

# SWOG



Leading cancer research. **Together.**

## Patient Advocate Roster February 2016

**Heidi Adams** is the advocate serving on the adolescent and young adult committee and lives in Nashville, Tennessee. Heidi is president & CEO of Critical Mass: The Young Adult Cancer Alliance. In 2000, she formed Planet Cancer, the first online advocacy group for young adults with cancer, which also launched the first-ever AYA peer support community. Planet Cancer was acquired by the LIVESTRONG Foundation, where Heidi became Vice President of Strategic Partnerships. Heidi is a young adult survivor of Ewing's sarcoma.

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**Jack Aiello, MS, EE**, is the advocate on the myeloma committee and lives in San Jose, California. Jack has served on the National Cancer Institute's myeloma steering committee and the consumer advocacy committee for the Center for International Blood & Marrow Transplant Research. A mentor, speaker, and fundraiser, Jack is active with the International Myeloma Foundation, the Multiple Myeloma Research Foundation, and the SFBay Area Multiple Myeloma Support Group. He is a multiple myeloma survivor.

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**Rick Bangs, MBA, PMP**, is bladder cancer advocate on the GU committee, and serves as chair of the patient advocate committee and on the SWOG executive advisory committee. He lives in Rochester Hills, Michigan. Rick has 25 years of experience in information technology and marketing, and currently works for Delphi Corporation. He is

on the NCI GU Steering Committee and the NCI bladder cancer Special Programs of Research Excellence (SPORE), and actively supports the Bladder Cancer Advocacy Network and Movember. He is a bladder and prostate cancer survivor.

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**Brad Bott, MBA, CCRP** is the advocate serving on the cancer care delivery committee and lives in Kaysville, UT. Brad works for Intermountain Healthcare, where he serves three roles – as director for the oncology clinical program, as manager of the medical group radiation oncology program, and as executive director of the Huntsman-Intermountain Cancer Care Program. Brad also serves on the Cancer Care Delivery Research Steering Committee and the Patient Advocate Steering Committee at the National Cancer Institute. He is a member of several organizations, including ASCO, Patient Advocates in Research, and as chair of the Utah Cancer Registry Advisory Research Committee.

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**Tony Crispino** is the prostate cancer advocate serving on the GU committee, and lives in Las Vegas, Nevada. Tony has more than 30 years of experience in telecommunications, and is a long-time patient advocate. Tony is the president of the UsTOO Prostate Cancer Support and Education chapter in Las Vegas, and has been active with the Nevada Cancer Coalition, the Prostate Cancer Advocates Forum, the American Urological Association, and ASCO. He is a former grant reviewer for the Department of Defense, and has lobbied Congress on healthcare issues. He is a prostate cancer survivor.

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**Hildy Dillon, MPH**, is the patient advocate on the lymphoma committee, and lives in Teaneck, New Jersey. Hildy is vice president of MK&A, a healthcare stakeholder relations firm in New York City. For 14 years, she led patient and professional programs at the Leukemia and Lymphoma Society. Hildy serves as a patient advocate on the National Cancer Institute's lymphoma steering committee, and as a volunteer for ABRALE, the Leukemia & Lymphoma Society of Brazil, and for Camp Sunshine, a Maine retreat for children with life-threatening illnesses and their families.

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**Amy Geschwender, PhD**, is the advocate serving on the symptom control and quality of life committee and lives in Lincoln, Nebraska. Amy is a molecular and cellular biologist and principal scientist at LI-COR Biosciences, an international scientific products company. Amy focuses on marketing communications for LI-COR and produces

scientific and promotional writing such as web seminars, brochures, and web content. Amy is a grant reviewer for the American Cancer Society, and is a brain cancer survivor.

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**Anna Gottlieb, MPA**, is the advocate serving on the cancer survivorship committee, and lives in Seattle, Washington. Anna is the executive director and founder of Gilda's Club Seattle, the family-focused cancer support organization with 23 chapters nationwide. Anna has a long history with SWOG, serving as the first chair of the patient advocate subcommittee. Anna is the founder of the Washington State Cancer Caucus, and has been active with the National Cancer Institute, the Coalition of Cancer Cooperative Groups, and the Fred Hutchinson Cancer Research Center. Her mother was a long-time breast cancer survivor.

