to bring lifesaving transplants and radiation oncology procedures, respectively, closer to where our patients live. In partnership with our colleagues in Tianjin, China, we conducted our first international tumor board teleconference at Tianjin’s International Personalized Cancer Center.

You will read in this annual report how Moffitt investigators have helped conduct pivotal national and international clinical trials that have led the way to FDA approval of numerous drugs that offer hope to patients who previously had run out of treatment options. As our research expands, we continue to blend the best of science and compassionate care.

The momentum of change is increasing. The ambitious strategies and related goals tied to IMPACT 2028 are important because they will guide us to better serve the patients of Florida and beyond. These patients are counting on us to initiate scientific research and translate the findings to new cancer treatments as we grow our reach.

Alan F. List, MD
President and Chief Executive Officer

Timothy J. Adams
Chairman
Fast forward to 2009 when Moffitt began developing another component of personalized medicine – Clinical Pathways. The 57 disease-specific pathways help physicians improve cancer care while reducing toxicity and, importantly in today’s economic climate, reduce health care costs.

The pathways are available to Moffitt physicians and Moffitt partners through a secure portal. They support treatment decisions for more than 90 percent of the patients who receive care at Moffitt Cancer Center yearly.

Moffitt’s Clinical Pathways also are used as a resource by payers who seek prescribed recommendations aligned with optimal quality and cost-effectiveness. “We are using the pathways to work with the payers to demonstrate our value and negotiate contracts,” said Fields.

Moffitt Clinical Pathways, guidelines and procedures have streamlined care, reduced costs, persuaded additional payers to enter into care contracts and – most importantly – improved patient outcomes. For example, a simple change in a drug given after a transplant procedure can result in faster recovery time and cost savings.

The pathways relate to precision or personalized medicine as they focus on individualized decisions for patients based on factors clinicians use to guide treatment. “This includes disease characteristics and patient characteristics,” said Fields. “Molecular diagnostics are one component of many factors the clinician assesses to render an opinion. We work closely with Personalized Medicine to identify key molecular targets, tests, timing of testing and treatment alternatives that are important in determining treatment options.”

“The Moffitt Clinical Pathways provide a powerful resource in the fight against cancer.”

To be the leader in cancer care, we must deliver what our patients value. At Moffitt we define our goal of Superior Value as exceptional performance that leads to high-quality, personalized, cost-effective care.

So, how do we ensure that we consistently deliver the best care for every patient we treat while being mindful of what makes each of them unique? Moffitt has developed Clinical Pathways, which provide a standardized workflow, ensuring physicians can access the information needed to make treatment decisions that take into account those factors that make each patient unique. Each patient is treated using evidence-based guidelines clearly spelled out for each type and stage of cancer.

“Moffitt Clinical Pathways provide a powerful resource in the fight against cancer,” said Karen Fields, MD. Fields continues to see patients while also serving as medical director of both Total Cancer Care® and Information Technology from 2004-2005. Through these roles, she was directly involved in the planning and development of Total Cancer Care - a founding component for Moffitt’s personalized medicine efforts that is still going strong. M2Gen®, Moffitt’s for-profit subsidiary, operates the Total Cancer Care® Protocol, an ambitious research partnership between patients, doctors and researchers to improve all aspects of cancer prevention and care.

The oft-quoted adage, “no money, no mission,” is true. Moffitt is ever mindful not only of good stewardship of resources, but also of doing its best to increase resources available for our mission.

**STRATEGIC MARGIN MANAGEMENT**

We are living in an era of rapidly evolving health care, coupled with potential reimbursement reductions. To secure Moffitt’s financial health, we tapped into our own resourceful workforce.

Team members throughout the institution joined together to support an effort called Strategic Margin Management, which had an ambitious aim of saving the cancer center $155 million over five years by improving processes, generating revenue and eliminating wasteful spending. They began asking questions, and among the first things they learned was that each month 2.5 million pieces of paper – the equivalent of an 800-foot building – were used to supply all the printing devices at Moffitt. In Tampa, the tallest building is only 579 feet.

Numerous ideas emerged, including a long-term goal to decrease printing overall by going electronic, raising awareness to reduce unnecessary printing and setting printers to automatically print double sided. Another goal was to reduce color printing, and results of a pilot showed a 60 percent reduction in color printing within three areas.

Another plan will save the cancer center about $95,000 a year – nearly half a million by 2021 – by researching and implementing more efficient ways of shipping packages.
ALLIANCES AND INVESTMENTS

In 2006 it is unlikely that many could have predicted how M2Gen® - then an innovative concept beginning to emerge - could have developed into the valuable resource it is today for biopharmaceutical companies in addressing the most challenging questions in drug development. Nor could anyone have predicted that in September 2017 Hearst Corporation, a market leader in health care technology, would announce a significant investment of $75 million in M2Gen, Moffitt’s for-profit subsidiary.

At least one person, however, had the vision that M2Gen, along with its research partners, would one day lead the way to better treatments for patients with cancer. Moffitt’s former President and CEO William Dalton, PhD, MD, founded and began leading M2Gen, as Moffitt was celebrating its 20-year anniversary in 2006.

