



IOB Quirónsalud: Thank you letters

# Leaders in oncology

Always by the patient's side

IOB  
Institute of Oncology

# Pioneers

The IOB was founded in 1998 by Dr. Baselga and Dr. Tabernero, **two world-wide authorities in oncology**. Their vision was to create a patient-centered cancer institute with a comprehensive, multidisciplinary approach to cancer. IOB is now a leading private cancer center in Spain **with an international reputation and over 20 years of experience**.

**Dr. Tabernero is the Medical Director and Director of the Gastrointestinal Cancer Unit of the IOB, Head of the Oncology Department at Vall d'Hebron and Director of the Vall d'Hebron Institute of Oncology (VHIO).** Until recently, he was President of the European Society of Medical Oncology (ESMO) 2018-2019 and continues to serve as a member of the ESMO Executive Board.

IOB is a partner of the **Quirónsalud Group**, a leading healthcare provider that has more than 60 years of experience in the sector, and more than 125 hospitals and medical centers. This strong association ensures continuity of care between the present and the future that will benefit patients.

The IOB team is a group of internationally renowned **specialists who practice** in all oncological and hematological areas, each focusing on the personalized treatment of the patient.

A high level of specialization, participation in the design and conduct of clinical trials and the precision oncology developed by our team let us maximize on the understanding of the disease generated in recent years by advances in genomics and molecular biology.





## ⌘ Our aim

To **treat patients**, not diseases.

## ⌘ Our mission

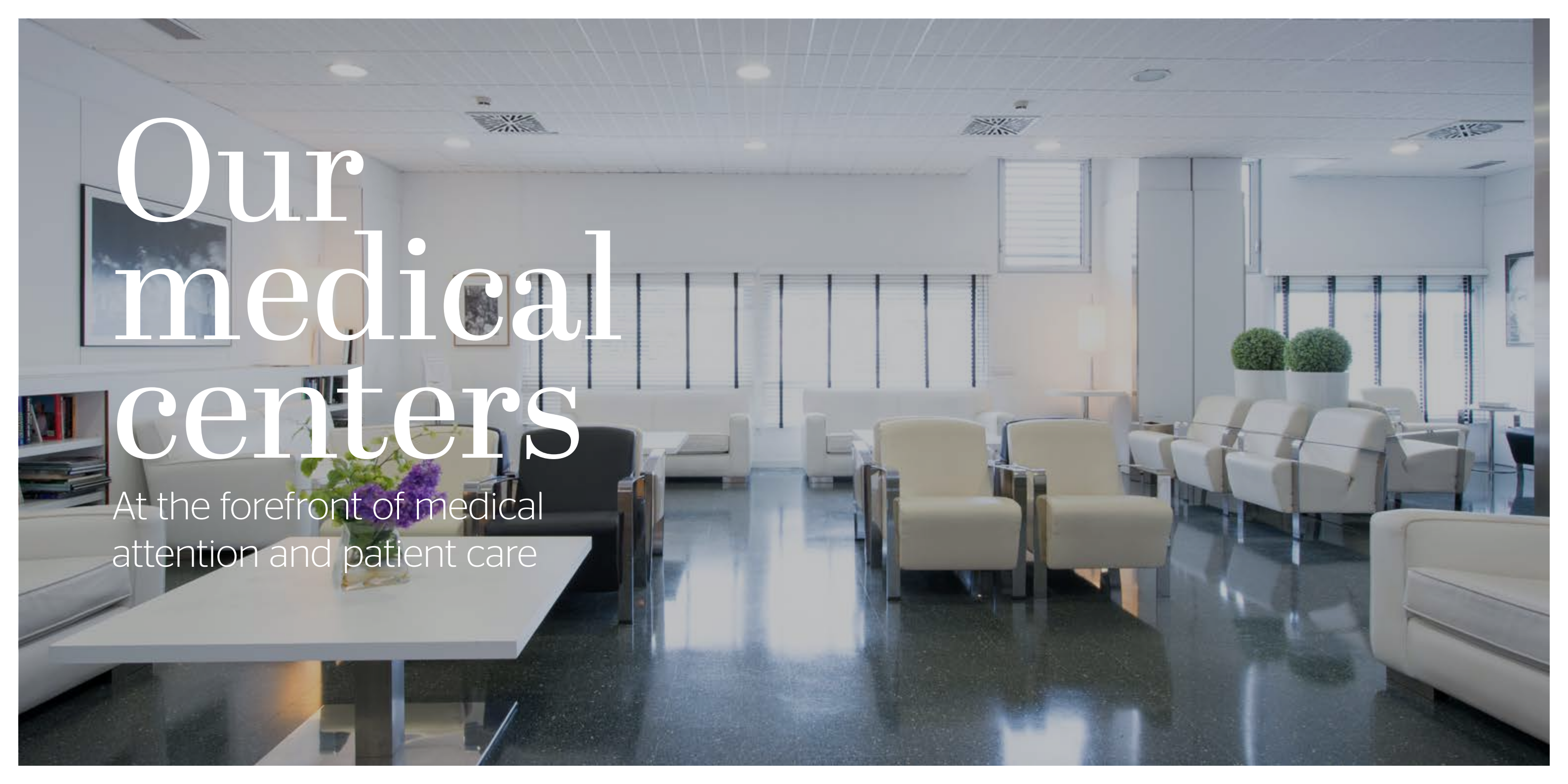
To achieve **excellence in every detail of the care of oncology patients** with the use of research, latest advances in prevention, diagnosis, personalized treatment and follow-up.

