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# INSIDE BUSINESS

This is a publication of The Gateway Regional Chamber of Commerce.  
Please visit our website at [www.gatewaychamber.com](http://www.gatewaychamber.com)

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## Immunotherapy for cancer moves to the forefront

By Rod Hirsch

While not widely known to the public, immunotherapy continues to build momentum as an emerging weapon in the fight against cancer.

The positive results of immunotherapy and mounting evidence that it can make a difference in survival rates has created a new paradigm in the battle against cancer. Doctors now have another viable option in addition to surgery, chemotherapy and radiation treatment.

“Immunotherapy is getting serious attention and consideration as a co-equal partner in that arsenal,” said Dr. Steven Libutti, senior vice president of oncology services for RWJBarnabas Health and director of the Rutgers Cancer Institute of New Jersey.

“There are patients alive today who would not be alive had they not received immunotherapy,” he added.

Immunotherapy is a treatment for cancer that boosts the body’s natural defenses to fight the cancer, using substances manufactured by the body or in a laboratory. The process is intended to improve or restore the body’s immune system functionality.

Immunotherapy has been shown to: stop or inhibit the growth of cancer cells; stop cancer from spreading to other parts of the body; and help the body’s immune system to be more effective destroying cancer cells.

One reason cancer cells thrive is because they are able to hide from the immune system. Certain immunotherapies can mark cancer cells so it is easier for the immune system to find and destroy them. Other immunotherapies boost the immune system to work better against cancer.

Different forms of immunotherapy may be administered in different ways, including infusion via intravenous, oral, topical and intravesical, or directly into the bladder.

The protocol holds high promise, with patients’ lives being extended while others have gone into complete remission, according to Libutti and two other prominent New Jersey physicians who have spent their careers immersed in the study of immunotherapy.

“New drugs have been shown to extend people’s lives,” said Dr. Eric Whitman, medical director of Atlantic Health Systems (AHS) Cancer Care Program. “The one-year survival rate used to be 30, 40 percent. Now the two-year survival rate is in the 60-70 percent range.

“For melanoma, the average survival rate five years ago was six, eight months. In 2017 it’s probably two-and-a-half, three years and getting better. That’s attributable to immunotherapy, among other drugs.”

The Food and Drug Administration, which normally requires new medicines and drugs to pass through Level I, Level II and Level III clinical trials, increasingly is waiving those

requirements for immunotherapies, as the results realized in Level I testing have been so convincing, according to Whitman.

Not everyone is a candidate for immunotherapy and despite its promise, the relatively new protocol is not as widely used as surgery, chemotherapy and radiation therapy.

Immunotherapies are being studied in clinical trials, several of which are being conducted at hospitals in New Jersey, including those affiliated with Atlantic Health System and RWJBarnabas Health.

(Continued on page 4)



Patients at the Carol G. Simon Cancer Center Infusion Center at Overlook Hospital receive immunotherapy treatment.

## Opioid treatment centers offer hope

By Lynn Robbins

Contrary to a common misperception of an addict, opioid addiction affects a diverse range of people in terms of age, gender and social status and causes a variety of behaviors and habits.

Dr. James McCreath, vice president of behavioral health and psychiatry at Trinitas Regional Medical Center, estimates that 250 to 270 patients per year admitted for medical treatment struggle with some sort of addictive behavior.

McCreath said that within the first three months of 2017, approximately 70 Trinitas patients received an emergency treatment of Narcan in response to a potentially life-threatening overdose.

(Continued on page 2)

# The Canterbury Sales®

**The power of business relationships – opening a new relationship**

By Andy Gole

Having a strong business relationship can ensure a continuous flow of the business you seek. It's a strong bulwark against the competition: The incumbent supplier has a substantial advantage.

An often overlooked benefit of incumbency is the second chance when there is a problem. Incumbent suppliers often get second, third and even more chances to correct a problem situation.

Consider the market's response to New Coke in 1985. It was a disaster, despite all the market research and testing. Yet Coca-Cola customers were so loyal, they gave the company an opportunity to fix the problem, to withdraw New Coke from the marketplace and re-introduce Classic Coke.