M2Gen guides ORIEN’s operations and strategy, providing expertise in informatics, data management, clinical trial matching and biobanking, and an infrastructure to maximize federal and industry-sponsored research. Additionally, M2Gen works with biopharmaceutical and other biotech-related companies around the world to create evidence- and knowledge-based solutions that identify a patient’s susceptibility to disease, predict how patients will respond to a particular treatment, and match patients to the best therapies for optimal outcomes.

“Moffitt’s culture is rooted in teamwork and collaboration. It is why we have been so successful at developing new treatments and bringing them to cancer patients,” said Moffitt President and CEO Dr. Alan List. “Adding Hearst to M2Gen’s strengths will magnify the work we are doing and help define the future of innovation in cancer care worldwide. Patients will benefit profoundly.”

Also in FY 2018, Moffitt’s Office of Innovation and Industry Alliances formed numerous alliances all over the globe and brought in $61 million from licensing deals and partnerships, having formed new partnerships and increased the value of current partnerships. MultiVir Inc., a leading developer of cancer therapies, partnered with Moffitt to license a novel cancer vaccine and manufacture it for a clinical study at Moffitt. Additionally, Celgene, a major partner, has licensed several discoveries for further development, which ultimately will benefit our patients.

Partnerships Give Patients Increased Access to Care

From its earliest beginnings, Moffitt Cancer Center was designed to serve cancer patients well beyond the Tampa Bay area. When the center was being drafted on paper in the early ’80s, legislators mandated that the cancer center provide research, patient care and education throughout the state. Today, that directive is most evident in Moffitt’s culture of partnerships, relationships that are providing a new level of care to patients in new pockets of the state and increasing the opportunity to study and provide clinical trials to more diverse audiences.

Partnerships also heighten Moffitt’s commitment to promoting diversity, both in terms of cancer care and basic scientific research. Moffitt’s extensive research partnerships reflect a longstanding commitment to working with others in the fight against cancer.

Partnerships between Moffitt and other facilities are bringing superior care to more people throughout Florida and beyond, increasing the number of people who have the opportunity to be evaluated by experts who deliver the most advanced team-based personalized oncology services.

BMT AND MALIGNANT HEMATOLOGY AT MEMORIAL HEALTHCARE SYSTEM

A partnership with Memorial Healthcare System in Pembroke Pines, started at the beginning of FY 2018, allows patients in South Florida to receive lifesaving transplants close to home. One such patient, Eleftheria “Betty” Zervoudakis calls the partnership a “phenomenal blessing.” Zervoudakis was diagnosed with a form of acute lymphoblastic leukemia and immediately was able to begin treatment under the care of Moffitt oncologists - close to her home in Lighthouse Point.

Led by Hugo Fernandez, MD, the Malignant Hematology and Cellular Therapy Department offers increased access to research, personalized medicine and Clinical Pathways via the Moffitt model of care distributed through the partnership. During FY 2018, the new department performed 36 autologous transplants and 21 allogeneic transplants; the malignant hematology program treated more than 450 new patients at Memorial, an increase of 31 percent from FY 2017. Additionally, the department received expanded FACT (Foundation for the Accreditation of Cellular Therapy) accreditation for both autologous and allogeneic transplants, and the facility also received certification by the National Marrow Donor Program.

“I’m just so glad all the stars aligned for me,” Zervoudakis said, “and I hope they do for many other people in South Florida.”

RADIATION ONCOLOGY AT BAYCARE/MORTON PLANT HOSPITAL

In early FY 2018, Moffitt began its partnership with Morton Plant Hospital in Clearwater, part of the BayCare Health System. Led by Roberto Diaz, MD, PhD, Moffitt’s partnership with Morton Plant’s Radiation Oncology Department offers radiation therapy expertise with increased convenience for patients in Pinellas County. The department has instituted new techniques and new radiation oncology procedures at Morton Plant, including stereotactic radiation therapy as well as Deep Inspiration Breath Hold radiation therapy for left-sided breast cancer patients. During FY 2018, the new department provided radiation oncology treatment to 578 new patients, and several research projects were initiated.

TIANJIN PARTNERSHIP CELEBRATES 10 YEARS

Moffitt has strengthened its long-term ties with Tianjin, China. In June 2018, a Moffitt team traveled to China’s International Personalized Cancer Center (IPCC) in Tianjin to help open a Moffitt area within the 1,000-bed cancer hospital, which focuses on personalized medicine education and training.

“The Tianjin-Moffitt partnership initially was with Tianjin Medical University Cancer Institute and Hospital, a 2,400-bed hospital in downtown Tianjin. Moffitt continues to maintain relationships with this facility, and recent efforts have expanded to include the IPCC, which is located near the airport,” said Sheng Wei, MD, senior member of Moffitt’s Department of Immunology. Wei is from Tianjin and earned his MD from Tianjin Medical University.
Since 2008, Moffitt and Tianjin have conducted joint research projects, and graduate students, post-doctoral fellows, physician-scientists and research nurses from Tianjin have come to Moffitt for training.