**The common goal of our team is to always take into account the emotional needs of each patient and their family.**

## ⌘ Our vision

To be **the center of reference in private oncology care in Europe**, thanks to the excellence of our team, our commitment to knowledge and our ongoing quest for continuous improvement, using innovation and medical advances to tackle cancer, one of the most important health challenges of our century.



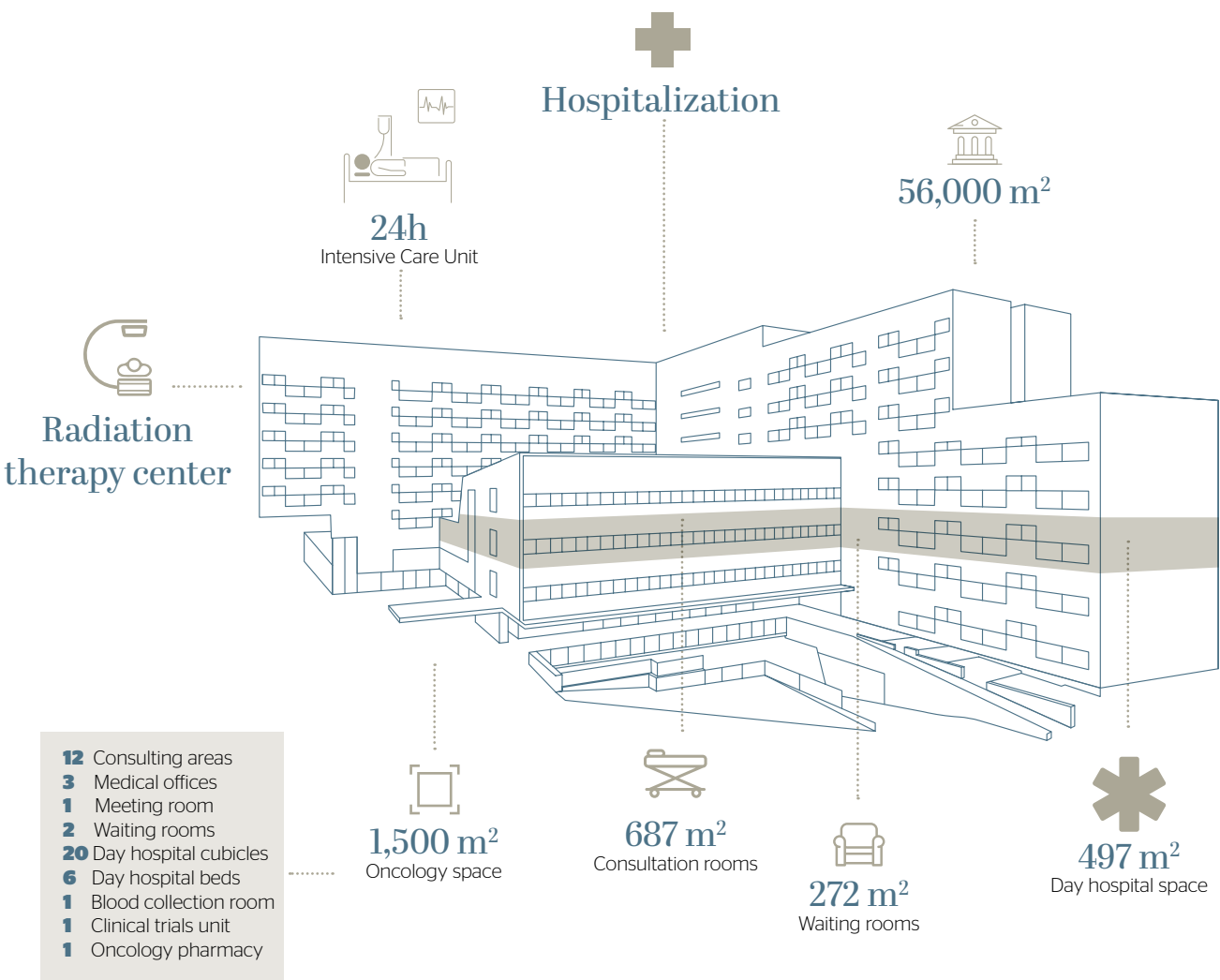


# Our medical centers

At the forefront of medical  
attention and patient care



# IOB Quirónsalud



# Other IOB centers



Centro Médico Teknon  
(Barcelona)



Hospital El Pilar  
(Barcelona)



Hospital Ruber Juan Bravo  
(Madrid)



Hospital Ruber Internacional  
(Madrid)



## Continuous research and innovation

### Clinical trials

The medical professionals and nursing staff of the IOB Clinical Trials Unit are **pioneers in the design and development of clinical trials**.

The IOB has a team of **professionals committed to scientific progress** who can offer treatments that cannot be accessed elsewhere, and **the opportunity to participate in all clinical trial phases**.

### Precision oncology

In the IOB, we believe in taking a cross-sectional approach to cancer treatment that is based on **identifying the specific genetic alteration that can be used to selectively tailor the patient's treatment**, offering the **maximum benefit** irrespective of the organ where the disease originated.

**We offer tests that facilitate precision oncology, such as liquid biopsy and genetic testing.**



## Complexity, specialization and cross-sectional approach

**“For professionals to reach the top of their field, they must become highly specialized, and they must see large numbers of patients.