



# The CURE Corridor

**Scottsdale - Where Education, Research, Clinical Trials and Patient Care Delivery Come Together**

*The Cure Corridor is not only a location but a concept designed to promote the innovative activities occurring around the concentration of the Bio-Life Sciences sector from Shea Boulevard to the Scottsdale Airpark.*

*The Bio-Life Sciences Sector is a major driver of the innovation economy in the State of Arizona, Greater Phoenix region and City of Scottsdale. According to the Flinn Foundation, the biosciences in Arizona “develop treatments for health afflictions, design diagnostics to gauge and prevent illness, strengthen our food supply, develop alternative fuel sources, and much more.”*



DECEMBER 2014

# An overview of the vast inventory of cure-related assets in Scottsdale

The City of Scottsdale is proud to be home to a vast array of assets that contribute to the success of healthcare and bioscience activities in the region. From education and research to clinical trials and patient care delivery, it is happening right here in Scottsdale. For additional information visit [www.scottsdalecurecorridor.com](http://www.scottsdalecurecorridor.com).

## EDUCATION

**Arizona State University (ASU) Department of Biomedical Informatics (BMI) at Mayo Clinic**  
[bmi.asu.edu](http://bmi.asu.edu)

The ASU Department of Biomedical Informatics is committed to advancing the science and technology of biomedical informatics by influencing policy and improving individual and population health. The department provides leadership in research and development, education, community engagement and service.

**Arizona Technology Enterprises (AzTE) at SkySong**

[www.azte.com](http://www.azte.com)

Arizona Technology Enterprises (AzTE) is the exclusive intellectual property management and technology transfer organization for Arizona State University. AzTE works with faculty, investors and industry partners to speed the flow of innovation from research laboratory to the marketplace. From revolutionizing the management and treatment of epilepsy to creating a family of software components used to expand CPU processing capacity in iSCSI SAN, AzTE's startups are taking off.

**Mayo Medical School – Arizona Campus**

[www.mayo.edu/education](http://www.mayo.edu/education)

Mayo Medical School, based in Rochester, Minn., is collaborating with Arizona State University to expand Mayo's medical school nationally, including a campus here in the Phoenix metropolitan area. Students at all Mayo locations will have the option of completing an ASU master's degree in the science of health care delivery as they earn Mayo medical degrees. The master's degrees components include social and behavioral determinants of health, health care policy, health economics, management science, biomedical informatics, systems engineering and value principles of health care.

**Scottsdale Community College**

[www.scottsdalecc.edu](http://www.scottsdalecc.edu)

Scottsdale Community College (SCC), a two-year college, is one of 10 colleges in the Maricopa Community College District. Its mission is to improve the quality of life in its service communities by providing challenging, supportive and distinctive learning experiences. SCC offers a compendium of courses and degrees in bioscience related topics, and is a Maricopa leader in math and science instruction and undergraduate science research.

**SkySong**

[www.skysong.asu.edu](http://www.skysong.asu.edu)

ASU SkySong impacts local, state and international economies by engaging the University with businesses and governments to drive economic development and corporate engagement. Under the Office of Knowledge Enterprise Development, the research arm of the university, ASU SkySong is committed to advancing bioscience research and innovation, creating linkages to the biomedical community, and producing outstanding graduates to the field.

**Spear Education**

[www.speareducation.com](http://www.speareducation.com)

An innovative dental education company, the Spear Education facility has a masterful curriculum, gifted instructors and an ideal environment for advanced learning to serve dentists, those dedicated to the pursuit of clinical excellence that transforms their practices and the lives of their patients. From lecture to hands-on training, the 65,000-square-foot Spear Campus facility provides a fully engaging learning experience. Members attend seminars in a state-of-art 300-person lecture hall, while experiencing firsthand the latest innovations in dental technology in the Spear laboratory.

## RESEARCH

**Array Therapeutic**

[www.arraytherapeutic.com](http://www.arraytherapeutic.com)

Array Therapeutic is pioneering research for the application of ultrasound to stimulate biological cells for the treatment of pain and neural disorders. Their mission is to find new ways in which energy waves can be used to stimulate healing, reduce pain and to develop products based on these findings that will contribute to health and wellbeing of people.

**The Ben & Catherine Ivy Foundation**

[www.ivyfoundation.org](http://www.ivyfoundation.org)

The Foundation funds patient-focused research on gliomas, a type of brain tumor. Having invested more than \$50 million in brain cancer research since 2005, its ultimate goal is to cure brain cancer. Current efforts focus on improving diagnostics and treatment that will lead to the doubling of life expectancy for patients with brain cancer within the next seven years. The Ivy Foundation is the largest privately funded brain cancer research foundation in North America.

**Blood Systems Inc.**

[www.bloodsystems.org](http://www.bloodsystems.org)

Blood Systems, one of the nation's oldest and largest non-profit community blood service providers, operates community blood centers serving nearly 600 hospitals in 18 states, four high-volume donor testing laboratories, biological products distribution services, a quality consulting group and a world-renowned transfusion medicine research institute.

**EthiX Associates**

EthiX Associates was founded by Jon W. McGarity and Susan A. McGarity, NP, RN, CRC in February 1996 as a consultancy business serving the business needs of the healthcare industry with an emphasis on pharmaceuticals, biotechnology and medical devices. Both Susan and Jon have extensive experience in the life sciences industries having worked for a number of major pharma/biotech/medical information companies in senior level positions. Clients range from early stage start-up companies to some of the largest pharma/biotech companies with many of the assignments focused on business development activities and strategic planning.