“This year, the partnership became more formal, and annually we will be sending teams of clinical doctors including a radiation oncologist, surgeon, medical oncologist and a few other medical professionals to Tianjin,” said Daniel Sullivan, MD, associate center director, Clinical Science.

The first team to visit Tianjin specializes in lung cancer and included surgeon Robert Keenan, medical oncologist Jhanelle Gray, radiation oncologist Thomas Dilling, along with nurse researcher Tina Mason, Sullivan, Wei and Catie Wiernasz, RN, MSN.

INTERNATIONAL TELEMEDICINE

A highlight of the 2018 visit was the first IPCC-Moffitt tumor board teleconference, focused on thoracic oncology.

“We presented four interesting cases from Tianjin, and the IPCC visitors were part of a logo unveiling/opening ceremony of the IPCC - Moffitt Center for Collaboration.

“It is important to realize that the IPCC, the 1,000-bed cancer hospital, is located in the Tianjin Free Trade Zone. It is like a city, with about 500 businesses there, and because it is a free trade zone, we will be able to offer faster approval for new treatments there,” said Sullivan.

The physicians are hoping that through the collaboration there will be more clinical trials at the IPCC taking advantage of newer compounds and technologies, including CAR T, while patients from Tianjin will be referred to Moffitt for specialized care.

LESS IS MORE: ADAPTIVE THERAPY

Moffitt has made great strides in discovering promising new cancer treatments and translating them into life-saving therapies, as highlighted by some of the many basic science and clinical research accomplishments for the year. Some of them use elements of our own immune system.

Robert Butler, the experience meant more time without drug side effects and substantial savings. Butler had been on and off the drug for almost three years. He stops when monthly PSA levels drop to 4 or below, and starts again when they top 15. In between, he may be off the drug for months at a time with the only discernable difference, he says, “in my wallet.” Without insurance, the drug costs $9,000 a month. This “financial toxicity” is another reason some patients can’t take the continuous therapy that is the standard of care. Any opportunity to reduce the amount of drug needed provides an added benefit.

“We want to try to work with evolution rather than letting evolution be a source of defeat,” said Robert Gatenby, MD, study senior author and co-leader of Moffitt’s Cancer Biology & Evolution Program.

“If we can do this, we can then use that same disease to treat patients with metastatic prostate cancer. The results, published Nov. 28, 2017, in Nature Communications, showed 10 of 11 men treated with abiraterone for advanced prostate cancer using an adaptive therapy strategy were approaching the two-year mark without evidence of disease progression.

For one of those participants, British-born retired engineer Robert Butler, the experience meant more time without drug side effects and substantial savings. Butler had been on and off the drug for almost three years. He stops when monthly PSA levels drop to 4 or below, and starts again when they top 15. In between, he may be off the drug for months at a time with the only discernable difference, he says, “in my wallet.” Without insurance, the drug costs $9,000 a month. This “financial toxicity” is another reason some patients can’t take the continuous therapy that is the standard of care. Any opportunity to reduce the amount of drug needed provides an added benefit.

The experience of the participants meets historical benchmarks that led to the drug’s FDA approval while cutting the amount of drug used in half - which means significant savings. “We want to try to work with evolution rather than letting evolution be a source of our defeat,” said Robert Gatenby, MD, study senior author and co-leader of Moffitt’s Cancer Biology & Evolution Program.

“We want to try to work with evolution rather than letting evolution be a source of defeat.”

Despite progress in cancer treatment, screening, diagnosis and prevention, the black community continues to face cancer health disparities – disparities that are all too real for Theresa Jean-Pierre Coy.

A busy attorney and new mother, Jean-Pierre Coy didn’t pause to think much about changes in one of her breasts six months after her son Thaddeus was born. “Like all working women, I thought, I’m taking care of Thaddeus, and I’ll get to the doctor when I can.”

She had her first-ever mammogram in October 2017 and learned her condition might be cancerous. Jean-Pierre Coy reached out to Moffitt, where she underwent a biopsy and follow-up mammogram. Her diagnosis: inflammatory breast cancer, stage three. She immediately began chemotherapy followed by a mastectomy, and is going through radiation therapy as this annual report is in production.

Inflammatory breast cancer is more common and diagnosed at younger ages in black women than in white women. And that makes Moffitt’s cancer disparities research all the more important to Jean-Pierre Coy.

While serving as president of the George Edgecomb Bar Association, Jean-Pierre Coy helped plan the bar association’s 2018 annual membership luncheon. Lance Scriven, then a newly diagnosed prostate cancer patient, past bar association president, member of Moffitt’s Foundation Board of Directors and a founding member of Moffitt’s George Edgecomb Society, had suggested the luncheon might be an opportunity for local attorneys
and judges to learn more about Moffitt’s minority cancer research efforts and the history both groups shared through the late Judge Edgcomb. Many had no idea what their current and former association presidents had been going through, or that the cancers they were battling take an inordinate toll on blacks and African Americans. In 2017, Moffitt had created the George Edgcomb Society, named in memory of local African-American icon Judge George Edgcomb, to help eliminate these disparities. Edgcomb’s death from cancer in his mid-30s helped to inspire Moffitt founder H. Lee Moffitt to create the cancer center.

