

# miracle tours

St. Joseph's Hospital and Medical Center

October 12, 2011 – May 15, 2012



# welcome to the future of medicine

St. Joseph's Miracle Tours give you a behind-the-scenes look at some of the most fascinating areas of the hospital, including new programs that could change the face of medicine both here and around the world.

And, with Barrow Neurological Institute celebrating its 50th anniversary in 2012, the coming year promises to be a very special one at St. Joseph's.

We hope to see you soon at a Miracle Tour!



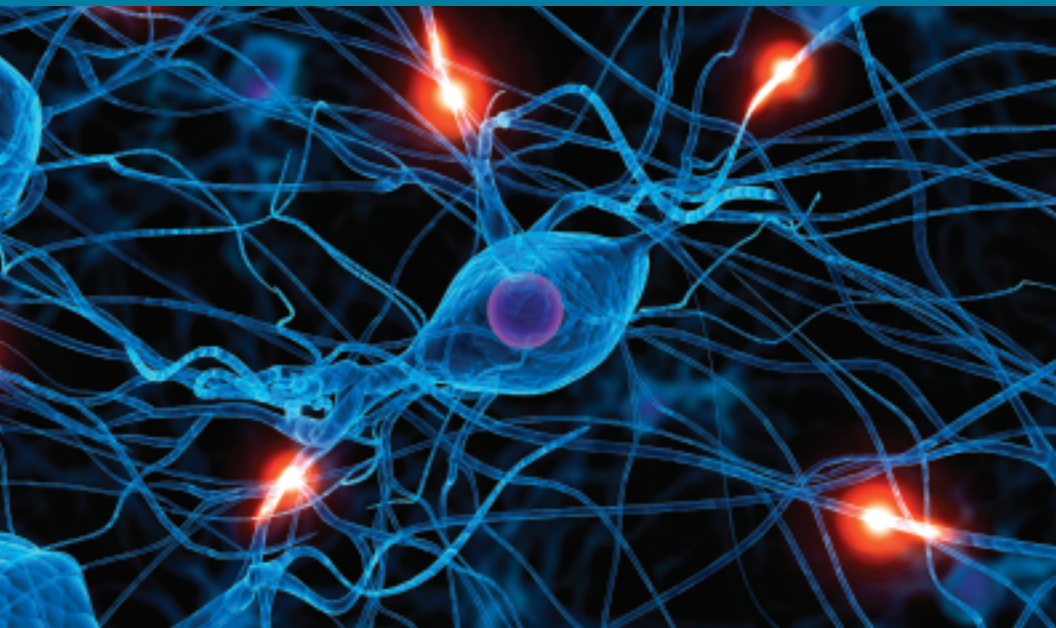
# tour basics

- Each tour runs from 9:00 a.m. until 11:30 a.m., with an optional lunch afterward.
- The tours begin in the Eller TelePresence @ The BARROW (shown above).
- Lunch is on us.
- Valet parking is available at Third Ave. and West Merrell St. We'll send you directions when you book a tour.
- To make your reservation, call Wendy Manning in the Foundation Office at 602-406-1038 Monday-Friday, 7:00 a.m. – 4:00 p.m.

# brain breakthroughs

October 12, 2011

Imagine a kind of “brain pacemaker” that can relieve the sad feelings of depression, the compulsions of obsessive-compulsive disorder and the tremors of Parkinson’s by sending pulses into targeted areas of the brain. This is not science fiction – it’s deep brain stimulation, and it’s part of an exciting new area of medicine called neuromodulation. This tour explores how the new Barrow Center for Neuro-modulation will revolutionize care for Alzheimer’s, epilepsy, addiction, autism, obesity, stroke and more.





# a matter of life and breath

November 15, 2011

Lung cancer is the leading cause of cancer death in the U.S., and esophageal cancer is the fastest growing cancer in the Western world. But not for long. Physicians at St. Joseph's Center for Thoracic and Esophageal Disease are using new techniques to catch these killers at their earliest stages and destroy them with targeted treatments. During this tour, you'll learn how these procedures and the Valley's only lung-transplant program are changing lives throughout Arizona.

January 10, 2012

Barrow scientists and physicians have launched an assault on brain cancer through the new Barrow Brain Tumor Research Center (BBTRC). During this tour, you'll learn how the BBTRC translates research findings into new treatments; how neurosurgeons use a handheld microscope and a special compound to detect individual brain cancer cells; and how the next generation of cancer drugs will be delivered. You'll also visit Arizona's only Gamma Knife, also called "knifeless surgery."

**putting  
brain cancer  
on notice**

# reality er

February 29, 2012

Emergencies are often depicted in dramatic storylines on TV, but in reality, they don't follow a Hollywood script. This tour will take you behind the scenes of St. Joseph's Emergency and Level I Trauma Center. You'll learn how St. Joseph's specialists manage the critical "golden hour" after a life-threatening accident or illness and about issues facing our ER. Our visit to the ER will include a trip to the top of the Barrow Neuroscience Tower for a close-up look at St. Joseph's dual-landing pad heliport.



# sleights of mind



March 13, 2012

Magic tricks fool us because the brain is hackable — a magician uses your mind's intrinsic properties against you. The insights that magicians have gained over centuries of informal experimentation have led to discoveries about how our brains work. If you've ever bought an expensive item you'd sworn you'd never buy, the salesperson was probably a master at creating the "illusion of choice." Learn how magic works and why it matters, and visit the Barrow Visual Neuroscience Research Lab.

# isurgeon at work

April 10, 2012

Even highly trained surgeons can use an extra set of hands. This interactive tour will give you a microscopic view into breakthrough robotic surgery at St. Joseph's. Our lung, urological and gynecological specialists will explain how the da Vinci Surgical System offers them more precision and control, improving patient outcomes. Do you have the hands of a surgeon? Find out during this tour when participants perform a virtual operation using an actual robotic device.



May 15, 2012

Worldwide, a pregnant woman dies every 90 seconds. St. Joseph's is working to change this unacceptable fact—in our community and around the world. This tour will highlight the specialized physicians and services that make St. Joseph's a leading hospital for high-risk pregnancy. You'll also learn about our pioneering work to reduce preterm births and get a sneak preview of a device developed at St. Joseph's that could save the lives of thousands of mothers around the world.

# special deliveries



To make your reservation, call Wendy Manning  
in the Foundation Office at  
**602-406-1038**



St. Joseph's Foundation  
Barrow Neurological Foundation  
Members of CHW

# miracle tours

St. Joseph's Hospital and Medical Center / 350 West Thomas Road / Phoenix, AZ 85013  
[www.SupportBarrow.org](http://www.SupportBarrow.org) / [www.SupportStJosephs.org](http://www.SupportStJosephs.org)