



The Future of Cancer Care

In 2025, Mount Sinai Medical Center will unveil the Irma and Norman Braman Comprehensive Cancer Center in Miami Beach, bringing true clinical excellence in cancer care to South Florida.

The Ultimate Legacy

Businessman and philanthropist Norman Braman and his wife Irma envision a better future in the fight against cancer through their lead gift for a 200,000-square-foot state-of-the-art cancer center in partnership with Mount Sinai Medical Center in Miami Beach.

Norman Braman is both a familiar and highly regarded name in the South Florida community. The self-made son of Jewish immigrants from Romania and Poland, Braman is a visionary businessman in a number of fields, from luxury automobile dealerships to professional football team ownership to the kind of art collecting that brings the fairs to him.

But Braman is as generous as he is prescient. He has long been giving back, not just by providing countless jobs as well as authentic cultural leadership, but in a way that matters most to the everyday citizens of Greater Miami. With his beloved wife, he founded the Norman and Irma Braman Family Foundation, a charitable organization that funds, among other things, underserved medical needs.

They couldn't have known at

the time how personally involved they would become on this altruistic journey.

In the early 2000s, Irma Braman's youngest sister was diagnosed with breast cancer. Like many families whose loved ones have been faced with malignancies, they immediately sprang into action. But instead of landing safely on the path to healing and wellness, they were shocked to repeatedly encounter roadblocks instead.

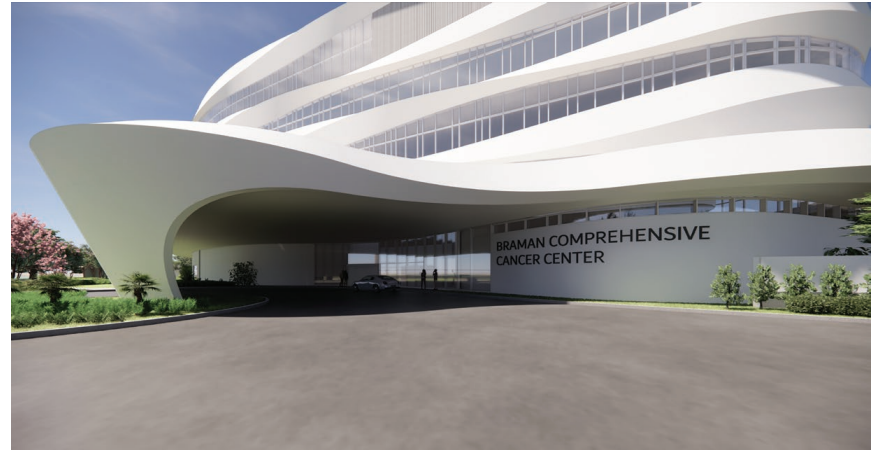
"We noticed a lack of breast cancer expertise in our community," Norman Braman says. Both the impact of the disease and the deficiency of treatment were the root of their philanthropic interest specifically in cancer, he notes.

While the community benefited from their efforts to find care and a cure, the Braman's suffered the loss of Irma's sister

only a few years later. "At that time, we began looking for a partner to provide a true level of excellence that we felt was lacking at that time," Braman says. "We visited the great cancer centers in the United States. We met with representatives of Johns Hopkins University, Mayo Clinic, Slone Kettering, Dana-Farber, and many others, trying to develop a true

partnership of expertise for our community."

In search of the best therapies, clinical research studies, and treatment models, the Bramans' travels took them to New York, Boston, and Chicago. They found what they were looking for at the Columbia University Herbert Irving Comprehensive Cancer Center in New York.



Rendering of the porte cochere, one of the many iconic exterior features of the Braman Comprehensive Cancer Center.





Opening in 2025, the Irma and Norman Braman Comprehensive Cancer Center will offer South Florida access to unmatched patient-centric care and clinical excellence, in affiliation with Columbia University.

With the expanded partnership with Columbia University complete, the Bramans were at the impetus of making their vision a reality: the Irma and Norman Braman Comprehensive Cancer Center, which will open on Mount Sinai Medical Center's main campus in Miami Beach in 2025. It was, Braman says, a "rigorous journey to build an incredible cancer center and ensure the most innovative, leading-edge care" that was many years in the making.

The Braman Comprehensive Cancer Center will address the shortages the Bramans perceived and experienced themselves in their family's fight. "Cancer incidences are rising year after year. Today, many people are waiting weeks for a diagnostic study or a screening appointment, and even longer to receive treatment. That is just not right. That has to change," Braman says. "The new Cancer Center will allow Mount Sinai physicians to deliver unmatched, expert care in a completely



patient-centric environment with greater access to prevention, diagnosis, and treatment for survivorship."

