



2022 INAUGURAL FUNDING PROJECT: REVOLUTIONIZING CARE FOR CERVICAL CANCER PATIENTS

One Year Project | \$160K

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More than 600,000 women worldwide are diagnosed annually with cervical cancer. Although largely treatable, Louisiana has one of the highest cervical cancer death rates in the country. This disease has a considerable impact on the lives of many of our mothers, sisters, neighbors and friends.

With generous support from The Echo Alliance, Mary Bird Perkins Cancer Center brings next a generation instrument to Baton Rouge transforming how women with gynecological cancers are treated. Used alongside radiation therapy and chemotherapy treatment, the Geneva Universal Gynecologic Applicator optimizes treatment accuracy and efficiency, providing better outcomes and experiences for patients. This innovative tool replaces multiple pieces of equipment, improves efficiency and provides a much higher quality of care. Physicians utilize its flexibility and many capabilities to meet the treatment goals of patients, allowing much closer positioning and reduction in treatment time for approximately 150 treatments annually.

Without philanthropic support, this device would not be available to patients for several years. The investment from The Echo Alliance helped bring this innovative technology to Baton Rouge and Mary Bird Perkins is the sole provider in our community. In addition, funding provides critical education and training to ensure best practices and efficient use of technological components.

To optimize treatment for all women with cervical cancer treated at Mary Bird Perkins, the Cancer Center purchased two devices. Each will be operational for approximately 5-7 years.

Recognition: The Echo Alliance will be recognized at the Cancer Center in a variety of ways with additional acknowledgement through digital outlets. Additionally, Mary Bird Perkins will find appropriate ways throughout the year to spotlight The Echo Alliance's support of this essential project.