Thanks to Jean-Pierre Coy and Scriven, those attending learned about Moffitt’s efforts to address cancer disparities through the George Edgcomb Society. They even met some of the Moffitt researchers studying disparities in prostate and pancreatic cancer with society grants.

“We’re the largest African-American Bar Association in the Bay area. To be able to raise money in Judge Edgcomb’s name that will go strictly to trying to find out why we African Americans are at higher risk for certain types of cancers – I don’t know of any other organizations doing this. And I think we’ve barely scratched the surface,” said Jean-Pierre Coy.

In 2018, funds raised through the George Edgcomb Society made possible two key research awards. The first project, led by Kosij Yamoah, MD, PhD, and Jung Choi, MD, PhD, and Jennifer Permuth, PhD, is titled “Development of a personalized therapy using a patient’s own immune cells, or T cells, to fight certain types of cancers including leukemia and lymphoma. For this treatment, T cells are removed from a patient’s blood and sent to a lab where the cells are genetically modified to better enable them to identify and attack cancer cells. Scientists add a chimeric antigen receptor, or CAR, to each T cell. CARs are programmed to target a specific protein found on cancer cells. When the new CAR T cells are infused back into the patient, the immune cells seek and destroy the cancer. The Highlights section of this annual report, beginning on page 1B describes additional trials leading to FDA approval of new drugs or expanded use of drugs that took place this fiscal year.

CAR T FOR TREATING OVARIAN CANCER

Moffitt researchers and clinicians are working together to bring CAR T cell therapy to other cancers, such as ovarian. This is important because in 2018 there will be approximately 22,240 new cases of ovarian cancer diagnosed and 14,070 ovarian cancer deaths in the U.S., according to the National Cancer Institute. Ovarian cancer accounts for just 2.5 percent of all female cancer cases, but 5 percent of cancer deaths because of the disease’s low survival.

A team of researchers led by Jose Conenjo-Garcia, MD, PhD, chair of Moffitt’s Immunology Department, has developed a CAR that introduces follicle stimulating hormone (FSH) into T cells. The new genetically modified CAR T cells seek out and destroy cancer cells expressing a FSH receptor protein found on a large number of ovarian cancer cells. Moffitt has partnered with ITUS Corporation to help bring this new CAR T therapy to patients. The biotechnology company is submitting an Investigational New Drug application to the FDA requesting approval to test the therapy in human clinical trials. If approved, clinical trials could begin in early 2019.

HPV VACCINATION IS KEY TO PREVENT CERTAIN CANCERS

One out of 20 cancers is caused by human papilloma virus, and at least six types of cancer are known to be associated with HPV. Vaccines have helped prevent certain HPV cancers and other diseases caused by HPV. For these reasons, Moffitt led a nationwide effort that partnered all 70 National Cancer Institute-designated cancer centers, as well as the American Cancer Society, American Association for Cancer Research, American Society of Clinical Oncology, Association of American Cancer Institutes and American Society of Preventive Oncology.

“Today, with just one vaccine, we can prevent four different types of cancer affecting both women and men.”

“My hope is that we continue to understand the benefits of vaccination, to not only prevent the horrible illnesses that the children have been suffering who don’t have access to vaccine… but to extend that benefit to eliminating cancers caused by viruses, starting with the HPV-related cancers.”

In 2018, evidence indicated that HPV causes multiple cancers. “Today, with just one vaccine, we can prevent four different types of cancer affecting both women and men,” says Giuliano. Moreover, Giuliano believes it is possible to not merely prevent but actually eliminate HPV-related cancers, starting with cervical cancer. In 1995, HPV was thought to cause only cervical cancer. In 2005, evidence indicated that HPV causes multiple cancers. “Today, with just one vaccine, we can prevent four different types of cancer affecting both women and men,” says Giuliano.

An international HPV expert, Giuliano is at the forefront of efforts to encourage HPV vaccination. “We are asking health care providers to stand with us and recommend the HPV vaccine. Parents can join with us by asking their doctors about vaccination.” Collectively, the agencies issued a statement urging increased HPV vaccination and screening to eliminate HPV-related cancers, starting with cervical cancer. These institutions recognize insufficient vaccination as a public health threat and call upon the nations’ physicians, parents and young adults to take advantage of this rare opportunity to eliminate several types of cancer in men and women.

In 2005, evidence indicated that HPV causes multiple cancers. “Today, with just one vaccine, we can prevent four different types of cancer affecting both women and men,” says Giuliano. Moreover, Giuliano believes it is possible to not merely prevent but actually eliminate HPV-related cancers, starting with cervical cancer. “And when I say eliminate, I’m talking about getting to near zero – very similar to what we accomplished with polio, with measles.”

“Today, with just one vaccine, we can prevent four different types of cancer affecting both women and men.”

Education plays a key role in Moffitt’s mission, pushing cancer prevention, treatment and research forward. Moffitt trains more than 1,800 biomedical researchers, health care professionals and students annually. For students and trainees, its varied offerings start as early as high school and continue throughout undergraduate, graduate, medical school and even PhD training. Moffitt’s Cancer Biology PhD Program has expanded, now including tracks for Applied Cancer Immunology, Chemical Biology and Mathematical Oncology.

