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January 26, 2015

## **Seattle Cancer Care Alliance Proton Therapy, A ProCure Center Welcomes New Vice President of Marketing and Business Development**

SEATTLE –[Seattle Cancer Care Alliance Proton Therapy, A ProCure Center](#) is proud to announce the additions of Patti Brooke and Jason Dixon to the Seattle team. Brooke joins the team as vice president of marketing and business development leading the Center's strategic plan and ongoing marketing initiatives. Additionally, Dixon brings more than nine years of experience in the proton industry and will serve as the Center's director of operations.

As SCCA Proton Therapy continues to educate the community and insurance providers of the value proton therapy can provide cancer patients, Brooke will play a critical leadership role. Proton therapy is relatively new to the Pacific Northwest but embraced throughout the rest of the country as a treatment modality in many tumor cases. Tapping her background in government affairs, she plans to highlight both patient stories and recent findings by the state Health Care Authority to rally support for coverage policies. Brooke previously served as vice president of government affairs and member programs at the Washington Technology Industry Association in Seattle, where she led the policy strategy, event programming and social media engagement. Prior to that she served in Governor Gregoire's administration as an Assistant Director of the Washington state Department of Commerce.

"We are excited to expand our leadership team at the Center with two talented and passionate people," said Annika Andrews, president of SCCA Proton Therapy, *A ProCure Center*. "Patti and Jason both offer deep expertise to help us build out the Center's presence in the region and we are delighted to welcome them to the team."

In his new position, Dixon will manage operations within the Center. He will play a key role in daily activities, building efficiencies as patient volumes grow and contributing best practices from other proton centers across the country. He hopes to inspire Center staff to create the best possible environment for each patient and foster a sense of community for those in treatment.

Since opening its doors in 2013, SCCA Proton Therapy has worked to advance proton therapy through focusing on creating a unique and supportive patient care experience. To extend these efforts digitally, the team recently launched a new website filled with countless resources for patients and caregivers. For more information about proton therapy, visit [www.sccaprotontherapy.com](http://www.sccaprotontherapy.com) or follow SCCA Proton Therapy on Twitter [@SCCAProtons](https://twitter.com/SCCAProtons).



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**About Seattle Cancer Care Alliance Proton Therapy, A ProCure Center**

Seattle Cancer Care Alliance Proton Therapy, A ProCure Center is a cancer treatment center that uses precisely targeted radiation to treat cancer while preserving surrounding healthy tissue. Proton therapy is an advanced form of treatment that allows doctors to focus radiation directly into the tumor, reducing the potential for side effects. Protons are beneficial in treating a broad range of tumors, including those of the brain, central nervous system, gastrointestinal tract, head and neck, breast, lung, and prostate, as well as sarcomas and certain pediatric cancers. A collaborative effort between Seattle Cancer Care Alliance and ProCure Treatment Centers, SCCA Proton Therapy unites top physician experts in cancer from UW Medicine and Seattle Children's Hospital. The Center is located on UW Medicine's Northwest Hospital & Medical Center campus and is the only proton therapy center in a seven-state region. For more information about proton therapy, visit [www.SCCAprotontherapy.com](http://www.SCCAprotontherapy.com) or follow SCCA Proton Therapy on Twitter [@SCCAProtons](https://twitter.com/SCCAProtons) and [Facebook](https://www.facebook.com/SCCAProtons).

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