** This is the only way that we can improve our research, lead up clinical trials, and achieve the levels of excellence that will finally benefit our patients”, explains Dr. Tabernero.

IOB's presence in various hospitals using state-of-the-art technology means that we can access phase I clinical trials and pioneer these trials in the private health sector.

**An essential feature of individualized treatment for cancer is a correct diagnosis.** This is a complex process that requires an in-depth knowledge of molecular biology and a team of medical professionals working together to achieve the ultimate goal of curing patients.

### Tumor Committee

Each type of cancer requires a specific treatment. For this reason, multidisciplinary tumor committees of surgeons, radiologists and physicians from different specialties join forces to design a comprehensive approach to ensure that the best decisions are made.



# Our team

Highly specialized international  
experts and leaders in their own  
specialist areas and types of cancer





# Dr. Josep Tabernero, a world authority

## A passion, a dream

*“As a young man, I was interested in industrial engineering, but I became a doctor after observing first-hand the courage and fighting spirit of cancer patients. That, and the desire to help, were what motivated me to choose medicine and inspired me to improve their lives,” says Dr. Tabernero.*

Dr. Tabernero is the founder and Medical Director of the IOB and Head of the Digestive and Endocrine Tumors Unit. He is also the Head of the Department of Oncology at the Vall d’Hebron University Hospital in Barcelona and Director of the Vall d’Hebron Institute of Oncology (VHIO). Between 2018 and 2019, he was President of the European Society of Medical Oncology and continues to serve as a member of the ESMO Executive Board.