This means less barriers to clinical trials, reduced wait times for oncology appointments, same-day radiology services, and innovations in prevention, screenings, and therapies.

The Irma and Norman Braman Comprehensive Cancer Center will also offer a holistic approach to care for cancer patients, including a patient-centric spa and dedicated spaces offering meditation, massage, and more. Every facet of the building has been designed with a focus on healing. Artwork, interior colors, extensive gardens and interior spaces showcasing glittering views of Biscayne Bay all converge to "inspire and instill a will to fight," he says.

The Bramans are too familiar with the challenges and pain, for both patients and their families that come along with a cancer diagnosis. But they're in a fortunate position to be able to give people a second chance at life. This ability serves as the foundation of the couple's legacy within the South Florida community.

To that end, decades ago, they founded and funded the Braman Cancer Institute at the University of Miami. The family also did the same with a mobile, three-dimensional facility that would provide mammograms and diagnoses for the entire Miami-Dade community, partnering this time with Florida International University.

Now, the cutting-edge Irma and Norman Braman Comprehensive Cancer Center will take their philanthropic efforts to new heights, opening pathways to care that truly didn't exist before.

"We know cancer affects everyone. We have the opportunity to truly affect change," Braman says. "This project is worthy of our commitment and one that will ensure quality, patient-centric care for generations to come."



Rendering of the meditation garden. Each aspect of the Braman Comprehensive Cancer Center has been designed to create a calm and healing environment for patients and their families.



Leading The Way

The Irma and Norman Braman Comprehensive Cancer Center will redefine patient-centric care through an unwavering commitment to clinical excellence from the moment of diagnosis to remission and cure.

In 2025, Mount Sinai Medical Center will unveil the Irma and Norman Braman Comprehensive Cancer Center on their main campus in Miami Beach. The new building will add to the medical center's already robust ability to provide expert, patient-centric care, in affiliation with Columbia University's Herbert Irving Comprehensive Cancer Center in New York.

As an NCI-designated facility, the partnership with Columbia provides South Florida patients access to enhanced clinical trials and research. Patient care plans are reviewed and informed by a joint tumor board made up of select clinicians and medical experts from both organizations whose goal is to determine the best treatment protocol for each individual. As many Mount Sinai oncologists are assistant professors at Columbia, this impactful partnership serves to reinforce the longstanding cooperation between the two organizations with the mutual goal of providing a better quality of life for patients and, ultimately, a cure for cancer.

At over 200,000 square feet, the light-filled, ultramodern Braman Comprehensive Cancer Center will create much-needed patient-centric access to what Norman Braman calls "comprehensive and personalized treatment." This includes, first and foremost, the availability of clinical expertise without long wait times. Specifically, the cancer center will offer same

or next-day radiology appointments, ensuring timely diagnosis. It will also feature extensive telehealth options and designated oncology urgent care services. Both will allow for immediate assessment and early intervention without subjecting those who are already immunocompromised to unnecessary emergency department visits or unplanned hospitalizations, where there's a risk of getting sicker.

In addition, the Braman Comprehensive Cancer Center will house the Rad Center for



Pictured below: Rendering of the two-story main lobby in the cancer center. The new building will provide increased access to expert cancer care, supported by clinical trials, research and robust support services.





Genetic Testing, offering the community a comprehensive and dedicated genetics testing program, the first of its kind for Mount Sinai. The Rad Center will provide extensive resources for prevention, testing and treatment of hereditary genetic and BRCA-related cancers, offering early screening as the initial step in the continuum of care. The genetic center will house a dedicated gastrointestinal cancer clinic, a hereditary breast and ovarian cancer (HBOC) program, and a BRCA women and men's clinic.

A stunning feat of architecture where all chemotherapy rooms will have brilliant views of Biscayne Bay, an array of calming interior colors, and healing artwork that fills the walls, the Braman Comprehensive Cancer Center is designed not only to heal, but to evolve. The space is built

to incorporate current and emerging technology and ideals, acknowledging a changing medical landscape and the need to build for the future.

The Braman Comprehensive Cancer Center will also offer support services for both patients and their families. These range from personal care teams who guide them throughout their journey to a dedicated spa, salon, and therapies that allow them to address their emotional and mental well-being. Patients will have the opportunity to take nutrition classes, yoga, Reiki classes, meditation classes, skincare and makeup lessons, pet and music therapy, and more. The center will establish networking groups for men, women, and young adults, caregiver support groups, and other opportunities to connect.