**GlobalMed**

[www.globalmed.com](http://www.globalmed.com)

GlobalMed, a privately held company headquartered in Scottsdale, is a leader of telemedicine companies transforming healthcare globally by developing and integrating secure, efficient health delivery systems that improve access and quality of care, while reducing unnecessary costs.

**IDM LabTrack id (formerly AmbientID)**

[www.ambientidinc.com](http://www.ambientidinc.com)

IDM LabTrack utilizes advanced technology to track and trace specimens more accurately and economically, while eliminating the chance of human error. LabTrack provides solutions for the clinical and anatomic pathology laboratories for hospitals and commercial laboratories, and has been developing and deploying comprehensive business information management systems for healthcare applications since 2007.

**Regenesi Biomedical**

[www.regenesibio.com](http://www.regenesibio.com)

Regenesi Biomedical is an Arizona based medical device company dedicated to improving human welfare through the research, design, manufacture, and sale of energy-based medical products and services that alleviate pain, restore health, and improve quality of life. As a company we value pioneering spirit, excellence, respect, family, integrity, compassion and dedication.

**Neuromuscular Research Center**

[www.nrcaz.com](http://www.nrcaz.com)

Neuromuscular Research Center is dedicated to the diagnosis and treatment of patients with neuromuscular and other neurological disorders. The center performs electromyogram (EMG) and nerve conduction studies, muscle and nerve biopsies, immunotherapy and infusions and clinical research trials with biologics.

**Radiant Research**

[www.radiantresearch.com](http://www.radiantresearch.com)

Radiant Research is a comprehensive clinical research and development company serving the biopharmaceutical and medical device industry. Their clinical research centers provide a critical service to biopharmaceutical companies by conducting the clinical research protocol and collecting the data necessary to support the safety and efficacy of the drug company's product to the FDA.

**Scottsdale Healthcare Research Institute**

[www.shc.org](http://www.shc.org)

The Scottsdale Healthcare Research Institute is where world-class care and groundbreaking research meet to benefit local patients. Leading researchers, community physicians and clinical teams work together to develop new therapies, as well as provide innovative care and treatments close to home. Characteristics that make Scottsdale Healthcare Research Institute unique include a focus on translating medical innovations into solutions, a drug development scholar program, recognition in the area of 'precision medicine', and collaboration and education. Numerous clinical trials are always underway at Scottsdale Healthcare Research Institute in areas such as oncology, cardiovascular, bariatrics, trauma and orthopedics/neurology.

## CLINICAL TRIALS

**Imaging Endpoints**

[www.imagingendpoints.com](http://www.imagingendpoints.com)

Imaging Endpoints is a leader in the integration of imaging into clinical development to accelerate outcomes and improve success. They specialize in helping companies develop and incorporate the best imaging methodologies into their translational studies and clinical trial programs, such as the Rapid Detection and Assessment of Response program (RADAR). RADAR is designed to accelerate product development by integrating new, more powerful imaging technologies into translational studies and clinical trials.

**Provista Diagnostics**

[www.provistadx.com](http://www.provistadx.com)

Provista Diagnostics develops and commercializes breakthrough, easy to administer blood based diagnostic tests for early oncology-related disease state recognition and detection purposes. Its focus is on oncology-related diagnostics where a significantly high, unmet clinical need for such testing products exists, and develops these diagnostic technologies at its CLIA accredited, GLP compliant laboratory facility based in Scottsdale, Arizona.

**Arizona Breastnet LLC**

[www.breastnet.com](http://www.breastnet.com)

Arizona Breastnet is a full service breast diagnostic center in Scottsdale, Arizona. Their priority is to support today's modern woman who takes charge of her own health and wants to be informed, educated and in control of her personal healthcare decisions. They are on a mission to change the face of breast care.

**Translational Drug Development (TD2)**

[www.td2inc.com](http://www.td2inc.com)

Translational Drug Development (TD2) provides innovative services for oncology-focused biopharmaceutical companies. TD2 is uniquely positioned to support improved and accelerated development of medicines for life-threatening diseases. TD2 applies rigorous and high-throughput translational preclinical development, combined with regulatory affairs expertise, to customize clinical trial design and execution. TD2's suite of capabilities encourages the timely selection of patient populations most likely to benefit from new medicines, and the rapid identification of clinically significant endpoints. TD2 is committed to reducing the risks and uncertainty inherent in the drug development process and to the acceleration of patient access to promising treatments. TD2 is a for-profit subsidiary of the non-profit Translational Genomics Research Institute (TGen). [www.tgen.org](http://www.tgen.org)

**Virginia G. Piper Cancer Center at Scottsdale Healthcare**

[www.shc.org/cancer](http://www.shc.org/cancer)

Scottsdale Healthcare's Virginia G. Piper Cancer Center Clinical Trials is one of the nation's leading centers for Phase I "first in human" clinical trials of new cancer therapies. A partnership with TGen ([www.tgen.org](http://www.tgen.org)), the center is known for its work in advanced and rare cancers. The center continues to accelerate the development of new therapies for even the most challenging cancers, giving our community access to new technologies, hope and for many longer, healthier lives. Success stories include treating the world's first patient with Erivedge, a breakthrough for advanced basal cell cancers and others, which was approved by FDA in one-third typical time, and the study of Abraxane/Gemcitabine, a new combination therapy began at Scottsdale Healthcare and confirmed in international trials to extend survival in pancreatic cancer (doubled response from standard therapy). Virginia G. Piper Cancer Center Clinical Trials has attracted patients from 48 states and two dozen countries.

