

# CANCER OUTREACH REPORT

JULY 2015



## 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 January of 2014 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 three (3) participants join the first week. All three (3) of them completed the program and quit smoking. Inpatient Smoking Cessation Education contacts totaled 227. These patients are offered smoking cessation information and resources as well as education from the patient educator.
- Educational opportunities offered to the community included Prostate, Leukemia, Colorectal and Breast Cancer classes, TRH Health Fair, Campbellsville Apparel 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 through the Educational Services Department and the Cancer Center throughout the year. Quarterly cancer specific classes are held at the Education Classroom, as well as cancer related classes throughout the calendar year.
- Taylor Regional Hospital provided additional screening events for the community in 2014. There were two free Skin Cancer Prevention/Screening Events throughout the year, May and December, held at the Cancer Center. The Cancer Committee felt these events were essential due to the statistics on skin cancer and the interest from the community. TRH owned physicians diagnosed approximately 200 skin cancers (excluding melanomas) in 2013. The number of diagnosed cases of melanomas at TRH over the last few years are listed below:  
Calendar year 2011 – 19 cases Calendar year 2012 – 17 cases Calendar year 2013 – 15 cases
- A total of 36 community members participated in May screening and 18 participated in the December screening. Out of the 36 participants in the May screening, 14 received recommendations to follow-up with a Physician after the screening. All 14 with abnormal results were contacted. Seven (7) had followed up with their physicians and at least one of the seven (7) had a positive diagnosis of basal cell cancer. The other seven (7) individuals that had not followed up were encouraged to do so. During the December event, 18 participants had skin cancer screenings. Of those 18, eight (8) had recommendations to follow up with their physician regarding abnormal results. All eight (8) were contacted with the following results: five (5) had followed up with their physician and three (3) had not. Two (2) patients had basal cell carcinoma, two (2) had squamous dysplasia and one (1) followed up but a biopsy was not recommended. The remaining three (3) participants were encouraged to follow-up with their physician.
- Taylor Regional Hospital partnered with the Taylor County Health Department for the “Kentucky Colon Cancer Screening Program.” This program is offered to uninsured individuals who meet the criteria established by the grant it is funded by. High sensitivity fecal immunochemical testing (FIT) and colonoscopies are utilized to test for colon cancer. An educational event on colon cancer screening was held at the local WalMart in the fall of 2013 with approximately 150 inquiries.

A total of 14,970 Chemotherapy treatments were performed and 3,057 oncology visits were made in 2014.

## CANCER PREVENTION ACTIVITY: EDUCATION/CANCER AWARENESS

Taylor Regional Cancer Committee selected Cancer Education/Awareness as the community outreach prevention program for 2014. According to the National Cancer Institute/CDC, Taylor County continues to exceed the U.S. and state average of cancer related incidence in the latest five year period (2007-2011). Kentucky has the 2<sup>nd</sup> highest incidence rate among the states in the U.S. and the highest number of death rates for all cancer sites for both sexes during the latest five year period.

Among the counties in Kentucky, Taylor has an annual death rate (per 100,000) of 220.2. The County with the highest number of death rates in Kentucky is Powell County at 290.7.

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 de-

tection of cancers, will improve the outcomes for the future.

The Community Outreach Coordinator and the Cancer Committee monitor the effectiveness of the activities and programs that are offered each year at TRH.

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

### *How did we promote?*

TRH offered Cooper Clayton Smoking Cessation classes beginning in January of 2014 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 three (3) participants join the first week. All three (3) of

them completed the program and quit smoking. Inpatient Smoking Cessation Education contacts totaled 227. These patients are offered smoking cessation information and resources as well as education from the patient educator.

Educational opportunities offered to the community

included Prostate, Leukemia, Colorectal and Breast Cancer classes, TRH Health Fair, Campbellsville Apparel 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 in the Educational Services Department. 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.

Educational material is offered through the Educational Services Department and the Cancer Center throughout the year. Quarterly cancer specific classes are held at the Education Classroom, as well as cancer related classes throughout the calendar year.

**CANCER SCREENING ACTIVITY: SKIN CANCER SCREENING**

Taylor Regional Hospital provided additional screening events for the community in 2014. There were two free Skin Cancer Prevention/Screening Events throughout the year, May and December, held at the Cancer Center. The Cancer Committee felt these events were essential due to the statistics on skin cancer and the interest from the community. TRH owned physicians diagnosed approximately 200 skin cancers (excluding melanomas) in 2013.

The number of diagnosed cases of melanomas at TRH over the last few years are listed below:

- Calendar year 2011 – 19 cases
- Calendar year 2012 – 17 cases
- Calendar year 2013—15 cases

*How did we promote?*

These opportunities were advertised heavily throughout the community by radio, newspaper and Facebook.