Renowned immunologist Julie Djeu, PhD, retired from Moffitt last year, creating a vacancy for the associate center director of Education & Training. Rather than filling this
position, Moffitt is recruiting an associate center director of Community Outreach and Engagement and a separate leader for Cancer Research Career Enhancement and Related Activities. Additionally, as an instrument of the state, Moffitt is expected to perform relevant research and engage populations, including minority and underserved groups, to decrease cancer incidence and mortality.

Moffitt Healthy KIDZ, a community education outreach program for young students in the greater Tampa Bay area, continues its focus on cancer prevention, healthy living and positive health choices. The Healthy KIDZ motto “prevention starts early” is consistent with Moffitt’s mission to contribute to the prevention and cure of cancer. The Healthy KIDZ culture of inclusion welcomes young people from diverse backgrounds and is supported by essential healthy lifestyle opportunities through robust programming and education for the mind and body. The program offers students interested in STEAM (science, technology, engineering, arts and mathematics) and health care careers behind-the-scenes tours of Moffitt’s labs and opportunities to hear firsthand from health care experts. In 2017, the program offered its first Role Model Scholarship Awards. In FY 2018, the awards program expanded, and 10 graduating high school seniors each received a $2,000 Moffitt Healthy KIDZ Role Model Scholarship award.

**IMPA CT 2028: Moffitt Of The Future**

**WHAT WILL MOFFITT CANCER CENTER BECOME 10 YEARS FROM NOW?**

IMPACT 2028 is our plan for how we, together as a community, will continue to deliver on our mission for the next 10 years. It is built upon accomplishments realized through our previous strategic plan, such as our solid financial health, rapidly growing patient volumes, an expanding and innovative research portfolio, and rising national reputation for delivering the best outcomes by some of the best and brightest minds in fighting cancer. IMPACT 2028 will keep us moving forward to achieve even more success as Moffitt increases its services to the Tampa Bay community, Florida and beyond.

Our aim is that the three strategies comprising IMPACT 2028 will impact more lives for the better. These strategies will guide Moffitt over the next 10 years to elevate and personalize patient care, expand our reach and accelerate our digital oncology capabilities; ultimately impacting more lives while keeping patients and families at the center of everything we do.

The **Personalized Care Continuum** calls for us to define and develop our brand of care – MoffittCare® – complete with the 57 Clinical Pathways we’ve already established and more to come. MoffittCare will blend the best of science and compassion in an atmosphere where patients will feel safe, supported and hopeful throughout their journey from prevention through survivorship.

The **Digital Care and Discovery Accelerator** strategy recognizes rapidly changing technology and its promise to improve and expand Moffitt’s reach to tomorrow’s patients. Moffitt realizes that a strong and adaptable technology platform will be critical to our growth and providing the best possible patient experience.

The **Market Expansion** strategy will grow Moffitt’s physical and virtual reach throughout the state, starting with three Tampa Bay satellite locations within the next five years and new partnerships across central Florida. These ambitious strategies and related goals are essential to our mission. We look forward to implementing IMPACT 2028 as we initiate important scientific research, deliver new cancer treatments, and grow our reach to contribute to the prevention and cure of cancer.

**Patient Care Highlights**

Moffitt offers a level of service that stands above the rest. Each year, thousands of patients walk through our doors seeking personalized, compassionate care and hope. We are 100 percent focused on cancer care, and for our patients, this means better outcomes and the best chance for beating cancer.

**2018 PATIENT CARE VOLUMES**

- **206** Beds
- **23,199** New Patients
- **406,117** Outpatient Visits
- **9,095** Admissions
- **10,950** Surgical Cases
- **64,759** Patients seen

**2018 PAYER MIX**

- Commercial 1%
- HMO/PPO 41%
- Medicaid 3%
- Medicaid Managed Care 3%
- Medicare 35%
- Medicare Managed Care 13%
- Other 2%
- Private Pay 2%

**2017 MOST FREQUENT CANCER SITES**

- Breast 12.9%
- Kidney and renal pelvis 3.5%
- Skin** 9.9%
- Bladder 3.5%
- Lung/Bronchus 9.4%
- Pancreas 2.9%
- Blood cancers 9.3%
- Colon 2.8%
- Prostate 77%
- Corpus uteri 2.1%
- Non-Hodgkin Lymphoma 5.9%
- Other sites* 26.1%
- Myeloma 4.0%
- Colon 2.8%

*Includes analytic and non-analytic cases for accession year 2017. There were a total of 1,362 analytic and non-analytic cases for accession year 2017. **Includes basal cell and squamous cell carcinoma + does not include histological case count (n=1851) Source: Cancer Registry
Moffitt Diversity 2018

Diversity is a priority at Moffitt and is meant “to promote a culture of diversity and inclusion as we contribute to the prevention and cure of cancer.”