## PATIENT CARE DELIVERY

**Alere Connect**

[www.alereconnect.com](http://www.alereconnect.com)

Alere™ Connect, headquartered in Scottsdale, develops remote health monitoring solutions to facilitate the seamless flow of actionable, comprehensive diagnostic data across patient, care professionals and electronic medical records. They produce products that allow individuals with chronic conditions to manage their care outside of the clinical setting, with a goal of empowering patients through a proactive healthcare model that improves efficiencies and reduces healthcare costs.

**Brain State Technologies**

[www.brainstatetech.com](http://www.brainstatetech.com)

Brain State Technologies offers the leading breakthrough neuro-technology for optimizing brainwave function, in turn improving overall cognitive, emotional and physical performance. Improving brain function has shown to help with injuries, disorders, stress, pain, anxiety, sleeplessness, addictive dependencies, challenges to learning and performance.

**CVS Caremark**

[www.caremark.com](http://www.caremark.com)

CVS Caremark is dedicated to helping people on their path to better health as the largest integrated pharmacy company in the United States. Through the company's more than 7,500 CVS/pharmacy stores; its leading pharmacy benefit manager serving more than 60 million plan members; and its retail health clinic system, the largest in the nation with more than 600 MinuteClinic locations, it is a market leader in mail order, retail and specialty pharmacy, retail clinics, and Medicare Part D Prescription Drug Plans. As a pharmacy innovation company with an unmatched breadth of capabilities, CVS Caremark continually strives to improve health and lower costs by developing new approaches such as its unique Pharmacy Advisor program that helps people with chronic diseases such as diabetes obtain and stay on their medications.

**HealthSouth Scottsdale Rehabilitation Hospital**

[www.healthsouthscottsdale.com](http://www.healthsouthscottsdale.com)

HealthSouth Scottsdale Rehabilitation Hospital is a 60-bed inpatient rehabilitation hospital that offers comprehensive inpatient, outpatient and home health rehabilitation services designed to return patients to leading active and independent lives. In addition to caring for general rehabilitation diagnoses such as neuro, orthopedic, cardiac, pulmonary, and oncology, HealthSouth Scottsdale Rehabilitation Hospital has specialized inpatient programs for stroke, brain injury, burn, and Parkinson's disease.

**Mayo Clinic**

[www.mayoclinic.org/arizona](http://www.mayoclinic.org/arizona)

Mayo Clinic is a nonprofit worldwide leader in medical care, research and education for people from all walks of life. The clinical practice is focused on adult specialty and surgical care in more than 65 medical and surgical disciplines, supported by outstanding programs in medical education and research.

**McKesson Specialty Health**

[www.mckesson.com](http://www.mckesson.com)

McKesson Specialty Health, a division of McKesson Corporation, empowers the community patient care delivery system by helping community practices advance the science, technology and quality of care. Through innovative clinical, research, business and operational solutions, facilitated by integrated technology systems, they focus on improving the financial health of their customers so they may provide the best care to their patients. McKesson Specialty Health supports more than 3,000 physicians and over 3,100 practices treating conditions including Oncology, Rheumatology, Gastroenterology, Urology, Ophthalmology, Dialysis, and Nephrology.

**Plaza Health Care**

[www.plazahealthcare.com](http://www.plazahealthcare.com)

Plaza Health Care is a 179 bed privately owned facility serving Arizona and the surrounding States for over 30 years. It specializes in ventilator and tracheostomy weaning, inpatient dialysis, and rehabilitation.

**Primus Pharmaceuticals**

[www.primusrx.com](http://www.primusrx.com)

Primus Pharmaceuticals develops innovative low-risk, fast-to-market prescription medications that are patented and supported by clinical/scientific research published in prominent medical journals. Primus promotes its brands using a national field sales force targeting specialist physicians in rheumatology, pain management, orthopedics, and obstetrics/gynecology.

**Scottsdale Healthcare**

[www.shc.org](http://www.shc.org)

Scottsdale Healthcare Shea Medical Center is an economic driver and anchor for the Cure Corridor. The Virginia G. Piper Cancer Center and Scottsdale Healthcare Research Institute are both located on the Shea campus and known for providing precision medicine through an innovative combination of community physicians, academic medicine and genomic research. Among its many medical, educational and research partnerships, Scottsdale Healthcare is a primary clinical research site for TGen providing patients with access to cutting edge technologies.

## Health Services

**Accolade**

[www.accolade.com](http://www.accolade.com)

Accolade is an innovative consumer engagement and healthcare influence company, dedicated to helping people get the right care while improving their health care experience and lowering costs for large employers, payers and Accountable Care Organizations. The company serves the western half of the United States from Scottsdale with the services of Accolade Health Assistants who take the time to get to know individuals, understanding the context of their health care decisions, building trust and influencing decisions as they navigate the complex health care system.

**Matrix Medical Network**

[www.matrixforme.com](http://www.matrixforme.com)

Dedicated to improving the health and lives of American seniors, Matrix Medical Networks works on behalf of Medicare Advantage health plans across the country to outreach to their members. Using an employee network of specifically trained Nurse Practitioners, the Matrix clinician visits plan enrollees in their homes and in nursing facilities to conduct one-on-one health assessments. The goal of these visits is to assess the health of the individual as well as review their medications and living environment and to connect them with necessary medical and community resources to improve their health status."

