



Winter 2025

Adam Goldrich, MD Named Medical Director of the Cancer Program

Adam Goldrich, MD (shown at left) has been named Medical Director of the Cancer Program.

A provider with the Annapolis-based practice, Maryland Oncology Hematology, Dr. Goldrich has been seeing patients in the practice's Easton location at 509 Idlewild Avenue since the fall of 2021.



He presently serves on the UM SRH Cancer Program's Governance Committee.

"We are excited to welcome Dr. Goldrich as the Cancer Center's medical director," said **Jeanie Scott**, Director of Oncology Services and the Clark Comprehensive Breast Center at UM SRH. "His familiarity with our Cancer Program as well as his medical expertise and commitment to the highest standards of patient-centered care make him an excellent choice for this leadership role."

Dr. Goldrich earned his medical degree from the Sackler School of Medicine at Tel Aviv University and completed his internal medicine residency at SUNY Downstate Medical Center and served as chief resident at Kings County Hospital. He completed his fellowship in oncology and hematology at the Fox Chase Cancer Center and Temple University Hospital. He is board certified in internal medicine, medical oncology, and hematology.

Dr. Goldrich's research interests include the use of immunotherapy with special attention to comprehensive genomic tumor profiling and targeted therapies for the treatment of cancer. His clinical focus includes gastrointestinal malignancies, lung and head and neck cancer, urologic cancer, breast and gynecologic cancer, along with leukemia and lymphoma.

Breast Center Welcomes New Surgeon

In October, the Clark Comprehensive Breast Center welcomed a new surgeon, **Kathryn Kelley, MD**.

Dr. Kelley (shown at right) joined **Roberta Lilly, MD**, Medical Director and **Jo-Ayne Kerry-Turner, NP**, as a provider at the Breast Center after completing a Breast Surgical Oncology fellowship at the University of Southern California (USC) at Los Angeles. At USC, she trained under Dr. Melvin Silverstein, a world-renowned expert in Breast Surgical Oncology and Oncoplastic Breast Surgery. Previously, she spent five years as a General Surgery resident at St. Luke's University Health Network in Bethlehem, Pennsylvania.



Dr. Kelley earned her medical degree from Temple University's Lewis Katz School of Medicine, where she was a member of the Gold Humanism Honor Society. She has co-authored book chapters and articles in medical journals on varied topics, including the impact of COVID-19 on breast cancer patients' screening, time to treatment and effects of vaccination. She also has presented at national medical and scientific conferences, including the American Society of Breast Surgeons.

To schedule an appointment at the Clark Comprehensive Breast Center, call 410-820-9400.

Support Updates

Have you taken advantage of support group opportunities provided by the Cancer Program? With the new year in progress, now is a great time to plan your participation.

Our Social Workers can guide you to the right fit, such as:

- a Cancer Center support group
- a match with a one-on-one peer
- a professional counselor, or
- local or online groups and advocacy organizations that address specific kinds of cancer, age groups or cultural background

CARES means Cancer, Recovery and Support, which may be needed at different times during your cancer diagnosis, treatment and especially in post-treatment.

The CARES Support Groups, for patients in diagnosis, treatment and recovery from any kind of cancer, are going strong! Led in a discussion format by a clinical social worker, these groups meet at the Cancer Center Conference Room (and remotely) as follows:

- 1st and 3rd Thursdays of the month, 5 to 7 pm (for anyone)

- 3rd Wednesday of the month, 1 to 3 pm (for women only)

For either group, registration is required, but attendance is free of charge. Call Patty Plaskon at the Cancer Center for pre-registration instructions.

The Women's Cancer Support Group, offered in Cambridge at the Harry and Jeanette Weinberg Intergenerational Center, provides speakers and education on specific topics related to the needs of women going through diagnosis, treatment and recovery from any kind of cancer. It meets the second Tuesday each month at 10 am. Call **Renee Tyler** at the Cancer Center for upcoming topics of interest.

The **CARES Caregiver Support Group** resumes meeting in 2025 at the Cancer Center in January. Designed for caregivers, family members and friends of cancer patients, the meetings provide tips, peer-to-peer support and discussion about topics of interest to caregivers and loved ones. If you are interested in this group, please let us know what frequency (monthly, quarterly,

etc.) and what days/times would work best for you.

The **Prostate Cancer Support Group** for both patient and partners will be reformatted in 2025 if you would like to be informed of the details, contact Patty Plaskon at the Cancer Center.

Support for cancer patients and their loved ones also is provided on an individualized basis. Let us know if any of the following services would support you along your cancer journey:

- **TIPPS Quality of Life** - TIPPS sessions offer private, confidential conversations with a social worker about personal relationships, family life, and financial, legal and spiritual concerns for free.
- **Financial Consultation** - Financial consultations with our oncology social workers help patients for whom medication, supplies or other treatment-related expenses become unaffordable. Patients are matched with appropriate programs based upon their financial need and eligibility.

