

# CANCER OUTREACH REPORT

AUGUST 2016



## 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 2015 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 five (5) participants join the first week. Two (2) of them completed the program and quit smoking. Inpatient Smoking Cessation Education contacts totaled 145. These patients are offered smoking cessation information and resources as well as education from the patient educator.
- Educational opportunities offered to the community included Renal Cell, Neck Cancer and Tracheostomies, Lymphoma and Lung 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 prevention/screening events for the community in 2015. There was a free Skin Cancer Prevention/Screening Event on September 10, 2015 held at the Cancer Center. The Cancer Committee felt this event was essential due to the statistics on skin cancer, the increase in the number of melanoma cases diagnosed in 2014 and the interest from the community. TRH owned physicians practices diagnosed approximately 200 skin cancers (excluding melanomas) in 2014. 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	Calendar year 2014 – 29 cases
- Out of the 49 participants, 17 received recommendations to follow-up with a Physician after the screening. All 17 with abnormal results were contacted. Nine (9) had followed up with their physicians. Of those nine, four were found to have Seborrheic Keratosis and one had a Melanocytic Nevus. The other four (4) followed up with their physician, but we are uncertain of their results. The other eight (8) individuals that had not followed up were encouraged to do so via telephone and certified letters were sent to their home.
- 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.

A total of 14,588 Chemotherapy treatments were performed and 3,322 oncology visits were made in 2015.

## CANCER PREVENTION ACTIVITY: EDUCATION/CANCER AWARENESS

*“According to the National Cancer Institute/CDC, Kentucky has the highest rates of development or death related to cancer in the U.S. Taylor County falls within the second highest interval range for the state for all cancer sites in the latest five year period (2008-2012).”*

Taylor Regional Cancer Committee selected Cancer Education/Awareness as the community outreach prevention program for 2015. According to the National Cancer Institute/CDC, Kentucky has the highest rates of development or death related to cancer in the U.S. Taylor County falls within the second highest interval range for the state for all cancer sites in the latest five year period (2008-2012). Among the counties in Kentucky, Taylor has an annual death rate (per 100,000) of 205.6. The Coun-

ty with the highest number of death rates in Kentucky is Powell County at 288.1. The 2012 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.

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

### *How did we promote?*

TRH offered Cooper Clayton Smoking Cessation classes beginning in Jan. of 2015 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 five (5) participants join the first week. Two (2) of them

completed the program and quit smoking. Inpatient Smoking Cessation Education contacts totaled 145. These patients are offered smoking cessation information and resources as well as education from the patient educator.

Educational opportunities offered to the community

included Renal Cell, Neck Cancer and Tracheostomies, Lymphoma and Lung 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 Service Department. Details regarding the Oral and Skin Cancer Prevention/Screenings are below.

A record of the Smoking Cessation class participants and progression/outcome of the program are also measured.



## CANCER PREVENTION/SCREENING ACTIVITY: SKIN CANCER

Taylor Regional Hospital provided additional prevention/screening events for the community in 2015. There was a free Skin Cancer Prevention/Screening Event on September 10, 2015 held at the Cancer Center. The Cancer Committee felt this event was essential due to the statistics on skin cancer, the increase in the number of melanoma cases diagnosed in 2014 and the interest from the community. TRH owned physicians practices diagnosed approximately 200 skin cancers (excluding melanomas) in 2014. 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  
 Calendar year 2014 – 29 cases

### *How did we promote?*

This opportunity was advertised heavily throughout the community by radio, newspaper and Facebook. On September 10, 2015 a total of 49 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 three (3) members of the Cancer Committee.

Education was provided regarding skin cancers and prevention at this event. 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.

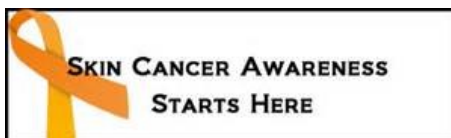
### *Did it work?*

Out of the 49 participants, 17 received recommendations to follow-up with a Physician after the screening. All 17 with abnormal results were contacted. Nine (9) had followed up with their physicians. Of those nine, four were found to have Seborrheic Keratosis and one had a Melanocytic Nevus. The other four (4) followed up with their physician, but we are uncertain of their results.

The other eight (8) individuals that had not followed up were encouraged to do so via telephone and certified letters were sent to their home.

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.

Advertising that has been done includes Taylor Regional Hospital's website and Facebook page, pamphlets, radio, church contacts, flyers and letters to each physician office. Educational material on prevention/screening is given to individuals by both the Health Department and Taylor Regional Surgical Associates (TRSA). No individuals qualified for the program in 2015 due to the mandatory federal requirement for health insurance coverage.