Moffitt Diversity employs two key strategies to meet the cancer center’s goal of increasing access to care:

• Enhance Moffitt’s image among underserved communities as an organization delivering cultural and linguistically competent care through prevention, education and mutually beneficial partnerships
• Serve as a resource, as well as to identify and address opportunities to increase Moffitt’s preparedness when serving diverse communities

The many statistics you see on these pages for FY 2018 represent people whose lives have been affected for the better through Moffitt’s efforts to support underserved and diverse communities.

M-POWER

Since 1999, health educators and community outreach workers with the Moffitt Program for Outreach Wellness Education and Resources (M-POWER) have provided the community with health education in the areas of prevention, screening and early detection.

Supplier Diversity:

Moffitt’s Supplier Diversity efforts culminated in June 2018 with Moffitt’s Annual Supplier Diversity Day Vendor Fair. More than 260 attendees from 194 participating companies took part in the vendor fair hosted by the Moffitt Diversity and Supply Chain departments. Participants had opportunities to attend education workshops, network with Moffitt team members and learn more about the cancer center’s procurement process. Additionally, interested vendors were able to meet with Florida-based certification organizations and government entities to learn and apply for minority, women and veteran-owned business enterprise certifications.

For more information on Moffitt Cancer Center’s outreach efforts, please see the Community Benefit section on the following page.
Moffitt Cancer Center’s Community Benefit initiative supports patients, families and clinicians through advancing cancer prevention, early detection, clinical care and research, especially for those at-risk populations disproportionately impacted by cancer.

**Total Community Benefit Dollars:**

- **$86,538,784**

**Community Benefit By Category**

**Year: July 1, 2016 – June 30, 2017**

- **Charity Care**
  - Total cost of services incurred by Moffitt to provide medical services to patients who are unable to pay: **$24,500,847**

- **Community Benefit Operations**
  - Costs associated with assigned staff and community health needs assessment: **$114,671**

- **Community Health Improvement Services**
  - Cost of activities carried out to improve community health beyond patient care: **$38,034**

- **Health Professions Education**
  - Cost associated with clinical education and training for physicians and medical students not including government funding: **$9,682,144**

- **Community Building Activities**
  - Cost of programs that address the root causes of health problems, including expenses for the development of community-building programs and partnerships: **$30,935,042**

- **Medicaid Shortfalls**
  - The Medicaid program pays Moffitt less than it costs the organization to provide care to its Medicaid patients: **$20,498,879**

- **Research**
  - Clinical and community health research, as well as general health care delivery studies shared with the public and funded by the government or a tax-exempt entity: **$769,167**

In fiscal year 2018, Moffitt Cancer Center continued to address Access to Care and Screening and Prevention services as part of the 2016-2019 Implementation Plan. Below is a summary of the progress of the Implementation Plan from July 1, 2017, to June 30, 2018.

### Access to Care

Two internal Patient Navigators assisted patients in overcoming systems-based barriers to care and coordinating clinical care throughout their cancer experience.

- **130** Adolescent and Young Adult patients in Moffitt’s Sarcoma, Gynecologic Oncology and Neuro-Oncology clinics

- **320** Patients in the Head and Neck Oncology Clinic

### Screening and Prevention Services

Public Service Announcements (PSAs) were developed to increase cancer screening awareness for breast, lung, colorectal and prostate cancer. The PSAs were distributed through television broadcast and digital platforms. A supplemental website (www.canscreen.org) was created, allowing viewers to obtain more information about cancer screenings.

#### Television Broadcast

- **719** total PSA airings
- **6.1** million total impressions

#### Digital

- **1.9** million total impressions
- **9,241** clicks

#### Website

- **2,695** first-time viewers
- **3,129** total sessions*

*1 session = spending 30 minutes on the site at a time

Screening vouchers were offered to uninsured patients meeting specific criteria to help increase access to screening and prevention services for lung, breast, prostate and colorectal cancer.

- **5** people were screened for lung cancer
- **684** women received a mammogram
- **24** people were screened for colon cancer
- **57** men were screened for prostate cancer

*The full report of the 2016-2019 Implementation Plan can be found on Moffitt’s website at https://moffitt.org/publications/community-benefit
**GOVERNMENT RELATIONS UPDATE**

The Florida Legislature convened this January and February for the 2018 regular legislative session. Despite some state-wide financial setbacks, the Legislature prioritized funding initiatives which directly impacted Moffitt Cancer Center, biomedical research and patient access to cancer screenings and treatment.

The Government Relations Team was effective in maintaining this source of state funding for cancer research. Since this program’s inception, Moffitt has been able to recruit and create over 80 full time research positions. The team was also able to successfully secure funding in the education portion of the state budget, which helps supplant the training of over 2,000 students and future oncology professionals, and maintained our portion of the cigarette tax funds, which are used for construction and capital outlay. Finally, for Medicaid purposes, we successfully passed legislation which fortified Moffitt’s status as a Specialty Cancer Center in statute while securing an additional appropriation in Low Income Pool funding of $8 million. These accomplishments ensure Moffitt is adequately reimbursed for our care.