- **Improving Your Look and Outlook (LOL)** - Improving Your Look and Outlook (LOL) provides consultation on hair and skin changes due to treatment, and tips for enhancing your appearance. Our oncology social workers can arrange appointments for patients with local skin and care providers close to home.

- **LiveSTRONG** – The Cancer Program and the YMCA of the Chesapeake are working together to offer LiveSTRONG, a no-cost, small-group 12-week fitness program that helps patients in treatment or post-treatment improve their strength and mobility. For information about schedules and locations, visit <https://ymcachesapeake.org/livestrong-ymca>

For more information about any support programs, contact the Oncology Social Work Department at the Cancer Center, 410-820-6800 or pplaskon@umm.edu.

Prostate Cancer Screening Update

The Cancer Center's annual Prostate Cancer Screening took place on September 24, 2024 from 5 to 7 pm. The screenings, which are conducted as part of a clinical research trial, are open to males over 45 who have never had a prostate cancer screening and to males ages 55 to 69 who are due for an annual prostate cancer screening.

"It is always a great opportunity to partner with the participants to maintain their good health," said **Margaret Ferski-Carabello, MS, BSN**, Clinical Trials Nurse (shown at left). "This year, seven patients took advantage of this free screening and three of them qualified for a prostate study through the University of Colorado. All seven were given their results and will be able to talk with their own personal primary care provider regarding any concerns."

Why get screened?

- Statistics based on data from 2023 indicate that nationwide, one in eight men will be diagnosed with prostate cancer over the course of his lifetime.
- The risk for veterans is 1.5 times higher than the general population and African-American men are 2.1 times more likely to die of the disease than those of Caucasian descent.

- The key to achieving the best outcome of a prostate cancer diagnosis is early detection and treatment; in cases where the tumor is not metastasized (i.e., contained within the prostate), the five-year survival after treatment is almost 100%.

To view a patient story video about diagnosis, treatment and survival from prostate cancer, visit <https://www.umms.org/shore/health-services/cancer/services/radiation-oncology>

Radiologist Specializing in Breast Imaging Joins UM Shore Medical Group - Radiology

UM Shore Medical Group-Radiology recently welcomed **Madiha Aseem, MD**.

Dr. Aseem (shown at right) is 2018 graduate of Mercer University School of Medicine in Macon, Georgia. She subsequently interned at Gwinnett Medical Center in Lawrenceville, Georgia and was a Resident in Diagnostic Radiology at the Wake Forest School of Medicine in Winston-Salem, North Carolina. Most recently, she completed a one-year Fellowship in Breast Imaging at Massachusetts General Hospital – Harvard Medical School.



“The Cancer Program and Breast Center teams are excited to have Dr. Aseem joining Shore’s radiology providers,” said **Jeanie Scott**, Director of Oncology Services and the Clark Comprehensive Breast Center. “Her expertise in breast imaging will be of great benefit to our hundreds of patients who undergo mammography on an annual basis.”

APBI: Easier, Shorter Treatment for Early Stage Breast Cancer

The Cancer Center is now offering easier, shorter radiation treatment for patients with early-stage breast cancer. Known as Accelerated Partial Breast Irradiation (APBI), this course of treatment is limited to the immediate area surrounding the tumor and minimizes radiation exposure to the rest of the breast, skin, ribs, lungs and heart.



“Along with more precise targeting of the immediate area surrounding the original tumor, a significant advantage of APBI is that it is accomplished in five sessions over five treatment days, as opposed to 15 to 20 sessions over several weeks,” said **Rashmi Benda, MD**, Medical Director of the Cancer Center’s Requard Radiation Oncology Center (shown at left). “In addition, patients experience little to no pain, swelling or skin redness with the treatment.”

Watch a brief video featuring breast cancer survivor **Rebecca Bartholow** and Dr. Benda discussing APBI here: <https://youtu.be/tnsl0cCjAS>

Clinical Trials Update

The Cancer Program is a partner in advancing the understanding and treatment of cancer through clinical trials and research studies of cancer patients. The goal of these studies is to find the best ways to treat, diagnose and prevent cancer so that people can live better and longer.

Margaret Ferski-Caraballo, MS, BSN, Clinical Research Nurse in the Cancer Program (shown at right), supports the clinical trials process, including: regulatory and compliance; identifying, educating and caring for patients on a clinical trial; collecting data and reporting to sponsoring organizations.