Decision-makers are reluctant to change suppliers for a variety of reasons, including:

1. The devil you know is better than the devil you don't know.
2. Switching costs money.
3. Risk-aversion.

This puts quite a burden on those of us doing business development. It's tough work. Here are effective ideas to consider for business development.

## 1. Is the vision you're offering bold enough and is your behavior bold enough?

When you aren't getting the results you seek, these are two important check-in points. For a bold vision/bold behavior story, please visit [bit.ly/bold-vision2](http://bit.ly/bold-vision2).

**2. How are you branding yourself?** Do prospects see you as the idea person? Do you shower the prospect with a steady flow of new ideas? So many salespeople take the customer for granted.

This leaves you an opening, uncontested space. Are you taking advantage of this opening? For a brief innovation video, please visit [bit.ly/innovator-now](http://bit.ly/innovator-now).

**3. Are you doing your research?** Too many salespeople come to a sales meeting with little or no market research and give a canned presentation. With research, you can tailor the conversation from the outset. Sometimes you can find such information on LinkedIn. For example, a business developer discovered on LinkedIn that the prospect strongly endorsed their competitor. This led to the reasonable question, "Why did you invite me in today?," which brought out the competitor's shortcomings. For small companies not covered by the national press, a great resource can be America's News. You can probably access it through your library.

Opening new customers is usually the toughest assignment in selling. For more ideas about opening new accounts and re-activating radio silent prospects, please join us September 19 at the Holiday Inn in Clark. For more information, please visit [bit.ly/radio-silence2](http://bit.ly/radio-silence2).

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Andy Gole has taught selling skills for 23 years. To Learn how Urgency Based Selling is different, please go to [bit.ly/How\\_UBS\\_Is\\_Different](http://bit.ly/How_UBS_Is_Different). He started three businesses and has made approximately 4,000 sales calls, selling both B2B and B2C. He invented a selling process, Urgency Based Selling®, with which he can typically help companies double their closing or conversion ratio. Learn more about Andy's method at [www.bombadillic.com](http://www.bombadillic.com) or by calling him at 201.415.3447. Visit <http://www.urgencybasedselling.net/entrepren.html>.

## Opioid treatment centers offer hope (Continued from page 1)

By the end of May, 34 people in Union County had died of an overdose this year, according to acting Union County Prosecutor Grace Park in an interview for New Jersey 101.5. According to Union County Sheriff Joseph Cryan, the average age of someone who has overdosed in Union County is 42.

Cryan said up to 75 percent of people addicted to opioids or heroin start on prescription pain killers.

"The pain killer creates a buzz and a high in some cases," Cryan said. "Then, they turn to heroin because they can't afford the prescription."

In response to the epidemic, on June 1 Union County launched a free recovery assistance program called CLEAR (Community Law Enforcement Addiction Recovery). CLEAR is sponsored by the Board of Chosen Freeholders in partnership with the sheriff's office, the prosecutor's office and the county police.

The program screens individuals and pairs them with a certified recovery specialist who will serve as a personal guide and mentor. Anyone in possession of illegal substances and paraphernalia can turn them in without fear of arrest, prosecution or questioning.

"We'll clear your record as best as we can, assuming it doesn't involve actionable warrants," Cryan said. "It's a proactive approach."

Those interested can call 855.825.3275 or go online at <http://ucnj.org/clear>.

In addition to CLEAR, people can seek recovery assistance on their own at several medical or counseling centers throughout Union County, including Trinitas, The Counseling Center at Clark and Summit Behavioral Health in Union.

In serious cases, medically supervised detoxification treatment – a process that rids the body of opioids and other harmful chemicals – must be performed and is followed by counseling and therapy. Even when detox treatment is not needed, a counseling and therapy program is key for the recovery process, according to experts.

Programs are offered on an inpatient or outpatient basis. Inpatient therapy involves residential care, a good choice for patients who need to be free from home or other environmental triggers while recovering.

Outpatient programs include treatments throughout the week and allow patients to return home after their sessions. Intensive outpatient treatment (IOP) programs involve greater time commitments.