**Magellan Health**

[www.magellanhealth.com](http://www.magellanhealth.com)

Headquartered in Scottsdale, Magellan Health is a healthcare management company that focuses on fast-growing, complex and high-cost areas of healthcare, with an emphasis on special population management. Magellan delivers innovative solutions to improve quality outcomes and optimize the cost of care for those we serve. Magellan's customers include health plans, managed care organizations, insurance companies, employers, labor unions, various military and government agencies, third party administrators, consultants and brokers.

**Orion Healthcare**

[www.orionhealth.com](http://www.orionhealth.com)

A Scottsdale is North American Center of Excellence of this major New Zealand software company offering software solutions to healthcare providers and insurance companies.

**Theranos**

[www.theranos.com](http://www.theranos.com)

Theranos is a privately held health technology and medical laboratory services that provides blood tests. The company's blood testing platform uses a few drops of blood obtained via a fingerstick rather than vials of blood obtained via traditional venipuncture using microfluidics technology.

**Zenefits**

[www.zenefits.com](http://www.zenefits.com)

Scottsdale is Zenfit's second largest national center. The company offers comprehensive services allowing benefits and human resource to be largely automated.

**ZocDoc**

[www.zocdoc.com](http://www.zocdoc.com)

Scottsdale is the second national center for ZocDoc a mobile service allowing consumers to access medical professionals directly online. Each month, millions of patients use ZocDoc to find in-network neighborhood doctors, instantly book appointments online, see what other real patients have to say, get reminders for upcoming appointments and preventive checkups, fill out their paperwork online, and more.

## CURE CORRIDOR MAJOR ANCHORS

**Scottsdale Healthcare** is a full-service hospital providing emergency, medical/surgical, critical care, obstetric, pediatric, cardiovascular, orthopedic and oncology services. Scottsdale Healthcare is the first and only health system in Arizona to achieve Magnet recognition for nursing quality for all of its hospitals. Scottsdale Healthcare is fully credentialed as an academic teaching hospital by the Association of American Medical Colleges' Council of Teaching Hospitals, a designation typically associated with major university medical centers. Supporting medical residents in a variety of specialties, its Scottsdale-based Family Medicine Residency and Advanced Practice Nursing programs also help meet a vital need for primary care providers.

**Virginia G. Piper Cancer Center** Clinical Trials at Scottsdale Healthcare is a partnership between Scottsdale Healthcare and the Translational Genomics Research Institute (TGen) supporting nearly 50 clinical trials for advanced and/or rare cancers. It is one of the world's leading centers for Phase I oncology trials, providing treatment for patients with many types of cancer, including pancreatic cancer, breast cancer, leukemia, prostate cancer, lung cancer and melanoma.

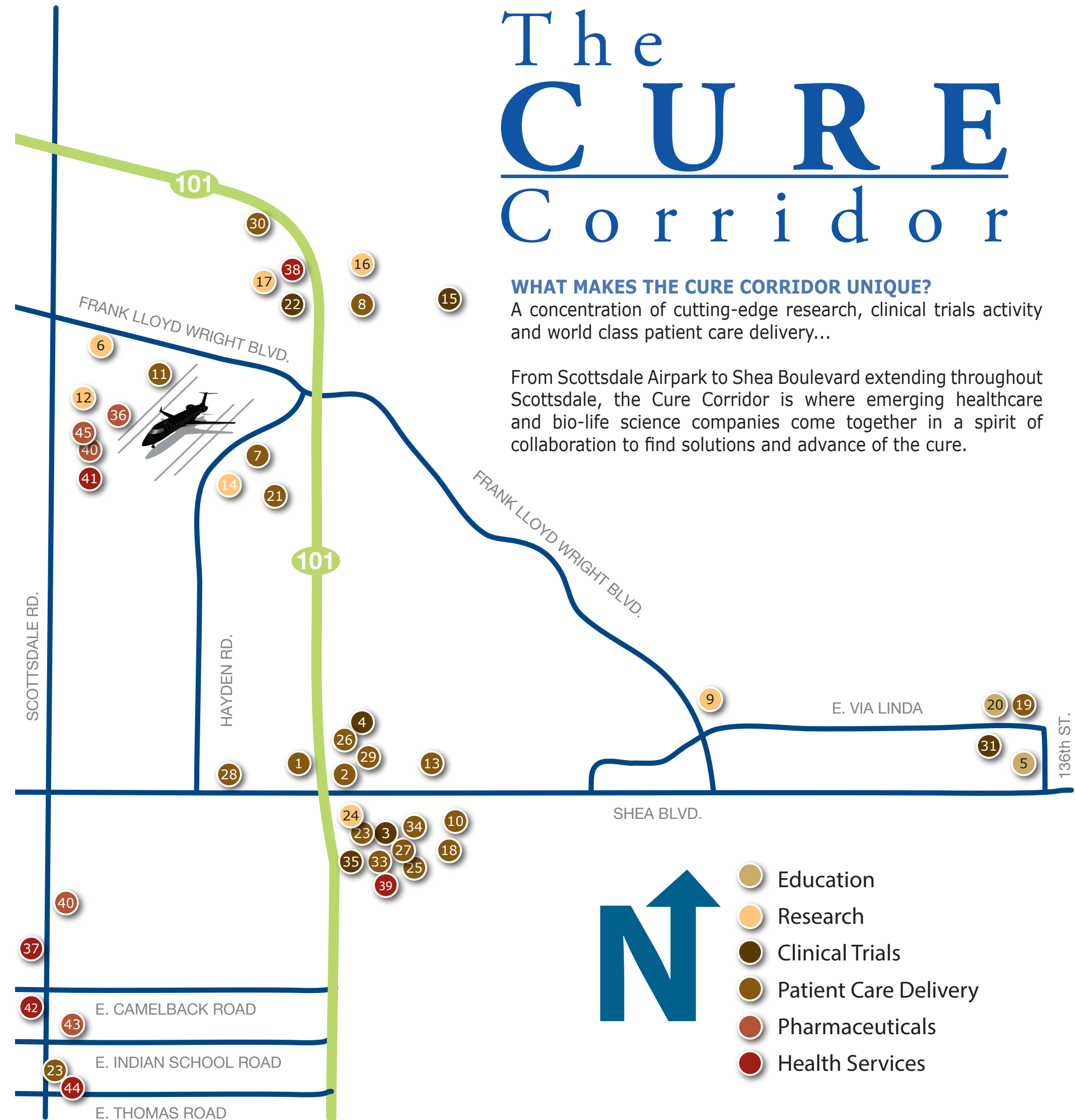
**Translational Drug Development (TD2)** is helping stimulate Scottsdale's economy, providing an annual economic impact forecast by 2015 to top \$239 million. TD2 is projected to generate as many as 1,080 jobs and produce annual tax revenues of \$6.6 million for Scottsdale by 2015. TD2 was recently selected for a \$200 million deal pairing TD2 with FORMA Therapeutics in an alliance with Celgene Corporation to develop a new line of anti-cancer drugs . . . and the first patients to benefit will be in Scottsdale.

