

# CANTON

*family* **life**

OCTOBER 2013

**Fall Festivals:**  
Treats & Fun for the Family!

**Ghost Tours —**  
A 'Spooktacular' Spin  
on Local History

**Artist Profile:**  
**Charles Offutt**



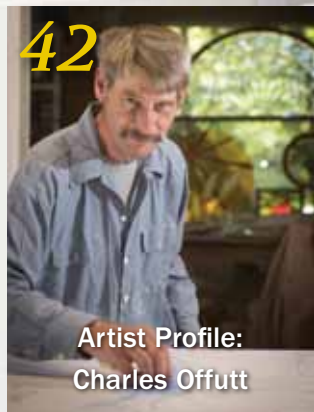
**GEORGIA CANCER** See pages 32-34  
**SPECIALISTS**

AFFILIATED WITH

**NH** **NORTHSIDE HOSPITAL**  
**CANCER INSTITUTE**

## 32-34 Georgia Cancer Specialists

State-of-the-Art Care in Your Hometown



### IN EVERY ISSUE

- 06 Calendar
- 18 Community Life
- 10 Business Life
- 22 Academic Life
- 16 Family of 4
- 36 Taste of Life

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# GEORGIA CANCER SPECIALISTS

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## State-of-the-Art Care in Your Hometown

By Michelle Martin

Georgia Cancer Specialists is now affiliated with Northside Hospital Cancer Institute, which is a National Cancer Institute (NCI) Community Cancer Centers Program. Through this partnership, the 47 Georgia Cancer Specialists physicians provide the latest technology, expertise and research in 27 Northside Hospital Cancer Institute locations — bringing quality care close to home, where it is needed the most.

Drs. Rodolfo Bordonni, Crain Garrot, Gena Volas-Redd, and Lynn Zemsky lead Georgia Cancer Specialists' Marietta office, located at 790 Church St., Suite 335. In addition, Drs. Garrot, Volas-Redd, and Zemsky also serve patients at Georgia Cancer Specialists' Canton location, at 228 Riverstone Drive. Dr. Zemsky, who has been with Georgia Cancer Specialists for 11 years, brings a

unique perspective to the practice after having lost both parents and an uncle to cancer. "I decided at age 12 to become a doctor because I had just lost my uncle to cancer," she says. "Then, at age 17, I lost my father to Non-Hodgkin's Lymphoma; and, at age 18, my mother to breast cancer. My mother died in my third week of my freshman year of college. I thought studying medicine, particularly the fields of oncology and hematology, would be too overwhelming emotionally for me, but I stuck with it." Ultimately, she says, her experience has helped her to relate personally to her patients and has given her an understanding of how children are affected when a parent is diagnosed and undergoing cancer treatment. "The emotional toll of cancer isn't just on the patients; it changes the life of everyone who is close to them."

Georgia Cancer Specialists provides comprehensive medical and support services in oncology and hematology, including pain management; in-home hospice care coordination; and nutritional and wellness counseling. The doctors diagnose and treat all types of blood disorders and cancers, most commonly affecting the brain, breast, colon, thyroid and renal areas. "Fortunately, we're getting smarter about treatment," says Dr. Volas-Redd. "Advancements in genetic testing, molecular testing of agents, and early diagnosis are helping us to better understand and treat certain types of cancer — which drugs are most effective and if chemotherapy is needed, for instance." Adds Dr. Zemsky, "For years cancer has been known as the 'C' word; well, now that refers to 'chronic.' In many cases, patients are living and even thriving with cancer in a way that was not possible