At the Trinitas Hospital/New Point Campus Behavioral Health Unit, patients in standard outpatient programs meet for three-hour sessions, three times a week. IOP patients meet for five-hours sessions, five times per week.

Programs typically include group therapy and individual counseling and often holistic therapy such as mindfulness training, yoga, massage, Reiki and other modalities.

Michael Chenkin, clinical director for The Counseling Center, describes a number of tools and strategies the center uses, including 12-step principles; cognitive behavioral therapy, which involves changing self-defeating thoughts to self-helping thoughts; and dialectical behavioral therapy, including cognitive behavioral therapy with the addition of mindfulness, distress tolerance, emotion regulation and interpersonal effectiveness. The length of programs varies. Depending on a patient's commitment, a program could span six to 12 months or longer.






Medical professionals and therapists measure success in terms of improvement, experts say.

"Success is more about managing the addiction than the theoretical point of never, ever using it again," said McCreath of Trinitas. "Success is seen as harm reduction."

Progress is measured by a patient's ability to recognize their problem and their commitment to change it, said Paul Lavella, director of alumni services at Summit Behavioral Health. It involves their level of engagement, actively participating in programs offered by the center and internalizing the motivation to change as opposed to acting on external motives, such as mandates from a family member or employer.

Awareness is the first step toward recovery, these experts say.

"If you think someone has an addiction, they probably do," said Cryan. "We find time and time again that people are in denial. Get help early."

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## Immunotherapy for cancer moves to the forefront (Continued from page 1)

Immunotherapy's growing prominence can be measured by the speed by which new medicines are being approved by the FDA, heightened sharing of data and results between prominent cancer care centers, the number of researchers and doctors being added to hospital staffs and, perhaps most telling, the growth of specialized health care centers dedicated to the treatment of cancer patients.

For example, Overlook Medical Center, an AHS facility, is an area leader in immunotherapy via infusion.

"We have six or seven trials open right now," said Whitman, who noted AHS has recruited other cancer specialists interested in immunotherapy eager to open even more trials focused on cancer in the head and neck, lung and pancreas.

"Large scale clinical trials have demonstrated the efficacy of immunotherapy," said Libutti of RWJBarnabas.

Libutti studied under Dr. Steven Rosenberg at the National Cancer Institute (NCI) in Maryland. Rosenberg is chief, surgery branch and senior investigator in the Head, Tumor Immunology Section at NCI. He pioneered the development of effective immunotherapies and gene therapies for patients with advanced cancers. His studies of the adoptive transfer of genetically modified lymphocytes have resulted in the regression of metastatic cancer in patients with melanoma, sarcomas and lymphomas.

Rosenberg also oversees the extensive clinical program at NCI aimed at translating scientific advances into effective immunotherapies for patients with cancer.

"I was blown away by his energy, passion and focus on his strong belief that immunotherapy could very well become the fourth leg of treating cancer," Libutti said. "He's been validated. Harnessing a patient's own immune system...is the fourth strategy for fighting cancer. I firmly believed then, as I do now, that cell-based therapies really present an extraordinary and exciting method of treating cancer, a truly personalized therapy.

"We now see significant and durable responses," he continued. "In some (lung and colon cancer) patients we see complete remission following single-agent immunotherapy. You can see profound responses, with large quantities of the tumors shrinking away. This has an incredibly meaningful impact for patients."

"It's becoming the standard of care for many cancers," said Dr. William DeRosa, chief of oncology service for Summit Medical Group MD Anderson.

"In the last 10 years we have rapidly progressed to a molecular era, a biologically-based era where we now glean insight at the molecular level – what part of the circuitry is perturbed and how to then exploit that. We're now at the beginning of the adaptive immunotherapy era in medicine. How do we manipulate the individual's immune system to take the gloves off and attack the tumor?"

The new Summit Medical Group MD Anderson Cancer Center, a 130,000-square-foot cancer care facility being built on the group's Florham Park campus, will provide fully integrated, multidisciplinary cancer care for patients in northern New Jersey. The program, which provides medical oncology, infusion and diagnostic imaging, is already in place at Summit Medical Group's Berkeley Heights campus.