**Mayo Clinic in Scottsdale** opened in 1987 as a premiere academic medical center in the southwestern United States, where medical research and education are fully integrated with delivering the highest-quality patient care. Mayo Clinic physicians and scientists in Arizona conduct hundreds of clinical trials to test the effects and safety of new drugs, devices and therapies. Trials are related to many conditions including cancer, heart disease, stroke, kidney and urological disorders and neurological diseases.

Research teams at Mayo Clinic actively investigate complex diseases and conditions with a goal of improving care for patients. In Arizona, the areas of focus for Mayo include blood cancers, particularly multiple myeloma; metabolic and endocrine diseases, such as diabetes and obesity; bioinformatics; genomics; and aerospace medicine.

**Mayo Medical School.** Fund raising is underway for the development of a Mayo Clinic Medical School campus in Arizona. Mayo Clinic is expanding the medical school in conjunction with Arizona State University and students will receive an M.D. degree along with masters in the science of health-care delivery.

- 1 Arizona Breastnet LLC
- 2 Arizona Center for Fertility Studies Ltd.
- 3 Arizona Oncology Associates
- 4 Arizona Oncology Services Of Yuma Inc.
- 5 Arizona State University Department of Biomedical Informatics
- 6 Array Therapeutic
- 7 Brain State Technologies
- 8 Cayenne Medical Inc.
- 9 Clinical Technologies Inc.
- 10 CVS Caremark
- 11 Global Dental Science
- 12 GlobalMed Group
- 13 HealthSouth Scottsdale Rehabilitation Hospital
- 14 IDM Lab Track
- 15 IMULAN BioTherapeutics
- 16 International Biologics Tissue Services
- 17 Isotechnika Pharma Inc.
- 18 LabCorp
- 19 Mayo Clinic
- 20 Mayo Medical School -Arizona Campus
- 21 Orthoscan
- 22 Provista Diagnostics
- 23 Scottsdale Healthcare
- 24 Scottsdale Healthcare Research Institute
- 25 Scottsdale Medical Imaging
- 26 Scottsdale Pediatric Center PC Inc.
- 27 Scottsdale Urologic Surgeons, Ltd.
- 28 Sleep Healthcenters LLC
- 29 Spooner Physical Therapy & Hand Rehab P.C.
- 30 St. Jude Medical
- 31 Translational Drug Development (TD2)
- 32 US Oncology
- 33 Valley Anesthesiology Consultants Ltd.
- 34 Valley Ent P.C.
- 35 Virginia G. Piper Cancer Center Clinical Trials at Scottsdale Healthcare
- 36 West Pharmaceutical Services
- 37 Magellan Health
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- 42 ZocDoc
- 43 Zenefits
- 44 21st Century Oncology
- 45 Prismic Pharmaceuticals



# Important collaborations help shape Scottsdale's Cure Corridor and impact the community

## TD2 plays pivotal role

In the genomic age, Translational Drug Development (TD2) is an essential link connecting Scottsdale's Cure Corridor of health care providers along Shea Boulevard. TD2 is a world-class cancer drug development company, specializing in getting the newest and best oncology treatments to cancer patients as quickly as possible.

Clinical trials conducted by Scottsdale Healthcare and Mayo Clinic have relied on TD2 to gain access to cutting edge treatments for patients. TD2 has worked with more than 350 biotechnology and pharmaceutical companies to identify patients most likely to

respond to new, promising therapies. TD2 also helps discover every avenue to shorten development timelines, while ensuring new drugs are effective and safe. This also means Scottsdale patients benefit first.