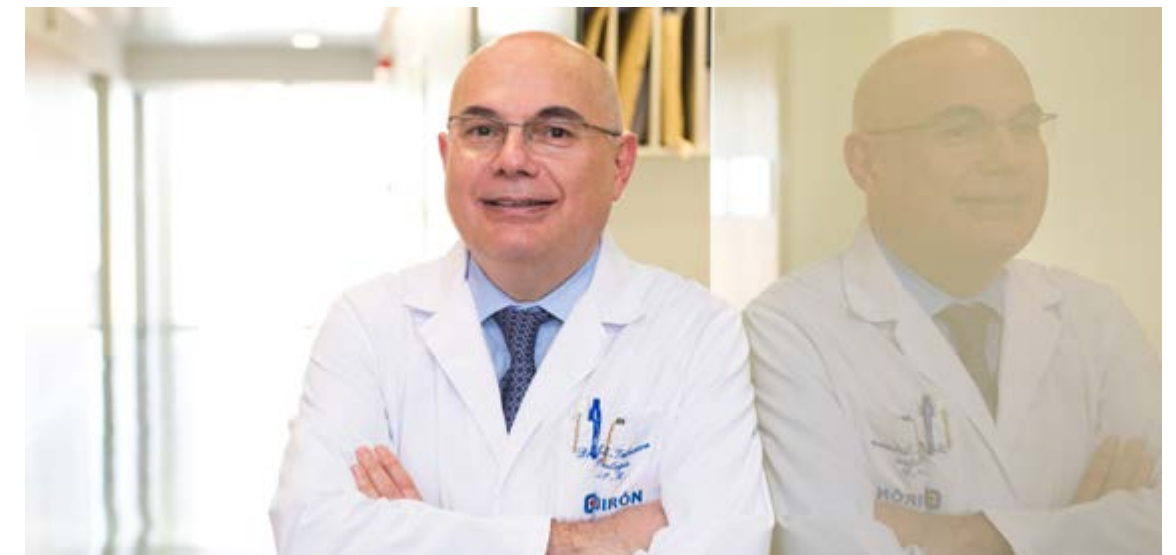
**He received the 2019 National Research Prize of Catalonia for his contribution to the treatment of cancer and in particular for his pioneering work in precision oncology medicine,** studying the origin of cancers and developing adapted therapies.

In addition to his devotion to his patients, Dr. Tabernero also has a very prominent scientific profile. **He participates actively in the research and development of drugs for colorectal cancer,** in translational research and in phase I pharmacodynamic studies with targeted molecular therapies.

## Personalized therapies

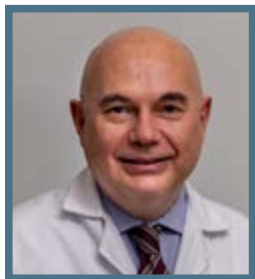
Working on the precept that each tumor has a specific genetic identity, Dr. Tabernero’s group help develop therapeutic molecules targeted at specific oncoproteins, in order to design personalized therapies for patients with genetic disorders or pathway deregulation. They aim to identify new predictive markers of response to various treatments and primary (de novo) and secondary resistance markers.

*“Our healthcare system is very good and we are the second country in the world in clinical oncology research, but we must not ease up on our efforts because today’s research is tomorrow’s health,” says Dr. Tabernero.*



# Our team

We have a team of 29 professionals, including oncologists and experts in complementary specialties.



Gastrointestinal cancer  
Dr. Josep Tabernero



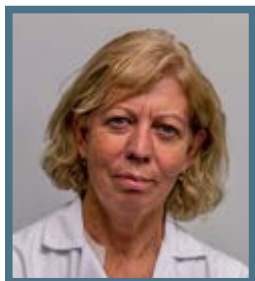
Gastrointestinal cancer  
Dr. Teresa Macarulla



Gastrointestinal cancer  
Dr. Jose Luis Cuadra



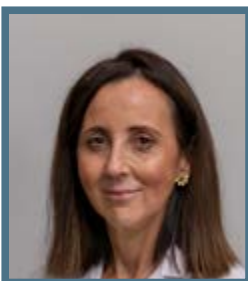
Gastrointestinal cancer  
Dr. Elvira Buixó



Lung and head and neck cancer  
Dr. Enriqueta Felip



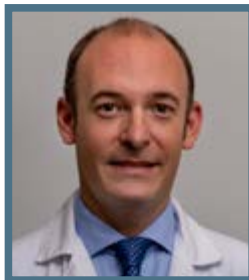
Lung and head and neck cancer  
Dr. Àlex Martínez