"Our new partnership (with MD Anderson) will deepen and enhance our current cancer services by providing a new level of expertise and collaboration," said Dr. Jeffrey Le Benger, chairman and chief executive officer of Summit Medical Group.

"Within our multidisciplinary patient-centered health care model, Summit Medical Group patients will have access to enhanced cancer treatment, including MD Anderson's world-renowned treatment protocols, extensive clinical trials and cutting-edge research."

It was not so long ago that most patients sitting in the waiting room of an oncologist were waiting to be treated with a chemotherapy drug, according to Whitman of Atlantic Health. Today, in that same office, there are a growing percentage of patients waiting to for immunotherapy treatment.

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## Inside Views

### Not the final farewell

*Inside Business* is about to change.

We started publishing this newspaper in March 1998, just a bit more than 19 years ago, to fill a glaring gap in business reporting in the North Jersey region.

In fact, the whole thing started because one of our members, a major chemical manufacturer, complained that the company had received a major environmental award but could not get any media coverage. On the other hand, heaven help them if anything went wrong because the press would be all over them.

Thus, the idea was born that if no one else would write a story that reflected the importance of the business community and the positive things that were going on, we would just start our own newspaper to make sure these stories got told.

During our 19 years of publication we have never shied away from tough issues. Our editorial page has aggressively advocated pro-business positions, taking on everyone from legislators and governors to congressmen, U.S. senators and presidents. We have also taken on colleagues in the press who tend to have no idea of the way business really works or its importance to our community.

Long before it caught on with the rest of the country, we advocated for appropriate education that prepares young people for life rather than just the next stage of education. And we put our money where our pen is by running one of the largest and oldest vocational scholarship programs in the region.

We were also among the first advocates of reintroducing a financial literacy requirement into school curriculums. It took years of haranguing educators and legislators and a severe recession but we were finally able to succeed.

Alas, we also have had major losses. Try as we might, we have not been able to convince elected officials or the general public that raising minimum wages hurts the people it is hoped to help. If you still don't believe me, look at the recent studies coming out of Seattle where employment among minimum wage earners has plummeted. Gubernatorial candidate Phil Murphy has promised to raise our minimum wage even higher than Seattle's.

Publishing this newspaper for all these years has been a lot of work but a whole lot more fun. It has been a great experience and has brought us closer to our members. In fact, it has been a product of our members, as their advertising dollars have made all this possible.

*Inside Business* is also the product of a very good team of people. Joanne Vero and her team at J. Vero & Associates have kept the paper going over the years through their outreach to the membership for ad sales. Joanne has been our partner in this venture from day one and she has stuck it out through thick and thin. Cathy Schwartzer has been especially instrumental in the continuing success of *Inside Business*.

Chris Reardon of Reardon Communications Group, our editor, has done a masterful job overseeing the writing and publication of the paper. He has also been the editor of my column and has kept me from both simple and career-ending mistakes.

But all this would be for naught if the paper didn't look good. Our designer John Tirpak has also been with us from the beginning and has given our paper its distinctive look. Month after month he has laid out stories, built ads and fixed things with calm efficiency and good humor. I thank them all.

But as I said at the beginning, *Inside Business* is changing. We are going to stop being a monthly newspaper and become a quarterly news magazine. This new format will give us increased space to cover the news, together with our same hard-hitting editorials.

As a news magazine we will no longer be distributed through the *Star Ledger* but will be mailed directly to businesses, both members of the Gateway Regional Chamber of Commerce and others. If you are a *Star Ledger* reader and wish to continue receiving our publication, you can give us a call for a subscription.

*Inside Business* will be different but still there letting people know what is really going on in the business community.



Jim Coyle

## The Inside Look...

**Union County College** has announced that Alan M. Haveson, Harvey R. Hirschfield and Susan D. Hairston have been named to the college's board of governors. All three had previously served as trustees to the Union County College Foundation and are donors to student scholarships.

Haveson is a successful businessman, having built and sold several companies, and a philanthropist. Harvey is the president of Plaintiff Funding Holding Inc. Hairston brings to the board expertise in global foundation grant-making operations and program services.



