

CANCER OUTREACH REPORT

JULY 2014



Identified Areas of Community Need:

- *Cancer Prevention & Screening*
- *Cancer Education & Awareness*



Specific Outreach Activities Related to Community Need:

- TRH offered Cooper Clayton Smoking Cessation classes beginning in Jan. of 2013 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 2 participants join the first week and neither of them completed the program. Inpatient Smoking Cessation Education contacts totaled 302. These patients are offered smoking cessation information and resources as well as education from the patient educator.
- Educational opportunities offered to the community included Ovarian and Cervical Cancer class, Neck Cancer and Tracheotomies class, Skin Cancer Class, Care of Ports and Chemotherapy class, TRH Health Fair, First Baptist Church Health Fair, Healthy Heart Fair, Campbellsville University Health Fair, Miller Park Health Fair as well as others. At each of the above 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.
- Taylor Regional Hospital provided a free Skin Cancer Screening Event at the Taylor Regional Cancer Center on September 12, 2013. This opportunity was advertised heavily throughout the community. The event filled up quickly with a total of 45 participants involved. Three Physicians were available and volunteered to complete the skin assessments on the community members during this event. Over 20 members of the TRH staff assisted at the event including 5 members of the Cancer Committee. Education was provided regarding skin cancers and prevention of. An American Academy of Dermatology video showing how to do your own skin assessments was shown for these individuals and family members during the screening.
- Each patient received a copy of the assessment and recommendation by the Physician prior to leaving the event. Out of the 45 participants 23 of them did have recommendations to follow-up with a Physician after the screening.
- Taylor Regional Hospital provided reduced rate PSA's at the Taylor Regional Health Fair on June 22, 2013. This opportunity was heavily advertised throughout the community and surrounding areas. A total of 231 individuals participated in this screening event. Education was also provided at the Health Fair regarding multiple kinds of cancers for these individuals.

A total of 12,953 Chemotherapy treatments were performed 3,056 oncology visits were made in 2013.

CANCER PREVENTION ACTIVITY: 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 Cancer Education/Awareness as the community outreach prevention program for 2013. According to the National Cancer Institute/CDC Taylor County exceeds the U.S. and state average of cancer related incidents and deaths in the latest five year period (2006-2010). The 2013 Community Health Needs Assessment found that the residents of Taylor County believe cancer is the number one 'most important health problem' in our area. Based

on this data we believe that outreach including education of the community in prevention and early detection of cancers will improve the outcomes for the future.

How did we promote?

TRH offered Cooper Clayton Smoking Cessation classes beginning in Jan. of 2013 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 2 participants join the first week and neither of them

completed the program. Inpatient Smoking Cessation Education contacts totaled 302. These patients are offered smoking cessation information and resources as well as education from the patient educator.

Educational opportunities offered to the community included Ovarian and Cervical

Cancer class, Neck Cancer and Tracheotomies class, Skin Cancer Class, Care of Ports and Chemotherapy class, TRH Health Fair, First Baptist Church Health Fair, Healthy Heart Fair, Campbellsville University Health Fair, Miller Park Health Fair as well as others. At each of the above fairs education was distributed regarding smoking cessation and many different kinds of cancers.

Did it work?

A record of the educational opportunities that promote prevention and awareness are measured (see above) and available at the Learning and Resource Center. Details regarding the Skin Cancer Screening are below. A record of the Smoking Cessation class participants and progression/outcome of the program are also measured.

Fewer individuals did participate/graduate this year from the Cooper Clayton Smoking Cessation class than the last few years even though the need continues to be high compared to State averages.



CANCER SCREENING ACTIVITY: SKIN CANCER SCREENING

Taylor Regional Cancer Committee selected Skin Cancer Screening as the Community Outreach Screening Program for 2013. According to the CDC Skin Cancer is the most common form of cancer in the United States. Taylor County exceeds the Melanoma incidence rates of the state average (by 8.7-calculated per 100,000 population per year) and the National average (by 13.2-calculated per 100,000 population per year).

Due to the statistics regarding

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Did it work?

Skin Cancer screening results were given to each patient with instructions to follow up if needed. A three month follow up was completed to ensure that the patients with abnormal results had followed up regarding the skin lesions. All 23 patients with abnormal results have been contacted. Ten of those patients have followed up with their physicians regarding abnormal results and at least

Skin Cancer and the community expressing a concern of cost/expenses as the number one barrier to healthcare (2013 Health Needs Assessment), the Cancer Committee felt a need for this event. The American Cancer Society and the American Academy of Dermatology current clinical guidelines and recommendations were followed in relation to prevention and screening during the event.