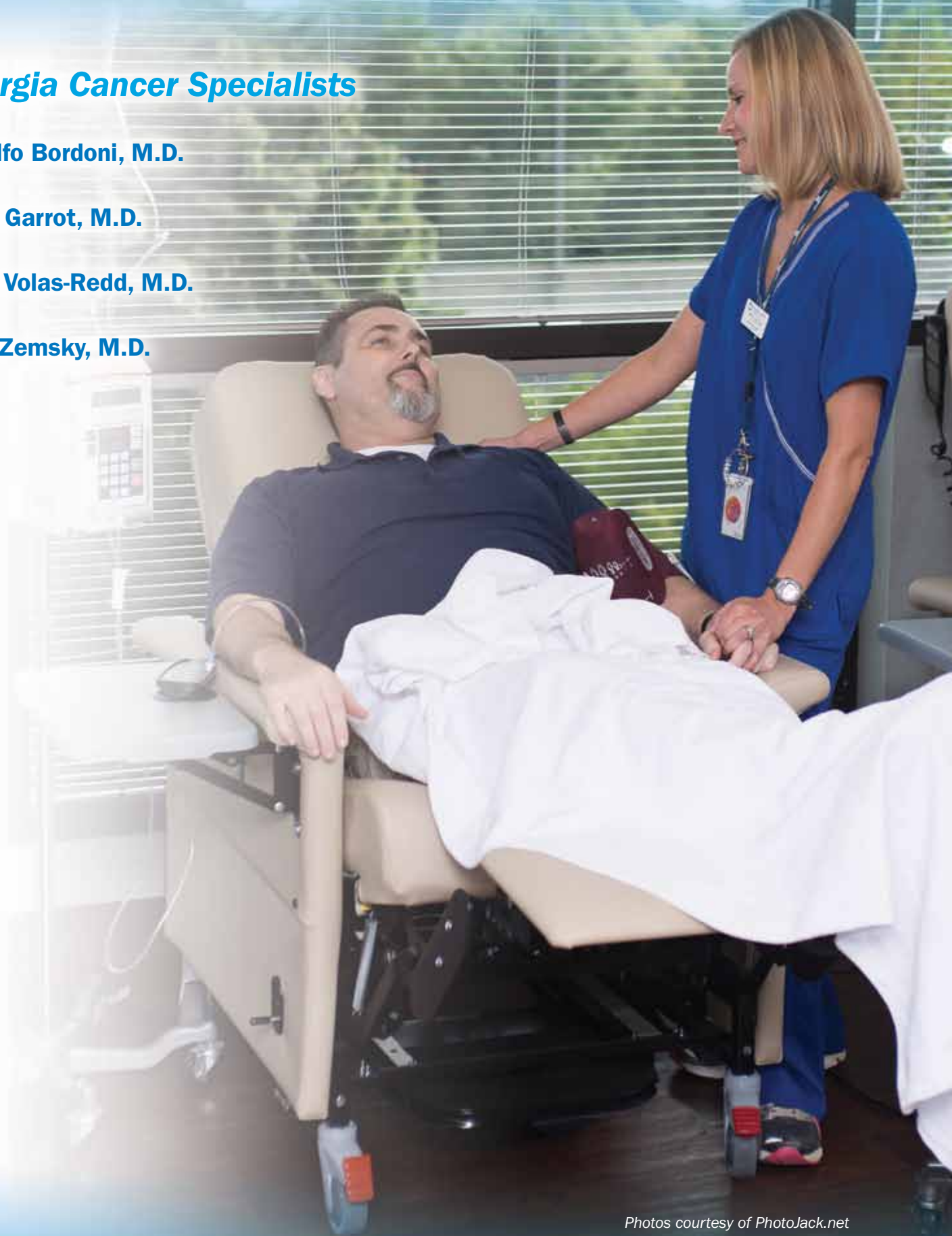
## ***Georgia Cancer Specialists***

**Rodolfo Bordoni, M.D.**

**Crain Garrot, M.D.**

**Gena Volas-Redd, M.D.**

**Lynn Zemsky, M.D.**



*Photos courtesy of PhotoJack.net*

before medical and technological advancements made it easier to detect cancer in early stages and begin proven treatments and therapy as soon as possible.”

The doctors at Georgia Cancer Specialists share a hands-on philosophy that emphasizes care, compassion and communication. As Dr. Volas-Redd explains, “We believe it is important to be open and honest with patients about their disease and treatment, while also showing the compassion they and their family need and deserve to help them throughout their care,” she says. “While we encourage them to never give up hope, we also caution them to be realistic when there are no more options and help them transition to hospice care. We are in this together, and we’ll be there for our patients from the beginning to the end of their care.”

Family support is critical throughout patients’ treatment, and it can make a difference in their recovery chances as well. “We come alongside them like family,” says Dr. Zemsky, “but having a support network at home

and in their everyday lives can help prolong patients’ lives and improve their quality of life. It makes our job as doctors easier knowing that our patients have people who love them and will rally around them.”

In addition to providing cancer treatment, Georgia Cancer Specialists also helps educate and equip patients on what they can do themselves to help prevent or fight cancer. As Dr. Volas-Redd explains, research has proven that elective surgery to remove the breast or ovaries in patients with a family history of breast or ovarian cancer can reduce their likelihood of developing cancer by as much as 90 percent. Uterine and colon cancers also can be hereditary, but there isn’t as much research in those areas as in breast and ovarian cancer, she says.

“It is important that patients understand that they are active participants in their treatment and prevention,” adds Dr. Zemsky. Following a healthy, low-fat diet that is rich in fruits and vegetables; exercising regularly; maintaining a healthy body mass index (less than

25 percent body fat); and giving up tobacco use can play a big role in reducing the chances of developing cancer and in decreasing the chances of relapses, she says.

Fortunately, not all of the patients at Georgia Cancer Specialists suffer from terminal cancer or hematological malignancies; many cases are benign. Still, they provide all patients with the same level of quality care, compassion and open communication. “Our goal is to help our patients to the best of our abilities,” says Dr. Volas-Redd. “We try to make their experience as personal as possible so that they better understand their particular issue and feel more comfortable.”

Like each of Georgia Cancer Specialists’ 27 locations, the Canton and Marietta offices offer patients convenience to local doctors who are experts in their field, to cutting-edge technology, and research. As Dr. Volas-Redd says, “Georgia Cancer Specialists brings Northside Hospital Cancer Institute’s state-of-the-art care to patients’ hometowns!”

- Oncology
- Hematology
- Pain Management
- Nutritional Counseling
- Wellness Counseling
- Home Health Coordination
- Research Department
- 27 Northside Hospital Cancer Institute Locations
- Northside Hospital Cancer Institute is the only comprehensive cancer center in Georgia selected by the National Cancer Institute to participate in the NCI Community Cancer Centers Program.



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