Also, the Biomedical Research Programs, which provide researchers at Moffitt with an opportunity to compete for funding, were fully funded, with $10 million each in the Income Pool funding of $8 million. These accomplishments are used for construction and capital outlay. Finally, for Medicaid purposes, we successfully passed legislation which fortified Moffitt’s status as a Specialty Cancer Center in statute while securing an additional appropriation in Low Income Pool funding of $8 million. These accomplishments ensure Moffitt is adequately reimbursed for our care.

HIGHLIGHTS

**COKIE ROBERTS HOSTS INTERVIEW**

Cokie Roberts, ABC News Style Host and George Washington University Professor, hosted an interview of over 2,000 students and faculty, helping to supplement the training of future oncology professionals, and maintaining our portion of the cigarette tax funds, which are used for construction and capital outlay. Finally, for Medicaid purposes, we successfully passed legislation which fortified Moffitt’s status as a Specialty Cancer Center in statute while securing an additional appropriation in Low Income Pool funding of $8 million. These accomplishments ensure Moffitt is adequately reimbursed for our care. Also, the Biomedical Research Programs, which provide researchers at Moffitt with an opportunity to compete for funding, were fully funded, with $10 million each in the James and Esther King and Bankhead-Coleby Research Programs, and an additional investment of $3 million in recurring funds for pediatric cancer research. The Florida Academic Cancer Center Alliance received an appropriation of $60 million. Moffitt directly receives a portion of these funds.

On the federal side, the U.S. Congress in the past year sent strong statements of support for ongoing partnerships that employ Moffitt’s clinical trials and precision medicine expertise to improve cancer outcomes for active duty and retired military members. Additionally, Moffitt’s CEO Dr. Alan List and his leadership team briefed the White House Domestic Policy Council, the Office of the Secretary of Health and Human Services and other Administration officials on cancer care models Moffitt is using with private insurers that could be applied to improve outcomes and reduce costs in Medicare and other public health care programs.

**SUCCESSFUL YEAR FOR THE FOUNDATION**

The Moffitt Foundation had its most successful fundraising year to date! Our community of over 23,000 donors raised more than $30 million for cancer care, research and educational outreach efforts. Frank and Carol Morsani continue to live their motto of “We learn, we earn, and then we return” by committing $3.2 million in support of propelling general research here at Moffitt. A $3 million gift from Tampa Bay entrepreneur Mark Pentecost, owner of It Works!, supports groundbreaking research in multiple myeloma. The Richard O. Jacobson Foundation donated a $1.1 million gift to endow a distinguished scientist-in-residence position and to support the High School Internship Program in IM. Gifts totaling $1.4 million from the National Pediatric Cancer Foundation fund the Sunshine Project — a novel collaborative approach to accelerate the development of new drugs and therapies.

**COMMUNITY FUNDRAISING EVENTS**

Over 80 events were hosted this fiscal year by dedicated community partners who, together, raised over $1.6 million for Moffitt.

Events like Martins for Moffitt, Swim Across America, Paddle Against Cancer, Skanska’s Hooked on a Cure Fishing Tournament, Callaghan Pro-Am Golf Tournament, Moving Forward Golf Tournament, DPR Construction Golf Tournament, Amandale Golf Classic, Golfers vs. Brain Cancer and Buffalo Wild Wings’ May promotional activities were all instrumental in raising funds to support Moffitt’s mission.

**GEORGE EDGECOMB SOCIETY**

A total of $767,500 was raised since the George Edgecomb Society was started in 2017 to address cancer’s disproportionate burden among blacks and African Americans. In 2018, two research grants of $50,000 each were awarded to Moffitt scientists.

**25TH ANNUAL MAGNOLIA BALL**

On April 14, over 600 guests attended the 25th Magnolia Ball at the Tampa Marriott Waterside Hotel. The signature Moffitt event raised $2.7 million to benefit cancer research, education and patient care. Moffitt champions Les and Pam Muma chaired this year’s ball, and Scott Hamilton shared his own cancer connection. Guests were inspired by a Green Beret who shared his brave fight against cancer with an emotionally charged video and received a surprise message from his donor.

In 25 short years, the Magnolia Ball has become a remarkable event, raising more than $42 million to further Moffitt’s mission.

**MILES FOR MOFFITT’S NEW LOCATION**

After 12 wonderful years on the University of South Florida campus, Miles for Moffitt is excited for its next chapter at a new, state-of-the-art location. The 2018 walk/run event took place December 8 in downtown Tampa. This new venue can accommodate expansion of the current race route and participants, allowing Moffitt to raise more money for cancer research.

Cokie Roberts, ABC News political commentator, hosted an interview-style keynote address with Dr. Francis Cuss at the 12th Business of Biotech. About 400 people attended the “Discovering Tomorrow’s Cancer Cures” conference where Cuss, former chief scientific officer and vice president of Bristol-Myers Squibb, shared his extensive experience in pharmaceutical research and development.

WOMEN IN MEDICINE: BUILDING AN INCLUSIVE CULTURE

Our second annual Women in Medicine Grand Rounds program in February celebrated the critical contribution of women faculty members in science and medicine. This year’s speaker was Elizabeth L. Travis, PhD, FASTRO, associate vice president of Women & Minority Faculty Inclusion at MD Anderson.