## CANCER PREVENTION/SCREENING ACTIVITY: ORAL CANCER

Taylor Regional Cancer Committee selected Oral Cancer Screening as the Community Outreach Screening Program for 2015. According to the Oral Cancer Foundation, Oral Cancer is the largest group of cancers that fall into the head and neck cancer category. The Oral Cancer Foundation stated that "Approximately 45,750 people in the US will be diagnosed with oral cancer in 2015. Mouth cancers will be newly diagnosed in about 115 new individuals each day in the US alone, and a person dies from oral cancer every

hour of every day." According to the National Cancer Institute/CDC, Taylor County is in the highest interval rate for the incidence of oral cavity and pharynx cancer in Kentucky. The Annual Incidence rate in Taylor County is 17.4, calculated per 100,000 populations per year for 2008-2012, with the average case per year of 6.

Due to the statistics regarding Oral Cancer and the community expressing a concern of cost/expenses as the number one barrier to healthcare

(2012 Health Needs Assessment), the Cancer Committee felt a need for this event.



### *How did we promote?*

An Oral Cancer Prevention/Screening Event was held on May 19, 2015 in conjunction with a Dysphagia Screening. This event was advertised heavily throughout the community. Fifteen people registered with eleven actually attending and being evaluated. Amanda Bright, PA-C and

Karen Mills M.S., CCC-SLP completed the assessments. Results from the assessments included five (5) Speech Pathology referrals, five (5) ENT referrals, six (6) referrals for Modified Barium Swallow Study and three (3) Esophagram referrals. Education regarding oral cancers and

prevention was provided at the event. A video entitled "Six-Step Self Oral Cancer Screening" from The Oral Cancer Foundation was shown to the participants and their family members.

### *Did it work?*

Out of the eleven participants, ten received recommendations to follow up after the screening with four (4) of these given more than one (1) recommendation. Six (6) of the ten did not follow up as recommended. Of the four (4) patients that followed up, three (3) were seen by the ENT office, one (1) followed up with outpatient speech pathology and one (1) had an Esophagram

and Modified Barium Swallow Study. Three (3) of those that did not follow up were contacted via phone and they stated their symptoms had resolved. The other three (3) that did not follow up were unable to be reached via phone (two (2) attempts were made to contact each participant). No malignancies were identified from those who did follow-up.

Taylor Regional Hospital provided an additional screening event for the community. During the Health Fair held on June 13, 2015 at Taylor County Elementary 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 13, 2015. This opportunity was heavily advertised throughout the community and surrounding areas. A total of 214 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 18 of the 214 participants had abnormal results. 17 of the 18 individuals had a high PSA and one (1) was below normal.

A follow-up phone call was placed after the event for the 17 of those individuals having abnormal high 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. Certified letters, including the lab results, were sent to all of those with abnormal results. Two (2) newly diagnosed prostate cancers were identified as a result of the PSA screenings.

## *Radiation Therapy Provides Excellent Physicians and Equipment*

Taylor Regional Radiation Oncology features 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. 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:  
Tammy Feese, Office Coordinator  
Marie Haste, Radiation Therapist  
Kelly Rooker, RN  
Deetra Caldwell, Radiation Therapist

## *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

**1<sup>st</sup> row L to R:** Kim Johnson, Coder and Medication Specialist; Zewdu Lissanu, MD; Sherri Angel, RN OCN Director of Medical Oncology Services; Ailene Foster, RN;  
**2<sup>nd</sup> row L to R:** Vanessa Smith, Receptionist; Lee Ann Muncie, RN BSN; Megan Cox, RN; Mary Tena Smith, RN OCN; Melony Slinker, RN BSN OCN; Jennifer Ferguson, RN OCN; Angela McCoy, RN BSN  
**3<sup>rd</sup> row L to R:** Gayle Newton, Receptionist; Debbie Spalding, RN OCN; Amanda Kelley, Receptionist; Lisa Young, Receptionist.

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. Our nurses complete an extensive Chemotherapy and Biotherapy Provider Course to assure the care you receive is the most current treatment available. Each year since 2011 the Taylor Regional Oncology staff has been awarded the National Certificate of Recognition for employing the high percentage of Nationally Certified nurses (OCN) on our staff as demonstrated in our photo. Our hospital's cancer program is one of the longest continuously accredited programs by the American College of Surgeons Commission on Cancer in the nation. We received our first accreditation in 1993.