"Our approach ensures a win-win for patients and companies alike by defining which patients are most likely to demonstrate clinical benefit and achieve measurable clinical responses in the earliest phases of clinical development," said Dr. Stephen Gately, President and Chief Executive Officer for TD2. "We are proud to be an anchor of the Cure Corridor."

*"Winfield Scott founded Scottsdale as a place of health and healing more than 125 years ago. Scottsdale Healthcare continues to leverage that innovative spirit to find new ways to improve and extend the lives of our cancer patients. Our community physicians and physician scientists are working together and collaborating with others across the 'Cure Corridor' to find a cure for a disease that touches so many lives and families."*



Tom Sadvary  
Chief Executive Officer  
Scottsdale Lincoln Healthcare Network

## Flexibility, choice and value for community oncology

McKesson Specialty Health makes the community-based practice stronger. McKesson Specialty Health supports more than 3,000 physicians and over 3,100 practices. The nearly 1,000 physicians in The US Oncology Network, which is supported by McKesson Specialty Health, treats more than 750 thousand patients yearly. Arizona Oncology, a practice in The US Oncology Network, has three locations in Scottsdale along the Cure Corridor. Scottsdale - Cancer Transplant Institute, Scottsdale Gynecologic Oncology and Scottsdale Medical Oncology



US Oncology Research is supported by McKesson Specialty Health and The US Oncology Network. One of the largest community-based oncology research programs in the United States specializing in Phase I-IV clinical trials, with nearly 225 locations. US Oncology Research has been involved in more than 1,200 clinical trials, enrolling more than 55,000 patients since inception. For more information about McKesson Specialty Health, please visit [www.mckessonsspecialtyhealth.com](http://www.mckessonsspecialtyhealth.com).

## Orion Health opens development center in Scottsdale

Orion Health, a population health management company, announced in Nov. 2014 the opening of its new development center in Scottsdale, Arizona. The Orion Health 'Center of Excellence' serves as the company's North American research and solution center, supporting big data analytics technology development, focused on providing decision support to clinicians and patients, and solution support for clients' population health initiatives.

The company plans to hire 100 new employees within the next year and an additional 300 to 400 over the following three years. The average salary of the Orion jobs will be around \$88,000 annually.

Orion Health established the Center of Excellence to provide a combination of Product Development and SaaS Operations (Network Operations Centre (NOC)), Global Managed Services and Client Support Specialist teams) to support its North American-based clients. Projects at the Product Development Center will include big data analytics technology solution and building out SaaS-based Application Programming Interface (API) management solutions to access data and analytics, helping clients deliver enhanced patient care and improved outcomes. A team of Orion Health software engineers, architects, SaaS engineers, NOC and CSS Helpdesk operators, customer support and professional services staff will work at the Scottsdale office along with several of Orion Health's senior executives, including Executive Vice President of Healthier Populations, David Bennett, and Vice

President of SaaS Operations, Rafi Brosh.

"There has been an increasing demand for our population health management and interoperability solutions from organizations across the continent as they work to keep pace with the requirements of the continuously evolving healthcare industry. Our new Center of Excellence will allow Orion Health to continue to bring next-generation tools to healthcare professionals to enable them to provide seamless care coordination," said Bennett. "We selected Scottsdale as the location for the hub of our solution development efforts in North America due to both the city's renewed healthcare and bioscience focus, and the highly-skilled talent pool from nearby Arizona universities which will be essential as we look to expand operations over the coming years." □



David Bennett, Executive Vice President,  
Healthier Populations at Orion Health

In addition to clinical benefits for patients, TD2 is helping stimulate Scottsdale's economy, providing an annual economic impact forecast by 2015 to top \$239 million, according to a study by the independent consulting firm Tripp Umbach. In addition, TD2 is projected by 2015 to generate as many as 1,080 jobs and produce annual tax revenues of \$6.6 million for Scottsdale.

- New drug treatments, some now approved, were managed by TD2 — Abraxane in combination with gemcitabine for pancreatic cancer; and Erivedge for basal cell carcinoma that has spread to other parts of the body. All were tested first in Scottsdale at the Virginia G. Piper Cancer Center Clinical Trials, a partnership of Scottsdale Healthcare and TGen. TD2 managed a cutting-edge clinical trial conducted by the Side-Out Foundation. This exciting trial involved deep molecular profiling and proteomic mapping of breast tumors to prospectively select the best treatment for that

patient. The results from the first study demonstrated that 52 percent of patients with advanced breast cancer received clinical benefit by addressing the abnormal proteins in their tumor.

- An example of the high-caliber business affiliations involving TD2 was the recent \$200 million deal announced between Celgene and Forma Therapeutics to develop a new line of anti-cancer drugs. The collaboration will discover new medicines and use TD2 to execute on development from the earliest preclinical studies to initial Phase I – first in human – clinical trials. □



*Our approach ensures a win-win for patients and companies alike . . . We are proud to be an anchor of the Cure Corridor.*

Dr. Stephen Gately  
President and Chief Executive Officer  
TD2

*"Mayo Clinic's presence in Scottsdale has provided the opportunity for us to serve this community for over 25 years. We are proud of the many advances made by our physicians and scientists across our clinical practice, as well as in education and research. Being a part of the Scottsdale Cure Corridor is important to Mayo Clinic and will continue to enhance our mission of caring for the patients in this community who need us the most, while supporting robust programs in medical education and scientific research."*



Wyatt W. Decker, M.D., M.B.A.  
Vice President, Mayo Clinic  
CEO for Mayo Clinic in Arizona  
Professor of Emergency Medicine,  
Mayo Clinic College of Medicine

# Scottsdale Healthcare's cancer collaborations help make city a destination for world-class care

Here, community physicians join forces with leading physician-scientists and clinical teams to develop new and unique therapies for improving the health and quality of life of their patients.