Gynecological cancer  
Dr. Ana Oaknin



Gynecological cancer  
Dr. Lorena Fariñas



Breast cancer  
Dr. Aleix Prat



Breast cancer  
Dr. Martín Espinosa



Breast cancer  
Dr. María Vidal



Breast cancer  
Dr. Cristina Saura



Breast cancer, melanoma  
Dr. Jesús Soberino



Genitourinary cancer, sarcoma  
Dr. Javier García del Muro



Genitourinary cancer, sarcoma  
Dr. Fabricio Racca



Neuro-oncology  
Dr. Francesc Graus



Hematology  
Dr. Francesc Bosch



Hematology, coagulation  
Dr. Juan Carlos Reverter



Hematology  
Dr. David Valcárcel



Hematology  
Dr. Mercedes Gironella





Hematology  
Dr. Pamela Arenas



Hematology  
Dr. Marc Poch



Oncogeriatrics  
Dr. María Pi-Figueras

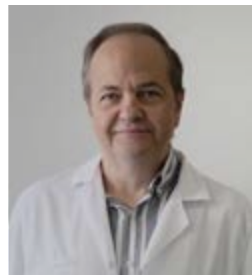


Continuing care  
Dr. María Ferrer

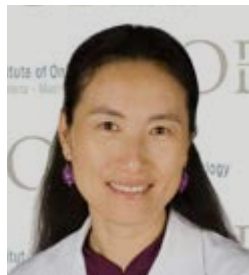


Continuing care  
Dr. Marco Ferri

## Complementary therapies



Clinical psychology  
Dr. Santiago Banqué



Acupuncture  
Dr. Wen-Hsiu Hu Wen



Psychiatry  
Dr. Víctor Pérez



Nutrition  
Dr. Jordina Casademunt

## Our nursing staff

**We have 3 nursing teams (clinic, day hospital and clinical trials),** who are trained to assist both the patient and their family members throughout all phases of the disease and to provide not only clinical but also emotional support.

The nursing team is the **common link between the different IOB departments, and the patient's point of contact for everything they need, whenever they need it. This communication fosters a sense of security and confidence throughout the process.**



Clinical nursing



Day hospital



Clinical trials



### Zero Bureaucracy

We have a team **to take care of administrative procedures, patient queries and scheduling appointments, who will guide the patient and their families through the administrative processes.**

**At the IOB we do not want our patients to worry about administrative arrangements,** such as requesting health insurance approvals, coordinating appointments, transport to the hospital for tests, etc.

**We make sure all these steps are streamlined, so that the patient only has to concentrate on getting better.**





# Complementary therapies

At the IOB we treat cancer from a **multidisciplinary and integrative perspective** to benefit the physical and emotional well-being of the patient.

## Psychology and psychiatry

After a diagnosis of cancer, it is normal for the patient to experience a mixture of feelings, including anxiety and grief.

**Our team of specialists advises and helps both the patient and families as well as caregivers** build strategies to assist them through the process, helping them come to terms with the emotional pressure that the disease can generate.