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**Valerie Guild, MBA**, is the advocate serving on the melanoma committee and the vice chair of the patient advocate committee and lives in San Rafael, California. Val is the president and founder of AIM at Melanoma Foundation, the world's largest international melanoma foundation, which supports research, legislative reform, education, and patient support. Val has served as an advisor and member of ECOG-ACRIN, the National Comprehensive Cancer Network, the U.S. Food and Drug Administration, and the National Council on Skin Cancer Prevention.

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**Sandra Hamilton, RN, BSN, MEd**, is the advocate serving on the recruitment and retention committee and lives in Memphis, Tennessee. Sandy is a health educator and former clinical trials research nurse who served as an associate director for the National Black Leadership Initiative on Cancer, a project of the National Cancer Institute, at the Morehouse School of Medicine regional office in Atlanta. In SWOG, Sandy worked for 12 years on the landmark SELECT prevention trial, assisting study leadership in recruiting minority patients. Sandy is the former colorectal cancer chair for the Tennessee Cancer Coalition and is the current chair of the West Tennessee disparities committee.

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**Porsha James, MPH**, is the pancreatic cancer advocate serving on the GI committee, and lives in Los Angeles, California. Porsha is a patient services and clinical initiatives senior manager at the Pancreatic Cancer Action Network, one of the nation's leading cancer advocacy organizations. Porsha oversees the organization's proprietary clinical

trials database and associated web applications and works with pharmaceutical companies leading Phase II and III pancreatic cancer trials. A long-time research associate for psychophysiological studies and institutional review board analyst, Porsha is a former vice chair of the SWOG patient advocate committee.

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**Judy Johnson, MBA**, is the advocate serving on the lung committee and lives in St. Louis, Missouri. Judy is a former clinical trials coordinator overseeing lung cancer trials at the Siteman Cancer Center, and served on the institutional review board at Washington University. Judy is a Department of Defense and Komen grant reviewer, a member of the Komen Advocates in Science Steering Committee, and a former ACRIN patient advocate. She is co-founder of the Komen Research Advocacy Committee in St. Louis. Judy is a breast cancer survivor, and her father battled lung cancer.

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**Florence Kurttila, MA**, is the colorectal cancer advocate serving on the GI committee, and lives in Citrus Heights, California. Florence is a human resources executive and a long-time patient advocate and fundraiser. She is a member of ASCO, and serves on the patient advisory committee for ASCO's CancerLinQ big data project. She is a former grant reviewer for the Department of Defense, and has served as a legislative ambassador for the American Cancer Society. She has been active with Fight Colorectal Cancer, the California Colorectal Cancer Coalition, and the national Colorectal Cancer Coalition's Grassroots Action Committee. She is a colon cancer survivor.

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**Ginny Mason, RN**, is one of two advocates serving on the breast committee and lives in West Lafayette, Indiana. Ginny is an oncology nurse and the executive director of the Inflammatory Breast Cancer Research Foundation. She also works as a medical consultant. Ginny has been a board member, advisor, mentor, or grant reviewer for a variety of organizations, including the Department of Defense, the American Association of Cancer Research, the National Breast Cancer Coalition, the U.S. Food and Drug Administration, and Komen Advocates for Science.

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**Elda Railey** is one of two advocates serving on the breast committee, and lives in Carrollton, Texas. Elda is co-founder of the Research Advocacy Network, the only U.S. non-profit organization dedicated to advancing research through advocacy. Elda specializes in advocacy collaborations and training. She was a long-time executive at

Susan G. Komen, and serves as chair of the patient advisory committee for ASCO's CancerLinQ big data project. She has served on committees at the National Cancer Institute, UT Southwestern Cancer Center, Mayo Clinic, and the Institute of Medicine.

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**Michelle Worman, LVN**, is the advocate on the leukemia committee, and lives in Lubbock, Texas. Michelle is the head of [bmtsupport.org](http://bmtsupport.org), an online support community for bone marrow transplant patients, families and caregivers. Michelle is a long-time SWOG advocate, serving since 2005, and is active in the North Texas Leukemia and Lymphoma Society. She is a chronic myelogenous leukemia survivor.

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