**KEY GRANTS DEPICT INNOVATION RESEARCH**

Project funding is critical to the success of cancer research. Highlights of a few key grants received in FY 2018 appear below.

Research Stands Up To Cancer
Moffitt’s co-investigators Scott Antonia, MD, PhD, and Eric Haura, MD, were instrumental in winning a $2.67 million Stand Up To Cancer grant. The award will fund the study of a possible new immunotherapeutic for non-small cell lung cancer, in partnership with Bristol-Myers Squibb, with additional assistance from Ivance and Prometheus Laboratories.

$900,000 Grant to Study Rare Form of Melanoma
Experts from Moffitt’s Melanoma and Skin Cancer Research Center of Excellence were awarded a $900,000 three-year grant from the Melanoma Research Alliance to define and target what drives acral melanoma. The rare form of skin cancer affects patients with a history of hand or foot melanoma. A $500,000 grant from the Melanoma Research Alliance will support the High School Internship Program in IM.

FDA APPROVES NEW, EXPANDED THERAPIES

Moffitt-iniated clinical trials have led the way to numerous FDA approvals of new anti-cancer drugs or expanded use of existing therapies, including the following:

- Moffitt is leading the way in developing new immunotherapies like CAR T therapy. Last year, the FDA approved Yescarta, manufactured by Kite Pharma, as a new treatment option for patients who have not responded to standard-of-care option for patients with stage III non-small cell lung cancer. Imfinzi helps increase T-cell activation, offering a treatment option for patients who have not responded to traditional treatment, noted Antonia, who was instrumental in launching the global trial leading to FDA approval.
- Moffitt led the international clinical trial leading to the FDA approval of Luathera (I7Lu-Dotate) to treat patients with gastroenteropancreatic neuroendocrine tumors. The novel treatment is delivered intravenously. Jonathan Strosberg, MD, was lead investigator of NETTER-1, an international clinical trial spanning 41 centers that tested the new therapy manufactured by Advanced Accelerator Applications. After FDA approval, The Journal of Clinical Oncology published new data from the NETTER-1 clinical trial showing that treatment with Luathera provides improved quality of life for patients with advanced metastatic midgut neuroendocrine tumors.

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Moffitt Receives Numerous Recognitions and Awards

- For the 10th year in a row, Moffitt earned CEO Cancer Gold Standard™ reaccreditation.
- For the third year in a row, Moffitt was recognized by DiversityInc for its commitment to diversity and inclusion, ranking No. 4 on DiversityInc’s 2018 Top Hospitals & Health Systems list.
- The Human Rights Campaign designated Moffitt as a 2018 leader in LGBTQ Healthcare Equality. The only cancer center in Florida to make the list, Moffitt has earned the designation seven times.
- Named one of the Top 10 Nonprofit Companies for Executive Women by the National Association for Female Executives because of the cancer center’s strong workforce profile, women’s issues and advancement, and company culture and work life programs.
- Moffitt was recognized by the American Hospital Association as an Equity of Care Honoree.
- Moffitt was among 45 organizations selected to receive the 2017 National Organization on Disability Leading Disability Employer Seal® for leading the way in disability hiring and employee engagement.
- Moffitt is the No. 8 cancer hospital in the nation, based on U.S. News & World Report.
- Named a Tampa Bay Times Top Workplace for the eighth time.
- For the 10th time, Moffitt was named one of Working Mother magazine’s 100 Best Companies.
- Moffitt named to Computerworld’s 2018 List of 100 Best Places to Work in IT.
- Moffitt’s inpatient Supportive Care Service team received the Advanced Certification in Palliative Care from the Joint Commission.
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LEADERSHIP 2018

2018 LEADERSHIP 2018
Moffitt Cancer Center Locations

MOFFITT CANCER CENTER
12902 Magnolia Drive, Tampa, Florida
Moffitt offers all levels of care for people with cancer and related diseases.

MOFFITT CANCER CENTER AT INTERNATIONAL PLAZA
4101 Jim Walter Boulevard, Tampa, Florida
Moffitt's satellite facility near International Plaza in Tampa provides expanded and easily accessible patient services.

MOFFITT MCKINLEY OUTPATIENT CENTER
10920 North McKinley Drive, Tampa, Florida
The McKinley Center houses an outpatient surgery center, a cutaneous clinic, a breast clinic, breast imaging services, genetic counseling and more.

MOFFITT MALIGNANT HEMATOLOGY & CELLULAR THERAPY
At Memorial Healthcare System • 801 N. Flamingo Road, Pembroke Pines, Florida

Florida is the official place of business for the Moffitt Cancer Center Foundation. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling 1-800-435-7352 toll-free within the state or online at www.800helpfla.com. Registration does not imply endorsement, approval or recommendation by the state. Florida Department of Agriculture & Consumer Services registration number CH-4675. No percentage of contributions is retained by a professional solicitor; Moffitt Cancer Center Foundation receives 100% of all donations. Your gift is tax-deductible to the extent allowed by law.