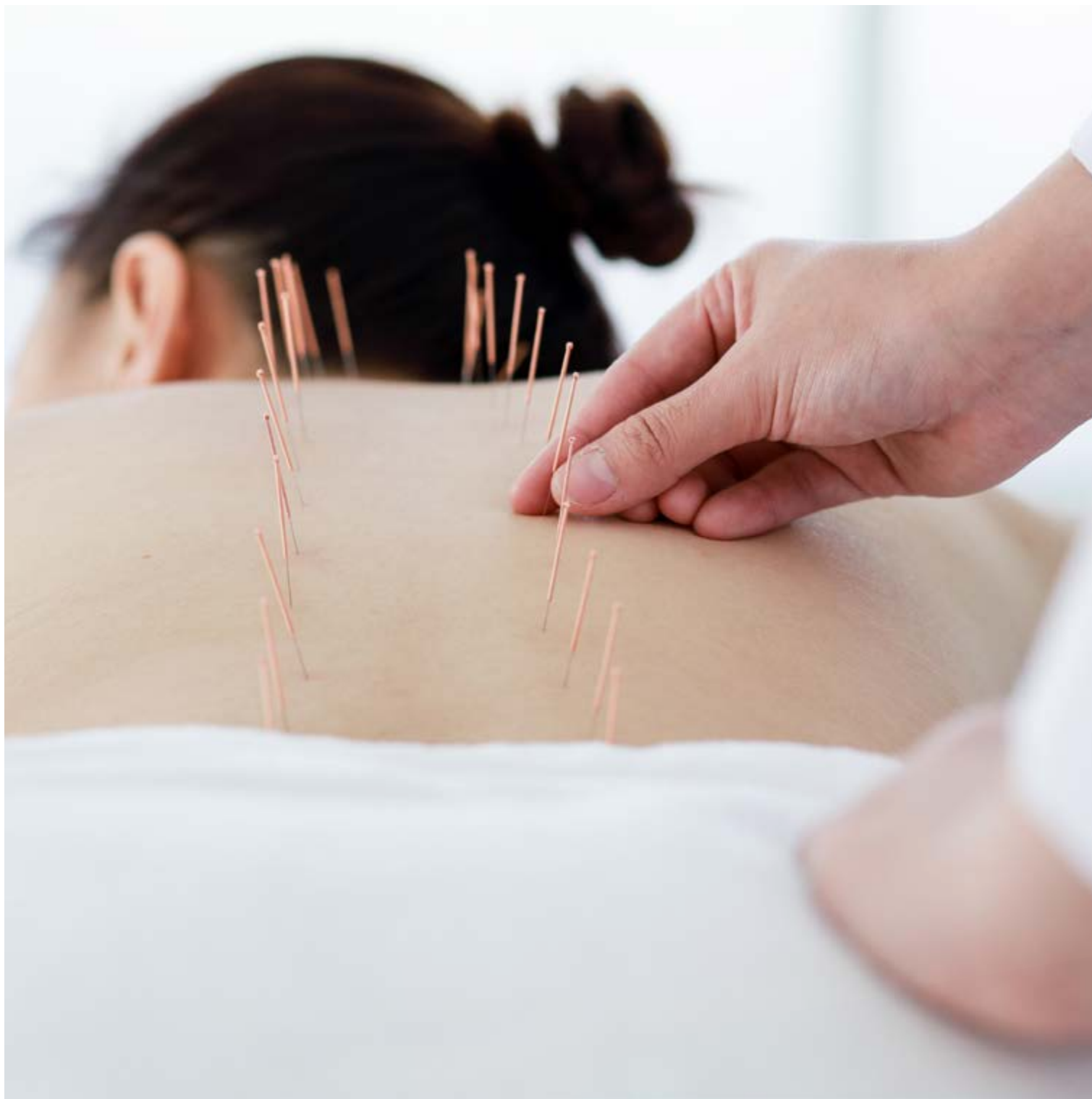
## Nutrition

**The Nutrition Department coordinates with the medical team to make recommendations based on scientific evidence**, taking into account the patient's particular problems, treatment, symptoms, and appetite.

It is important to provide nutritional support to the cancer patient to help them choose foods that are both appetizing and nutritious to minimize treatment-related side effects.

**Nutritional intervention is a supportive measure that has an important place within the overall oncology strategy.**





### Acupuncture

The World Health Organization (WHO) recommends acupuncture as an alternative therapy primarily for the relief of acute and chronic physical pain. It is also an **established pill-free option in the treatment of psychological and emotional symptoms.**

### Preventing hair loss

Hair loss is one of the most distressing side effects of chemotherapy for patients. **Scalp cooling using a cap attached to a refrigeration unit has proven to be an effective way to prevent or reduce hair loss** during chemotherapy.

Cooling the scalp causes the blood vessels of the dermis to contract, reducing blood flow to the hair follicles at the time when chemotherapy blood concentrations are at their highest.

### Esthetic care

Skin problems such as irritation, redness, itching, scaling, dryness, or acne may occur during cancer treatment. Nails may also become brittle and the patient may experience hair loss as a side effect of chemotherapy.

**Our oncology estheticians advise on how to minimize these effects and give simple recommendations on how patients can look and feel better.**



# We treat patients, not diseases

## 1. First contact

The patient can request a first visit or a second opinion using the online form, call us on the numbers listed, or come along to one of our centers.

## 2. Patient care

The Patient Care Department will arrange the first visit or the second opinion. They will also take care of all the arrangements and request approvals from your health insurance company.

## 3. First visit

At your first visit, you will see the cancer specialist and a clinical nurse, who will be your referral nurse for everything you need. Each case will be discussed by the Tumor Committee multidisciplinary team.