"This enables patients to find innovative care and treatments close to home," said Mark Slater, PhD, Scottsdale Healthcare vice president of research and chief executive of Scottsdale Healthcare Research Institute. "It also provides help and hope today and advancements for tomorrow."

As a few recent examples: A breast cancer study conducted at Virginia G. Piper Cancer Center Clinical Trials, a partnership of Scottsdale Healthcare and TGen, has shown that patients do better when their treatment is guided by molecular profiling. Specifically, 52 percent of patients with advanced breast cancer had their disease controlled for a longer time when their treatment was based on addressing the abnormal proteins in their tumor. Each patient's treatment was "personalized," meaning their therapy was based on their individual tumor biology. The study was led by Scottsdale Healthcare's Virginia G. Piper

Cancer Center, TGen and Translational Drug Development (TD2) and sponsored by the Side-Out and CARE Foundations.

A rapid cancer detection program has been developed to provide physicians with information to make timely decisions about a treatment's effectiveness and whether an alternate treatment is appropriate, according to Ronald Korn, MD, PhD, medical director of Scottsdale Healthcare's Virginia G. Piper Cancer Center. Using high-tech radiologic imaging and advanced analysis, the program is being developed through collaboration between local physicians, the Scottsdale Healthcare Research Institute and Virginia G. Piper Cancer Center at Scottsdale Healthcare.

A study led by physicians from the Virginia G. Piper Cancer Center Clinical Trials demonstrated that a combination of drugs—Abraxane and gemcitabine—extends survival of late-stage pancreatic cancer patients compared to standard treatment. The FDA announced its approval for this combination on Sept. 6, 2013.

Virginia G. Piper Cancer Center Clinical Trials has contributed to other cancer clinical trials that have led to FDA approval. This includes a drug for progressive metastatic medullary thyroid cancer, a rare endocrine gland cancer. A drug for metastatic basal cell cancer that was first introduced to clinical trial patients at the Virginia G. Piper Cancer Center received FDA approval in five years—less than half the time normally required for FDA approval.

"The research they do is remarkable and it benefits our community—and beyond," said Dr. Slater, noting that Virginia G. Piper Cancer Center Clinical Trials has seen patients from 48 states and two dozen countries.

"Some of the patients seen in the clinical trials program have not responded to standard care and have been told they only have 12 weeks to live. Despite this, each week, I hear about patients who are celebrating their one, two and three-year anniversaries. They're attending weddings and having birthdays. We're able to extend their quantity and quality of life," Dr. Slater said.



Daniel D. Von Hoff, MD, who is chief scientific officer for Virginia G. Piper Cancer Center Clinical Trials and physician-in-chief for TGen, consults with a patient receiving chemotherapy.

Multiple more oncology clinical trials are underway through the Scottsdale Healthcare Research Institute, including many Phase 1 studies. Phase 1 studies, which are "first in human" studies of new drugs or treatments, are rarely found in a community hospital setting, according to Dr. Slater.

For more information, visit [shc.org/clinical](http://shc.org/clinical) trials. □

## Theranos - Major consumer healthcare innovator comes to Scottsdale

Theranos - A major consumer healthcare innovator shaping the future of lab testing is planting a significant flag at SkySong, the ASU Scottsdale Innovation Center.

Theranos, based in Palo Alto, Calif., has leased a 20,000 square-foot wing at SkySong 3 in July 2014, making it one of the largest tenants in the entire SkySong project.

The move by Theranos means hundreds of jobs will be created at SkySong in the short term, with that figure increasing significantly as the company continues to grow.

Founded in 2003 by Elizabeth Holmes, Theranos is working to shape the future of lab testing and the way health information

is collected, analyzed and communicated. Theranos, in the words of one media outlet, "could turn the diagnostics industry upside down" and has the potential to save Arizona taxpayers \$1.3 billion over the next decade. Their service provides Phoenix-area consumers with convenient access to less invasive and more affordable clinician-directed lab testing from blood samples as small as a few drops collected from a tiny finger stick. Theranos has a national partnership with Walgreens and has been rolling out its Wellness Centers inside Walgreens stores across the U.S., including 25 locations and counting in Arizona. □



Elizabeth Holmes,  
Founder and CEO of Theranos

## Virginia G. Piper Cancer Center provides healing and hope when it's needed most

At the Virginia G. Piper Cancer Center at Scottsdale Healthcare, patients have access to comprehensive care from leading oncologists, state-of-the-art diagnosis and treatment, ground breaking clinical trials and a wide range of free support services—all in one convenient location.

For more information, contact a Cancer Care Coordinator at 480-323-1339 or [clinical.trials@shc.org](mailto:clinical.trials@shc.org).



## Why Scottsdale Healthcare's research efforts are unique

### Being distinguished in the area of precision medicine

Working closely with TGen, Scottsdale Healthcare Research Institute has developed a precision medicine approach. For example, researchers at Scottsdale Healthcare discovered how to create a molecular profile of a cancer patient's tumor. This enables the tumor's "vulnerabilities" to be identified, such as the biological pathways that allow the tumor to grow. Treatments specifically targeted toward those vulnerabilities can then be developed.