**Union County College President Margaret M. McMenamain (left) and board of trustees chairman Victor M. Richel (right) welcome (left to right) Susan Hairston, Harvey Hirschfield and Alan Haveson to the college's board of governors.**

**Berkeley College** has announced the promotion of Angela Harrington to vice president, communications and external relations. Harrington joined Berkeley College in 2013 and most recently served as assistant vice president, communications and external relations.

Berkeley has been recognized as a Top Veteran-Friendly School by *U.S. Veterans Magazine*. The honor is part of the magazine's annual "Best of the Best" evaluation of more than 350 American employers, initiatives, government agencies and educational institutions dedicated to providing opportunities to veterans, transitioning service members, disabled veterans, spouses and veteran business owners.

In addition, Healing the Children New Jersey will honor Berkeley College with the 2018 Partnership in Caring Award for its support and volunteer efforts made by faculty and students from the Berkeley College School of Health Studies. Joseph Charleman, chair, surgical technology at Berkeley College School of Health Studies, will receive the Sue Tiger Memorial Award.



LaRossa



Daly

Public Service Enterprise Group has announced the election of Ralph A. LaRossa as president and chief operating officer of PSEG's merchant generation business, PSEG Power, effective October 2, 2017. LaRossa is currently president and COO of PSEG's utility business, **Public Service Electric and Gas Company (PSE&G)**. In his new role, LaRossa succeeds William Levis, who in December 2016 had announced his plans to retire.

PSEG also announced that David M. Daly has been elected to succeed LaRossa as president and COO of PSE&G effective October 2, 2017. Daly will also assume the role of chairman of the board of PSEG Long

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### MISSION STATEMENT

"The Gateway Regional Chamber of Commerce is a business organization which represents and advances the business interests of its members"

*James R. Coyle*  
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Island currently held by LaRossa. Daly is currently president and COO of PSEG Long Island.

The company also announced that The Smart Electric Power Alliance (SEPA) has named PSE&G its 2017 Investor-Owned Utility of the Year. SEPA recognized PSE&G for its ongoing commitment to increasing the amount of solar power in New Jersey and specifically lauded the utility's work to build solar farms on landfills and brownfields in the state through its Solar 4 All® program.

Northfield Bancorp, Inc., the holding company for **Northfield Bank**, has announced that John W. Alexander, chairman and chief executive officer, will retire as chief executive officer effective October 31, 2017. Steven M. Klein, president and chief operating officer, will succeed Alexander as CEO as of November 1, 2017. Alexander will continue as chairman of the board of directors.

**The Provident Bank** has announced that John Kamin has been named executive vice president, chief information officer. In this position, Kamin will be responsible for the management and enhancement of the bank's technology infrastructure, as well as the strategic oversight of the bank's third-party technology service providers. In addition, he will play an essential role in the ongoing development and deployment of the bank's digital delivery channels and the innovation of service and product delivery alternatives.

**Atlantic Health System** has announced that nationally renowned head and neck and lung cancer researcher Missak Haigentz, MD, has joined Atlantic Health System Cancer Care as chief of hematology and oncology at Morristown Medical Center and medical director of Atlantic Hematology and Oncology for Atlantic Medical Group at the Carol G. Simon Cancer Center at Overlook Hospital.

The law firm **McCarter & English** has announced that two prominent products liability defense litigators have joined the firm as partners. Amy Vanni, who focuses on complex pharmaceutical-related matters, is now resident in McCarter's Center City Philadelphia office. Wilfred "Will" Coronato, who focuses on pharmaceutical and complex commercial litigation, is resident in McCarter's Newark office.

The firm also announced that *NJBIZ* has recognized Susan Feeney, a partner in McCarter's Tax and Employee Benefits Practice Group, as an Icon in its first-ever awards recognizing New Jersey business leaders over the age of 60 for their impact on the New Jersey business community.

**Morning Star Community Christian Center** in Linden is celebrating its 50th anniversary throughout 2017. The center officially opened on Sunday, February 26, 1967, and a special celebration was held this past February. Morning Star was founded by the late Bishop Irvin Evans and his wife Constine and is led today by Pastor Therman Evans (pictured with his wife, Bernetta). For detailed information of the 50th anniversary events and services, visit [www.morningstarccc.org](http://www.morningstarccc.org).