Physicians were available and volunteered to complete the skin assessments on the community members during this event. Over 20 members of the TRH staff assisted at the event including 5 members of the Cancer Committee. Education was provided regarding skin cancers and preven-

3 of the 10 had a positive diagnosis of skin cancer. Thirteen of the patients have not followed up currently; all were encouraged to do so.

tion of. An American Academy of Dermatology video showing how to do your own skin assessments was shown for these individuals and family members during the screening.

Each patient received a copy of the assessment and recommendation by the Physician prior to leaving the event. Out of the 45 participants 23 of them did have recommendations to follow up with a Physician after the screening.

Taylor Regional Hospital provided an additional screening event for the community. During the Health Fair held on June 22, 2013 PSA screening was offered at a discounted rate. PSA's are useful for obtaining a baseline and beginning the process of early detection per NCCN. According to the American Urological Association (AUA) PSA's are complimentary and other variables need to be assessed prior to proceeding with a biopsy.

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

PSA Screening results were mailed to each patient and sent to the patient's physician. Instructions for each patient were included with lab results to follow up with their family doctor. Results of the screening showed 18 of the 231 participants had abnormal results. 16 of the 18 individuals had a high PSA and 2 were below normal. A follow up phone call was done after the event for the 18 of those individuals having abnormal results. Telephone contact was made for 16 of those patients. Of those contacted 15 had already or planned on following up with their Physician or Urologist. One was educated and encouraged to do the same. Certified letters have been sent to all of those with abnormal results.

Radiation Therapy Provides Excellent Physicians and Equipment

The Cancer Center 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

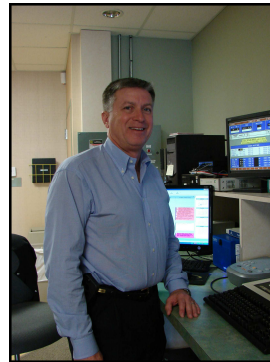
Varian Medical Systems. This upgrade provides portal vision, complete software for running the clinic and a treatment planning system. The upgrade also enables Intensity-Modulated Radiation Therapy (IMRT) and Image Guided Radiation Therapy (IGRT) to be performed. More patients will now be able to receive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



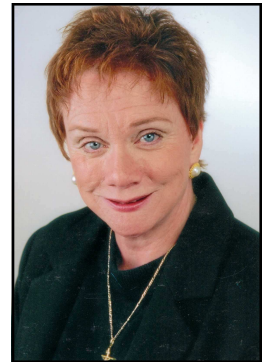
Dr. Peter Hardin
Radiation Oncology
Medical Director



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 fourth 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.



Cancer Care Report Card

Taylor Regional Hospital’s Cancer Program participates in the American College of Surgeons (ACS) Cancer Program Practice Profile (CP3R) reporting system. Taylor Regional Hospital refers to this report to compare our facility’s treatment for breast, colon and rectal cancers to that of state and national levels.

Here is our **most recent** report care for the three cancers this program measures:

Cancer Type	Cancer Measurement	2011	State of KY	National Level
Breast Cancers	Received radiation therapy in compliance with ACS recommendations.	100%	95.4%	92.6%
	Chemotherapy administered per ACS recommendations for select cases.	100%	96.9%	92.9%
	Tamoxifen therapy (helps reduce recurrence) given per ACS recommendations for select cases.	100%	94.4%	91.6%
	Breast conservation surgery performed per ACS recommendations for select cases.	86.7%	57.5%	64%
	Needle core biopsy or FNA is performed to establish diagnosis of breast cancer.	81.8%	80.3%	83.1%
	Radiation therapy is considered or given following any mastectomy per ACS recommendations.	100%	82.6%	78.7%
Colon Cancers	Patient with positive lymph nodes receives chemotherapy within 4 months of diagnosis.	100%	92.9%	91.6%
	Surgeons remove and have pathology examine a minimum of 12 lymph nodes during colon resection surgery.	80%	85.9%	87.8%
Rectal Cancers	Radiation therapy is considered or given per ACS recommendations for more advanced rectal cancers.	100%	94.6%	92.7%

