



(PRLEAP.COM) Santa Monica, CA – Joyce Eisenberg-Keefer, a noted philanthropist with a commitment to healthcare causes, has recently joined the board of the California Oncology Research Institute (CORI). In her new leadership role, Eisenberg-Keefer will advise on the direction CORI will take in its commitment to curing cancer through innovative research, early detection, education, and novel treatments. Eisenberg-Keefer is also a major benefactor for the research institute.

"It is with great pleasure and honor that I announce the addition of Ms. Eisenberg-Keefer to our talented and committed board who are dedicated to finding a cure for cancer and helping underserved communities," said Dr. Bilchik. "As someone who has been personally affected by this terrible disease, Ms. Eisenberg-Keefer truly understands our mission to treat patients with respect and dignity, while providing the highest level of care."

The CORI board will also focus its efforts on the needs of the underserved communities, establishing collaborations with the Wellness community, as well as the NAACP. CORI members provide educational seminars on cancer prevention, early detection of cancer, as well as innovative treatments.

Eisenberg-Keefer's other philanthropic efforts include endowing two \$1 million chairs for cancer and multiple sclerosis research, and for new professors and directors, respectively, at The Weizmann Institute of Science. She has also financed the pediatric wing of Shaare Zedek Hospital. Other recipients of her magnanimity include the Anti-Defamation League, United Jewish Fund, National Diabetes Foundation, UCLA Medical Center, Pacific Multiple Sclerosis Foundation and Jewish Home for the Aging, which renamed its nine-acre Reseda campus Eisenberg Village in recognition of her \$3 million gift.

To learn more about the efforts of Dr. Bilchik and CORI in their fight against cancer, visit www.antonbilchikmd.com

About Dr. Anton Bilchik: Anton J. Bilchik, MD, PhD, FACS, is an internationally recognized surgical oncologist who has pioneered techniques in surgical oncology to improve staging in colon cancer and minimally invasive approaches for liver and pancreas cancer. He is also spearheading JWCI/SJHC's participation in biotech-sponsored research trials, new drug

Joyce Eisenberg-Keefer Joins Anton Bilchik, MD on Board of California Oncology Research Institute

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development and tissue procurement. He serves as an investigator on international multi-center clinical trials and, with over 180 publications, is considered one of the country's leading specialists in surgical oncology. In his current dual leadership roles as Chief of Medicine and Chief of the Gastrointestinal (GI) Research Program at JWCI, Dr. Bilchik is working closely with Saint John's Cancer Program, and networking with community-based medical oncology and surgical oncology practices.