## Where the Chamber Stands...

### *Legislated theft looms dangerously over state businesses*

Gov. Chris Christie has once again placed his personal ambitions ahead of the interests of the state he was elected to serve and this time the business community should be very concerned with the precedent he and the Legislature set.

The recent deal Christie and Senate President Stephen Sweeney cut – over the initial objections of Assembly Speaker Vincent Prieto – on a new budget to end the state shutdown looms ominously over every business in the state. By giving future governors control over the reserves of Horizon Blue Cross Blue Shield New Jersey, Christie and Sweeney have set a precedent that might tempt similar action in the future against other businesses when easy money is needed.

This all started in a shameful attempt by Christie to force Horizon to “donate” \$300 million from its reserves to pay for opioid addiction treatment, a desperate move to repair his tattered reputation throughout New Jersey and the nation.

Horizon correctly resisted. The insurer's reserves are necessary to protect the company and its 3.8 million members from significant increases in premiums resulting from sudden cost overruns. Horizon has only enough reserves to cover 75 days of claims or one day of hospital care for every one of its members.

In addition, Horizon already contributes heavily to both the state coffers and the community in general. The company paid \$515 million in federal, state and local taxes in 2015 on revenues of \$11.5 billion. Horizon also provides health care coverage through Medicaid for more than 900,000 New Jersey residents, more than half of all New Jerseyans in the program.

None of that mattered to the governor. He wanted Horizon to pay for his image repair job and when they balked, he proposed the Legislature force the company to pony up. Then, according to reports, when lawmakers snickered at the governor's claim Horizon would “embrace” the opportunity, he grew angrier and doubled down, launching a smear campaign against the company and its executives worthy of his finest bullying tactics of the last seven years.

Meanwhile, Prieto correctly held the position that any legislation relating to Horizon's reserves should be dealt with separately, not tied to the state budget. If such a move was proper, it should be made later. Yet Christie was adamant in coupling the two and threatened to veto spending Democrats wanted, which made Sweeney and a number of Assembly Democrats side with the governor and led to the shutdown.

In the end, a deal was brokered only when Horizon chairman Robert Marino met with Sweeney and Prieto and helped them reach a compromise. (No surprise – when a business leader joins politicians the former is usually the real adult in the room.) While Horizon will not be forced to fund the governor's pet project, the state did gain a certain amount of control over its reserves.

Make no mistake, New Jersey's opioid addiction epidemic needs to be addressed. Deaths due to drug overdose increased by 22 percent in 2015 and a similar if not greater increase is expected for 2016. More money needs to be allocated to treatment and lawmakers and the next governor should ensure this happens. But not at the expense of Horizon and its ratepayers.

The danger in all this is the precedent this agreement sets. If a governor is allowed to go after the reserves of Horizon simply because he decides they have too much, what is to stop a future governor from turning in a new direction, say utilities?

When faced with a budget shortfall, perhaps the next governor and the Legislature will decide the shareholders of PSEG and the state's other utility holding companies are earning too much profit from their investment and demand some of those revenues be returned to state coffers. How about hospitals? Certainly RWJBarnabas Health, Atlantic Health System and the other health care providers in the state have deep pockets.

What business might be next? Pharmaceuticals, big box stores, gyms? This is a slippery slope in a state known for governors and legislators resorting to gimmicks and money grabs to fill budget holes rather than properly governing in the first place.

After abandoning New Jersey and its residents and businesses as he catered to a national audience in his sad attempt to become president, Christie has landed one last damaging blow to the state in this, his final budget deal. Shame on him, Sweeney and every legislator that abetted this larceny.

# Corporate Care at Rahway

## Medical Director Richard Schaller, MD

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# Coming in October

## A New Inside Business

### Quarterly News Magazine

After this current issue, Inside Business is converting from a monthly newspaper to a quarterly news magazine.

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*New Advertising Opportunities*

Watch for more information over the coming months...



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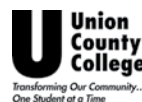


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