

CANCER OUTREACH REPORT

MAY 2013



Identified Areas of Community Need:

- *Smoking Cessation*
- *Cancer Education/Awareness*

Specific Outreach Activities Related to Community Need:

- Cooper Clayton Smoking Cessation Classes were offered free to the community. In 2012 we had 5 participants in the twelve week program. Three of those participants graduated the program and one quit smoking by graduation. Inpatient smoking cessation contacts totaled 265. These patients are offered smoking cessation information and resources as well as education from the patient educator.
- A Head and Neck Cancer Fair and Class were offered on March 20, 2012. We had a total of 70 participants at the fair with educational information available. Twenty five people attended the class and nine of the class participants were from the community. Dr. James E. Ewing instructed the class and answered questions.
- The Taylor Regional Health Fair on June 16, 2012 brought in 1200 community members with 816 of them taking advantage of low cost blood work. A total of 231 screening PSA's were performed. Fifteen of those 231 PSA's were elevated and 2 had low results. Education on Smoking Cessation and multiple kinds of cancer education was distributed.
- During the year there were smaller Health Fairs that TRH attended including First Baptist Church, Campbellsville University and Miller Park walking track. At each of these fairs information on Smoking Cessation and Cancer education was distributed.
- In combination with Taylor County Health Department, Extension Office, Healthy Living Coalition and other agencies around Taylor County, a Community Health/Needs Assessment was performed in the Fall of 2012. A total of 1563 people completed the survey from Taylor and surrounding counties. Results are being compiled by BKD and a report will be prepared and distributed to the public. The results of this report will assist with determining the goals and activities for 2013.
- Support groups that were active in 2012 included Make Today Count, Compassionate Friends, and Reach to Recovery. Make Today Count touched 105 community members in 2012, in addition to Relay for Life. Fifty one community members were counseled through Compassionate Friends. Reach to Recovery touched 18 patients' lives and connected them to the American Cancer Society.
- Quarterly Cancer specific classes are scheduled with our Physicians as the instructors. Other classes are scheduled throughout the year that is related to Cancer. During 2012 the classes offered were: Lung Cancer- 22 participants, Head and Neck Cancer - 25 participants, Skin Cancer-16 participants, Vitamins and Herbal Supplements- 9 participants, Care of the Dying- 9 participants, Wound Care- 18 participants, Breast Cancer- 14 participants, and Dealing with Stress- 10 participants.



A total of 7,606 oncology services were performed in 2012.

CANCER PREVENTION ACTIVITY: SMOKING CESSATION PROGRAM AND EDUCATION/ CANCER AWARENESS



Taylor County exceeds the state average of cancer related deaths per Kentucky Health Facts and Kentucky Cancer Registry.

Taylor Regional Cancer Committee selected Smoking Cessation and Cancer Education/Awareness as the community outreach prevention programs for 2012. Taylor County exceeds the state average of cancer related deaths per Kentucky Health Facts and Kentucky Cancer Registry. American Cancer Society (ACS) reports that many head and neck cancers, lung, kidney, stomach, and multiple other cancers are related to smoking. ACS states that 80% of lung cancer deaths are

directly related to this addiction. According to the CDC, lung cancer is the leading cancer related death among men and woman in the nation. Smoking Cessation at any age has been proven to greatly reduce the risk of many diseases as well as premature death.

How did we promote?

Taylor Regional Hospital provided Cooper Clayton Smoking Cessation classes beginning in January of 2012 for 12 weeks free to the public. Cooper Clayton classes are evidence based and have been nationally accepted for over 20 years. This class was heavily advertised throughout the community. We had 5 participants to start, 3 graduated

and one quit smoking by graduation. Multiple educational/awareness opportunities were provided for the community this year including the Head and Neck Cancer Fair/Class, TRH Health Fair, First Baptist Church, Healthy Heart Fair, CU, Miller Park as well as others. At each of these fairs education was distributed

regarding smoking cessation and many different kinds of cancers. Educational material is offered at the Learning and Resource Center and the Cancer Center throughout the year. Quarterly Cancer specific classes are held at the Learning and Resource Center as well as cancer related classes throughout the calendar.

Did it work?

A record of the Smoking Cessation class participants and progression/outcome of the program will be measured. In 2012 we had more participants than the last two years prior. The number that graduated was also higher than the other years.

A record of the educational opportunities that promote prevention and awareness are measured (see above).



CANCER SCREENING ACTIVITY: PROSTATE CANCER SCREENING

Taylor Regional Cancer Committee selected Prostate Cancer Screening as the Community Outreach Screening Program for 2012. According to the ACS and NCCN Guidelines, Prostate Cancer is the most common type of cancer in men and the second leading cause of cancer death in men.

Due to the statistics regarding Prostate Cancer and the fact that in 2011 TRH abstracted 45 Prostate Cancer cases, with this being the largest abstracted cancer site for the

year, TRH chose PSA for the screening activity. According to NCCN Guidelines, the dilemma surrounding PSA for screening revolves around the treatment rather than the early detection. PSA testing is useful for obtaining a baseline and beginning the process of early detection. According to the American Urological Association (AUA) recommendations remain “that interval prostate cancer screening be offered to all men beginning at 40 years of age in the form of baseline PSA measurement and digital

rectal exam.” AUA states that PSA’s are complimentary and other variables need to be assessed prior to proceeding with a biopsy.