On May 29, 2014, a total of 36 community members participated in the prevention/screening event. Two (2) physicians were available to complete the skin assessments on the community members during this event. Over 17 members of the TRH staff assisted at the event, including four (4) members of

the Cancer Committee.

On December 4, 2014, a total of 18 community members participated in the prevention/screening event. One physician, a Nurse Practitioner and a Physician Assistant volunteered to complete the assessments during this event. Twelve members of the TRH staff assisted at this event, including two (2) members of the Cancer Committee.

Education was provided regarding skin cancers and prevention at both events. An American Academy of Dermatology video showing how to do your own skin assessments was shown for these individuals and family members during the screenings. Each patient received a copy of the assessment and recommendation by the Physician/PA/NP prior to leaving the event with instructions to follow up if needed.

*Did it work?*

Out of the 36 participants in the May screening, 14 received recommendations to follow-up with a Physician after the screening. All 14 with abnormal results were contacted. Seven (7) had followed up with their physicians and at least one of the seven (7) had a positive diagnosis of basal cell cancer. The other seven (7) individuals that had not followed up were encouraged to do so.

During the December event, 18 participants had skin cancer screenings. Of those 18, eight (8) had recommendations to follow up with their physician regarding abnormal results. All eight (8) were contacted with the following results: five (5) had followed up with their physician and three (3) had not. Two (2) patients had basal cell carcinoma, two (2) had squamous dysplasia and one (1) followed up but a biopsy was

Taylor Regional ENT staff participated in the December screenings.





## **CANCER SCREENING ACTIVITY: COLON CANCER SCREENING**

Taylor Regional Cancer Committee selected Colon Cancer Screening as the Community Outreach Screening Program for 2014. According to the Centers for Disease Control and Prevention (CDC), Colon and Rectal Cancer is the 4<sup>th</sup> leading cause of cancer in the United States and in Kentucky. Kentucky exceeds the National average of colon and rectal cancer by 9.0-calculated per 100,000 population per year for 2011. Taylor County exceeds the state incidence of colon and rectal cancer average by 1.8 per

100,000 population/ year for a five year period of (2007-2011). In Kentucky, Taylor County ranks 62 out of 120 counties for this type of cancer.

Due to the statistics regarding Colon and Rectal 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.



### *How did we promote?*

Taylor Regional Hospital partnered with the Taylor County Health Department for the "Kentucky Colon Cancer Screening Program." This program is offered to uninsured individuals who meet the criteria established by the grant it is funded by. High sensitivity fecal immuno-

chemical testing (FIT) and colonoscopies are utilized to test for colon cancer. An educational event on colon cancer screening was held at the local Wal-Mart in the fall of 2013 with approximately 150 inquiries.

Advertising that has been

done includes Taylor Regional Hospital's website and Facebook page, newspaper ads, radio, church contacts, flyers and letters to each physician office. Educational material on prevention/screening is given to each individual by both the Health Department and Taylor Regional Surgical Associates (TRSA).

### *Did it work?*

Approximately 25 individuals scheduled appointments with three individuals qualifying for colonoscopies which were performed at TRH. All three (3) colonoscopies were normal and patients kept their follow-up visit with TRSA and the Health Department.

Taylor Regional Hospital provided an additional screening event for the community. During the Health Fair held on June 14, 2014 at Taylor County Middle School, Prostate-specific antigen (PSA) screenings were offered at a discounted rate. PSA's are useful for obtaining a baseline and beginning the process of early detection per the National Comprehensive Cancer Network (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.

Taylor Regional Hospital provided reduced rate PSA's at the Taylor Regional Health Fair on June 14, 2014. This opportunity was heavily advertised throughout the community and surrounding areas. A total of 211 individuals participated in this screening event. Education was also provided at the Health Fair regarding multiple kinds of cancers for these individuals.

Screening results were mailed to each patient and also mailed to the patient's physician. Instructions for each patient to follow-up with their physician were included with the lab results. Results from the screening showed 22 of the 211 participants had abnormal results. 21 of the 22 individuals had a high PSA and one (1) was below normal. A follow-up phone call was placed after the event for the 22 of those individuals having abnormal results. Telephone contact was made with either the patient or the primary physician for all abnormal results. Of those contacted, 17 had already followed-up or planned on following up with their Physician or Urologist, one (1) was educated and encouraged to do the same, one (1) patient had expired and two (2) of the patients had been contacted by their PCP to follow-up. Two (2) of the patients who followed up with TRH's Urologist already had a history of prostate cancer; there were no newly diagnosed cases of prostate cancer. Certified letters, including the lab results, were sent to all of those with abnormal results.



## Radiation Therapy Provides Excellent Physicians and Equipment

Taylor Regional Radiation Oncology features 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

The Annual Charity Golf Scramble provides funding for the van service. The event, held in September, typically raises approximately \$30,000 towards the maintenance of the

van service.

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

cer Center, physician offices, or outpatient diagnostic procedures.





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.