The Braman Comprehensive Cancer Center will be headed by cancer center director,

Steven Hochwald, MD, MBA, FACS, a leading pancreatic and gastrointestinal surgical oncologist who focuses on minimally invasive procedures and developing new treatments for malignancies. "The Irma and Norman Braman Comprehensive Cancer Center will revolutionize how cancer care is delivered to our community. Here, patients will have access to unparalleled expertise in a high-touch, high-tech environment, all while ensuring a truly tailored approach to every aspect of their care," Dr. Hochwald says.

Dr. Hochwald's counterpart, Anil K. Rustgi, MD, Director of Columbia University Herbert Irving Comprehensive Cancer Center, is an interdisciplinary researcher with more than 300 publications in renowned medical journals. His work focuses on tumor initiation, the tumor microenvironment, and tumor metastasis in the

context of gastrointestinal cancers. "For over a decade, Mount Sinai's partnership with Columbia University has provided enhanced expertise and care. This newest affiliation, with our Herbert Irving Comprehensive Cancer Center, will allow for additional innovation in cancer research, prevention, early detection, therapy, and survivorship," he says.

For Norman Braman, the ability to present patients with personalized and comprehensive medical care within their own community is key to fighting cancer in an effective manner. "When navigating a cancer diagnosis, finding out you may need to travel for specialized treatment can add an extra layer of stress. The partnership with Columbia provides clinical excellence to our community, ensuring everyone has access to high-quality care."



The Braman Comprehensive Cancer Center is being built with the future of medicine in mind. The building will house the latest equipment, with additional spaces designated to incorporate new and emerging technologies as they are developed.

By The Numbers

As cancer diagnoses continue to rise, knowledge of facts and figures associated with the disease and treatment creates a sense of power that is as valuable as it is life-saving.

With 50 percent of the national population experiencing or knowing someone who has been diagnosed with cancer, it may not be surprising that cancer is surpassing heart disease as the leading cause of death in the United States. In South Florida alone, cancer diagnoses are rising and expected to increase by a jarring 12 percent by 2030.

At the same time, we're looking at a critical shortage of clinical care. The American Medical Association reports "The U.S. faces a projected shortage of between 37,800 and 124,000 physicians within 12 years." This estimate, which includes between 21,000 and 77,100 non-primary care physicians such as oncologists, surgeons, and others who treat cancer, is the result of a comprehensive study released by the Association of American Medical Colleges (AAMC).

In fact, there's already a physician shortage. While the number of licensed physicians has increased 19.8% from 850,085 in 2010 to more than 1 million in 2020, according to the Federation of State Medical Boards physician census, the U.S. Census Bureau says that the population grew 7.4% during the same period, from 331.5 million to 308.7 million. By 2034, it's expected to reach 363 million.

A second looming problem: 22.9 million—or two-thirds of that growth—will be people 65 or older. Age is the number one risk factor for cancer, says the National Cancer Institute (NCI), both for cancer overall and for individual cancer types. "The incidence rates for cancer overall climb steadily as age increases, from fewer than 25 cases per 100,000 people in age groups under age 20, to about 350 per 100,000 people among those aged 45–49, to more than 1,000 per



Rendering of the chemotherapy area. Artwork, interior colors, and exterior views of Biscayne Bay will converge to calm, inspire and instill a will to fight.

100,000 people in age groups 60 years and older," the NCI notes.

In fact, according to its most recent data, the average age for a cancer diagnosis is 66 years. The age is similar for several types of individual cancers: 62 years for breast cancer, 67 years for colorectal cancer, 71 years for lung cancer, and 66 years for prostate cancer.

With a critical physician shortage in both primary and specialty already here, access to preventative health care and screenings have steadily declined. Wait times for appointments and tests have increased. These factors alone prevent early detection, which is when the Centers for Disease Control and Prevention says the treatment for

many cancers, such as cervical, colorectal, breast, and lung, work best. Indeed, screenings for cervical and colorectal cancers can even prevent cancer via the detection and removal of lesions before they become cancerous. The same is true for skin cancer.

However, when cancer care is delayed or inaccessible there is a lower chance of survival, greater problems associated with treatment and higher costs of care. Early diagnosis improves cancer outcomes by providing care at the earliest possible stage and is therefore an important public health strategy in all settings.

The need for more cancer treatment resources in our community is mounting. Understanding the importance

of timely access to quality preventative care, diagnosis and treatment options, the Irma and Norman Braman Comprehensive Cancer Center was developed with these ideals in mind.