How did we promote?

Taylor Regional Hospital provided reduced rate (\$8) PSA screenings at the Taylor Regional Health Fair on June 16, 2012. This opportunity was advertised heavily throughout the community and surrounding areas. A total of 231 men took advantage of this screening. Education was

also provided at the Health Fair regarding multiple kinds of cancers for these individuals.

Did it work?

Screening results were mailed to each patient and sent to the patients physician. Instructions for each patient were included with lab results to follow up with their family doctor. A six month follow up was completed to ensure that the patients with abnormal results did receive the results via mail and had followed up regarding PSA levels. All 17 patients with abnormal results were con-

tacted and had received their labs. Twelve of those patients have followed up with their physicians regarding abnormal PSA levels. Five of the patients have not followed up currently; all were encouraged to do so.



According to the ACS and NCCN Guidelines Prostate Cancer is the most common type of cancer in men and the second leading cause of cancer death in men.

Radiation Therapy adds new physicians and equipment upgrade

The Cancer Center now has three radiation oncologists available. Taylor Regional Radiation Oncology consists of Dr. Richard McGahan, Dr. Peter Hardin and Dr. Linda Hathaway.

Dr. Peter Hardin serves as the Medical Director for Taylor Regional Radiation Oncology. He is Board Certified by the American Board of Radiology in radiation oncology. Before coming to Campbellsville, he has held positions at the University of Illinois and Michigan State University. His expertise is in breast, lung, gastrointestinal, head and neck as well as prostate cancer.

Dr. Richard McGahan was Board Certified by the American Board of Radiology in 1991. He is the Medical Director of the Cancer Center in Bowling Green, Kentucky. His expertise is in interstitial particle implant and in the construction of IMRT plans in the management of lung, prostate and pelvic malignancies.

Dr. Linda Hathaway received her medical degree from Marshall University School of Medicine and completed residencies at the University of Southern California-Los Angeles and Harbor-UCLA Medical Center.

In addition to these new physicians, an approximately \$1 million upgrade to the radiation oncology side of the Cancer Center has provided for a new 23EX Linear Accelerator made by

Varian Medical Systems. This upgrade provides portal vision, complete software for running the clinic and a treatment planning system. The upgrade also enables Intensity-Modulated Radiation Therapy (IMRT) and Image Guided Radiation Therapy (IGRT) to be performed. More patients will now be able to receive the radiation therapy they require without having to travel.



Dr. Peter Hardin
Radiation Oncology
Medical Director



Radiation Oncology Staff:
Pam Anderson, Radiation Therapist
Tammy Feese, Receptionist
Brenda Goode, RN
Deetra Spalding, Radiation Therapist



Dr. Richard McGahan



Dr. Linda Hathaway

Free Van Service Brings Patients to Cancer Center, among other locations

For the third year, the charity golf scramble was a success with 20 teams participating. The event in September raised approximately \$30,000 towards the purchase

of a second van.

The Taylor Regional Hospital van service provides no-cost transportation to qualifying patients to the hospital, Rehabilitation Services,

Cancer Center, physician offices, or outpatient diagnostic procedures. The second van has expanded the existing services.





Dr. Zewdu Lissanu
Medical Oncology
Medical Director

Medical Oncology Continues to Provide Outstanding Care



Medical Oncology Staff

Front Row: Angela McCoy, RN; Ailene Foster, RN; Vanessa Smith, Receptionist and Debbie Spalding, RN, OCN.

Back Row: Marian Caldwell, RN, OCN; Jennifer Ferguson, RN, OCN; Lisa Young, Patient Care Tech; Sherri Angel, RN, OCN; Kim Johnson, Coder; Mary Tena Smith, RN, OCN and Melony Renfrow, RN, OCN.

A full-time medical oncologist, Dr. Zewdu Lissanu, is on staff at Taylor Regional Hospital and is available Monday through Friday at the cancer center and in the Lebanon, Kentucky office on Thursday afternoons. Dr. Lissanu is Board Certified in medical oncology. He specializes in blood disorders and the management of different cancers. He was trained at Georgetown University, with a Fellowship in Hematology/Oncology. He has been in practice since 1995 and had a private practice in Somerset, KY prior to coming to Campbellsville.

Chemotherapy has been offered at Taylor Regional Hospital since 1979. As the number of treatments increased, the department relocated to various areas within and outside of the hospital. In March, 2005 the new Cancer Center at Taylor Regional Hospital became a reality after more than three years of planning and the chemotherapy department moved to its present location on 125 Greenbriar Drive.

Outpatient Chemotherapy treatments are done at the Cancer Center Monday through Friday. Occasionally, certain chemotherapy regimens require patient admission to the hospital for treatment. Outpatient and inpatient treatments are done by nurses from Taylor Regional Hospital, who have been specially trained in the care of oncology patients. Six nurses are Oncology Certified, which has to be updated every four years. This certification verifies their special expertise in Oncology. 100% of all RN's in the Oncology Department are Chemotherapy/Biotherapy providers, which is updated every two years. The medical oncology department has grown from one full-time nurse in 1975 to six full-time and two part-time nurses in 2013.