"At present, we are excited that 34 clinical trials are in progress, enrolling 36 of our patients," said Ferski-Caraballo. "These trials are available to qualifying patients with breast, colon, lung and prostate cancer.

The Cancer Program's clinical trials investigators are: **Dr. Rashmi Benda, Dr. Benjamin Bridges, Dr. Ali Bukhari, Dr. Adam Goldrich, Dr. Roberta Lilly, Dr. John Mastandrea, Dr. Carol Tweed, Dr. David Weng, Dr. Jeanine Lori Werner**, and Nurse Practitioners **Kimberly Brice** and **JoAyne Kerry Turner**

For more information, call 410-822-1000, ext. 5097, or email margaret.ferski@umm.edu.

Generous Community Support for Cancer Programs



Shown at the "Pretty in Pink" check presentation are Rebecca Baird, Vice President of Philanthropy; Jeanie Scott, Kathryn Kelly, MD and Roberta Lilly, MD, representing the Clark Comprehensive Breast Center; and Working Artists Forum members Stacey Sass and Mary Ford.

The Cancer Center and the Clark Comprehensive Breast Center continue to receive generous support from our local communities. Since the last issue of *Thriving & Surviving*, the Cancer Program has benefitted from the following initiatives:

- The Working Artists Forum’s “Pretty in Pink” Art Show and Sale, held in October at the Waterfowl Building in Easton, raised \$13,918 to benefit patient care and outreach programs at the Breast Center.
 - Bosom Buddies Charities presented a gift of \$135,000 to fund the purchase of a state-of the-art ultrasound machine that produces the clearest, deepest breast imaging available, reducing the incidence of false negative biopsies. The gift also will support the purchase of a new surgical headlamp that produces the brightest white light available, allowing for even earlier detection of breast cancer.
 - The UM Memorial Hospital Foundation raised \$90,000 at the annual golf tournament in September. These funds will be used to advance breast cancer care and services. Special thanks to the Easton Auxiliary for serving as the tournament’s lead sponsor with a generous gift of \$25,000.
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Wig Exchange Program: Cancer Program Partners with EBeauty



The Cancer Program is now an official partner with EBeauty, a national nonprofit organization.

EBeauty’s primary goal is to provide all women, regardless of economic status or geographic location, access to wigs. Over the last 10 years approximately 60,000 women and their families have received and/or given wigs through the Wig Exchange Program. Today, EBeauty runs the only wig exchange program in the U.S. supporting women undergoing treatment for cancer.

How it Works:

Women who have completed cancer treatment donate their used wigs, which are then refurbished and distributed free of charge to women newly undergoing treatment. Along with the Wig Exchange Program, EBeauty has initiated a Hospital Partnership Program that provides wigs directly to cancer treatment programs so that they can distribute them to their patients on site.

Learn more at <https://www.ebeauty.com/request-a-wig/> to make an appointment with the Cancer Program's Wig Room Coordinator Carol Robinson (Carol is on site twice monthly), call 410-820-6800.

Survivors Celebrate the Holiday Season - Together



Left to right: Ellen Paul, Jan Young, Christine Tallman, Marilyn Hooper, Martin Sokolich, Veronica Webb, Bryan Gall, Paula Herr, Lonnie Anthony, Sophia Bouldin, Patty Plaskon, Renee Tyler and Tommy Boston

Cancer Support Group participants, accompanied by spouses/guests, gathered on December 5 at the Cancer Center for their annual holiday party.

“It’s really a diverse group, with participants from all five counties -- our Kent County folks usually join online -- with different types of cancer and at different stages,” said **Patty Plaskon**, Oncology Social Work Coordinator. “The youngest is approaching 30 while the eldest is a very young 80, and the length of time of group members’ survivorship ranges from less than one year to 14 years.”

According to Plaskon, most support group participants have gone through or are going through radiation, IV chemo, oral chemotherapy, immunotherapy, surgeries, bone marrow transplant, PT, OT, while others are just seeing their oncologist for follow ups, which can still stir up ‘scanxiety’ and ‘financial toxicity.’

Throughout the cancer journey, patients experience side effects and lifestyle changes, so there's no shortage of topics for discussion in the support group meetings.

"We listen and figure things out together," said participant **Ellen Paul**. "Some days you don't know if you are going to say something that will help someone else or if they will say something that helps you - and not just about cancer."

"This group is the best thing that has happened to us. If you have to go through cancer, the best way to come out is to make new friends and keep learning, said **Lonnie Anthony**, whose wife added, "I thank the group for all it has done for my spouse. I couldn't give him what you all have given him. It has lifted him up and he is helping others too. So, really, it's helped both of us learn to make sense of everything again."

Thriving and Surviving is published twice a year patients and loved ones. For questions, contact Jeanie Scott, 410-820-6800.