Access to high-quality physician care is paramount, which is enhanced through Mount Sinai's partnership with Columbia University. Same- or next-day appointments with radiologists will be available for a range of cancers and oncology appointments will be available within 72 hours. The goal for all patients is prevention, early diagnosis, therapies and cutting-edge treatments enhanced through clinical trials and research, and most important of all, quality of life survivorship.



The Irma and Norman Braman Comprehensive Cancer Center will allow Mount Sinai physicians to deliver care in a completely patient-centric, high-touch and high-tech environment.



In Perspective

Mount Sinai medical experts and physicians weigh in on the significance of the Irma and Norman Braman Comprehensive Cancer Center on care and treatment for patients, while donors touch upon the privilege of giving back in the most meaningful of ways.

■ **GINO R. SANTORIO, PRESIDENT AND CHIEF EXECUTIVE OFFICER:**

For over 70 years, Mount Sinai has delivered on its mission to provide the highest quality of care to our community. The Braman Comprehensive Cancer Center further expands on that mission by creating increased access to needed expertise and support services. Working in conjunction with medical experts at Columbia University, our team of oncologists will deliver true clinical excellence enhanced through expanded clinical trials, research and the most advanced technologies and treatment protocols.

■ **BARRY SKOLNICK, CHAIRMAN OF THE BOARD OF TRUSTEES:**

The Irma and Norman Braman Comprehensive Cancer Center, working in partnership with Columbia University in New York, will meet our community's mounting need for more cancer treatment resources, more access to care, and more expertise, providing an unmatched patient-centric experience.

■ **PAMELA LIEBMAN, PRESIDENT AND CEO, CORCORAN GROUP AND VICE PRESIDENT OF MOUNT SINAI MEDICAL CENTER'S FOUNDATION EXECUTIVE COMMITTEE:**

Mount Sinai is embarking on a new era of patient-centric cancer care that will be enhanced through this magnificent building and the finest in technologies. We are humbled by the opportunity to be part of this project and share in the Braman's vision of tomorrow.

■ **DR. STEVEN N. HOCHWALD, MD, MBA, FACS, DIRECTOR OF MOUNT SINAI CANCER CENTER, CHIEF OF SURGICAL ONCOLOGY, ASSOCIATE DIRECTOR OF THE MOUNT SINAI-COLUMBIA UNIVERSITY AFFILIATION AT MOUNT SINAI MEDICAL CENTER:**

Building on the fundamentals of creating and maintaining close relationships with physicians and their care teams, patients are personally guided through multi-disciplinary, highly customized treatment plans. These individualized programs address the patients' physical and emotional well-being, and are aimed at promoting self-management and empowerment.

■ **MARK H. HILDEBRANDT, IMMEDIATE PAST CHAIRMAN OF THE BOARD OF TRUSTEES:**

Mount Sinai has a responsibility to meet the evolving health care needs of our community. We are fortunate to be supported by a distinguished and dedicated philanthropic family, who share our mission of ensuring

the future of high-quality, patient-centric care for all.

■ **DR. ALON Z. WEIZER, MD, CHIEF MEDICAL OFFICER:**

As we look toward the completion of the Braman Comprehensive Cancer Center in 2025, Mount Sinai is investing in expanding our world class medical staff and securing the latest technologies to enhance the expert level of oncological care available to our community. Our team working in this iconic cancer center will ensure that the community of South Florida will have access to high quality care for generations to come.

■ **DR. MIKE CUSNIR, MD, THE PULVER FAMILY ENDOWED CHIEF OF HEMATOLOGY/ONCOLOGY:**

The new cancer center will ensure continuity of care and enhanced accessibility for patients by offering all clinical and supportive services in one location. The building will expand imaging and diagnostic capabilities, and offer physician appointments, treatments and all associated services under one roof.

■ **DR. KFIR BEN-DAVID, MD, RONI JACOBSON ENDOWED CHAIRMAN OF SURGERY:**

Conceptualized with the future of health care in mind, the Braman Comprehensive Cancer Center is designed to evolve with the ever-changing medical landscape. Spaces are designated to incorporate new and emerging technologies and equipment as they are developed, ensuring our expert medical staff is equipped to deliver the highest quality of care to our patients.

■ **DANIEL OCH, FOUNDER AND CHAIRMAN OF WILLOUGHBY CAPITAL AND MEMBER OF MOUNT SINAI MEDICAL CENTER'S ADVISORY BOARD OF TRUSTEES:**

The Braman Comprehensive Cancer Center provides an opportunity to truly and positively impact thousands of patients and their families. Our commitment ensures everyone in our community will have access to expert cancer care, regardless of financial means.



Iconic Cancer Care



Mount Sinai

MEDICAL CENTER

**Braman Comprehensive
Cancer Center**