## 4. Planning visits

The appointments department will coordinate all follow-up visits to manage your time and treatment process effectively.

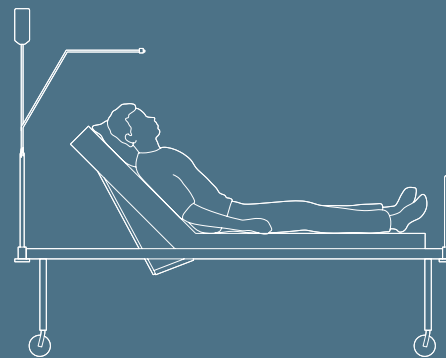
## 5. Treatment

The subspecialty oncologist, with the support of the other professionals on the tumor committee, will design the most appropriate treatment plan for your type of cancer.

- Day hospital
- Oncology pharmacy
- Radiation therapy
- Continuing care
- Emergency cancer care 24/7

## 6. Following visits

We take care of coordinating all the different departments, we plan all appointments required by our oncologists, and we request any approvals that might be required.



## #1.

Prevention, genetic counseling and fertility support.

## #2.

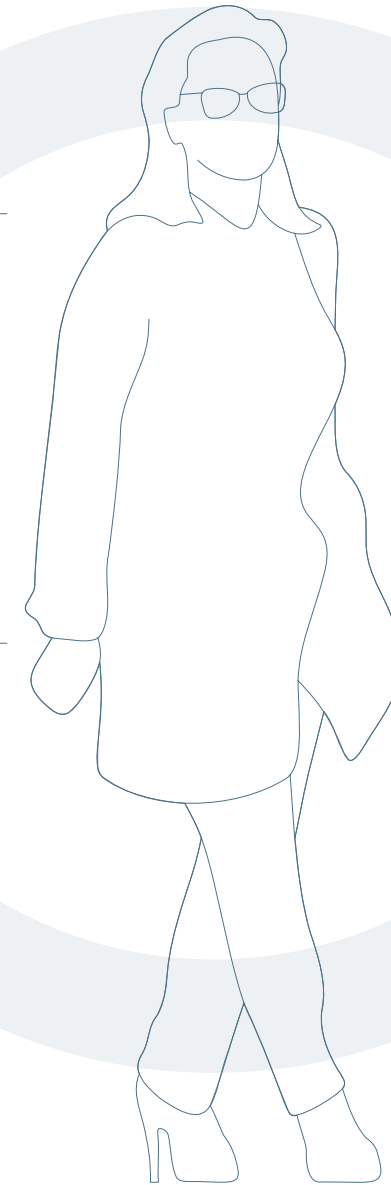
Innovative personalized treatments, clinical trials, precision oncology, oncogeriatrics.

## #4.

One of our most innovative programs is **'Twin'**, a network in which patients with breast cancer who have completed their oncology treatment help other patients who have just started. The idea is that patients be supported by a companion who has gone through the same experience. This initiative helps reduce anxiety and increases patients' confidence and symptom control.

## #3.

Complementary therapies, such as nutrition, acupuncture, psycho-oncology, psychiatry, hair loss prevention and esthetic care.



# Why recommend IOB?

- ① We are a **reference cancer center, with more than 20 years of experience** in the treatment of cancer, a pioneer and leader in treatments and technologies.
- ① We combine **experience, research and internationally renowned professionals**.
- ① **Our perspective is multidisciplinary and integrative, and our focus is both scientific and human: attending to the needs of both patients and their families is a priority.**
- ① **Extensive and proven experience: 4,400 cancer patients and 3,600 hematology patients treated in the last 5 years.**
- ① **Three-quarters (76%) of IOB patients give us a score of between 9-10/10, indicating a high degree of satisfaction with the center\*.**
- ① **We believe in collaborating with the referring physicians:** our team of oncologists can offer support and share their expert opinion. Our specialists will collaborate to share their knowledge and help physicians propose the most innovative treatments to their patients; as a multidisciplinary team with an emotional connection with the patient, we can join forces to provide integrative clinical excellence.

**A key factor for the IOB is to communicate closely and effectively with the referring physicians to best suit their needs.**

\*NPS 2020 (*net promoter score*). 76% of patients treated in the IOB rated us 9-10

## Contact

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