### Dedication to education and collaboration

Having established partnerships with Harvard, Duke, Johns Hopkins, Columbia, University of Pennsylvania, Salk Institute, TGen, University of Arizona, Arizona State University and many pharmaceutical and biotechnology companies, Scottsdale Healthcare Research Institute is "an institute without walls," according to its chief executive, Mark Slater, PhD.

While working on new treatments today, the Scottsdale Healthcare Research Institute also is ensuring that vital research continues tomorrow. Thanks to a unique drug development scholar program, Scottsdale Healthcare physicians can receive training in clinical research.



## ZocDoc expands its operations in Scottsdale

ZocDoc, a free service that helps patients find local doctors and instantly book appointments online, signed a 30,000 square-foot office lease in Scottsdale, Ariz. just down the street from its current offices at the Scottsdale Waterfront in August of 2014. The New York-based company opened its first Phoenix-area office in March 2013. Today, it employs more than 90 Scottsdale-based employees focused on sales and customer service and plans to expand the local workforce by hundreds to help support its continued, rapid national growth. Earlier

this year, ZocDoc announced plans to be live in all 48 contiguous U.S. states by the end of 2014.

"When we realized we wanted to expand our operations outside of New York City, we did a comprehensive assessment of a wide variety of markets across Mountain and Pacific time zones," said ZocDoc founder and CEO Cyrus Massoumi. "Given its strong universities, direct flights to New York, great weather, incredible talent base and more, the Phoenix-Scottsdale area came out head-and-shoulders above everything

else we considered."

Looking ahead, ZocDoc will continue to expand the functionality of its service—seeking to deliver a more seamless healthcare experience for patients and providers alike—by layering new products and features on top of its core online scheduling platform. The company will build upon the success of products like ZocDoc Check-In, which allows patients to fill out paperwork online prior to appointments and then saves the information for future visits with other ZocDoc physicians. □

# W.J. "Jim" Lane, Mayor of Scottsdale, honored with Arizona BioIndustry's Public Service Award



Scottsdale home, and serves as an ambassador sharing the stories of the lifesaving and life enhancing work being done in our Arizona Life Science Community. "

The Scottsdale Cure Corridor is more than a brand or location. This strategic concept includes activities designed to promote the innovative practices occurring around the concentration of biotech and life sciences industries from Shea Boulevard to the Scottsdale Airpark. Companies like TD2, Scottsdale Healthcare Research Institute, Mayo Clinic.

**Scottsdale's evolving "Cure Corridor," designed to support bioscience research and health care advances, features 37 employers seeking to treat patients with life-threatening diseases. It is also home to the Mayo Clinic's medical school in conjunction with Arizona State University.**

Source: SPECIAL REPORT: Arizona State of Business Published by the WSJ. Custom Studios, the content marketing division of The Wall Street Journal

In September of 2014 W.J. "Jim" Lane, Mayor of Scottsdale, Ariz., was selected as the recipient of the AZBio Public Service award by the Arizona BioIndustry Association.

"Mayor Lane has made the development and the promotion of the bio-life sciences industry in the Greater Phoenix region as well as the City of Scottsdale a top priority," shared AZBio President and CEO Joan Koerber-Walker. "His leadership extends across many areas including the launch of the "Scottsdale Cure Corridor," active engagement with both the global life science leaders and the emerging leaders who call

The bio-life science sector has a strong presence in the city's economic health, with Scottsdale housing 13% of all Phoenix Metro area bio-life sciences employment. The Scottsdale bio-life sciences activity includes a workforce of more than 27,700 and a direct economic output of \$2.5 billion and indirect output of \$3.5 billion annually.

The launch of the Cure Corridor in September 2013 entertained hundreds of attendees with strong presenter content, promoted the Cure Corridor in a feature publication partnership with the Phoenix Business Journal, and documented the comments at the event through videotaping and online syndication. Mayor Lane's goal was to raise awareness about the innovation and activity taking place, and to support business growth and collaboration, and he has succeeded – with the Cure Corridor phrase resonating throughout the community.

"Our healthcare and life science community in Scottsdale is a vital economic sector and is as

**13% of Phoenix Metro Area Bio-Life Science Employment is Located in Scottsdale**

**"In order to cure cancer, it takes a community of collaborators and supporters like we have built here in Scottsdale."**

Mark Slater, Ph.D.  
Vice President of Research and Chief Executive of Scottsdale Healthcare Research Institute

a key driver for job growth in our community," shared Mayor W.J. "Jim" Lane. "More importantly, leading life science innovators call Scottsdale "home." This means that the people of our community have access to the best possible healthcare services, cutting edge research, and other opportunities that will benefit the people of Scottsdale today and for generations to come."

Mayor Lane actively engages in direct outreach to a large number of industry firms in Scottsdale, participates regularly in events at Greater Phoenix Economic Council and with the Arizona BioIndustry Association to advance the visibility of this important business sector, and recently attended the BIO International Convention in San Diego to help promote the community and raise awareness of the Cure Corridor to a national level. □

## Bio-Life Science Industry in Scottsdale by the Numbers:



Average salary of \$60,143

Source: Greater Phoenix Economic Council 2013, EMSI 2014



\$2.5B in direct economic output  
\$3.5B in indirect output

The  
**CURE**  
Corridor



CITY OF SCOTTSDALE ECONOMIC DEVELOPMENT

For information regarding the Cure Corridor, contact:  
City of Scottsdale Economic Development  
3839 North Drinkwater Blvd. | 2nd Floor  
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