

June 2011

Message from the MCN Steering Team Co-Chairs...

MCN Conference sheds new light on cancer programs

As the skies clear and the summer sun shines on Michigan once again, our hospitals and cancer care teams continue to work together to create the best experience possible for our patients. One way we do this is through collaborative team sessions, such as the recent MCN Conference held May 18 in Lansing.

The team discussions shed new light on how to enhance our current cancer care programs. With over 100 cancer-care physicians and leaders gathered -- representing our nine Michigan hospitals as well as Home Office, THHS and TSLC -- the level of interest and anticipation was high.

The participants were not disappointed. Our MCN Sponsor, Rick O'Connell, EVP, Hospital Networks, introduced the new MCN structure through a newly formed Senior Advisory Council. MCN director, Julie Sproul, gave an update on our accomplishments and challenges. A special presentation on Financial Navigation by Dan Sherman, Clinical Financial Consultant, Saint Mary's Health Care in Grand Rapids, brought a wealth of information on ways to assist patients with their financial challenges while facing cancer. ([see related article](#))

The Affinity Team reports gave new insights into the great work you are all doing for our cancer patients and their families. Thanks to all those involved in planning the MCN Conference, and to those who participated and shared information. For a full report, contact Julie Sproul at (248) 489-6369 or sproulj@trinity-health.org.

Garry Faja and Phil McCorkle, Co-Chairs, MCN Steering Team

Find a Mercy Cancer Network Physician 1-888-474-HOPE

For referral to a Mercy Cancer Network physician, call the HOPE LINE – 1-888-474-HOPE (4673). Operators are standing by 24 hours a day, 7 days a week to assist with your referral, and connect you to the physician office or an oncology expert at one of our Mercy Cancer Network hospitals.

To find a physician at one of our Mercy Cancer Network hospitals, visit the MCN website and click on the "Find A Physician" tab at the top of the Home Page.

www.mercycancernetwork.com

Financial Navigator assists cancer patients; families

Did you know that many of our patients are more concerned about the financial implications of cancer than they are about dying from the disease? That troubling fact was shared by Dan Sherman, Clinical Financial Consultant, SMHC-GR, at the MCN Conference in May.

The goal of financial navigation is to transfer the patient or provider portion of the financial obligation to other coverage options and thereby reduce the dollars adjusted to bad debt, charity and insurance denials. This program is a tremendous patient satisfier.

While sharing very compelling personal stories from some of his patients, Dan suggested five key ways for accomplishing this goal:

1. Pharmaceutical assistance programs
2. Co-Pay assistance programs
3. Private health insurance plans
4. Medicare
5. Premium assistance program

Having the role of a Clinical Financial Consultant on staff is a worthwhile investment, resulting in direct savings or increased revenue, while reducing the financial burden and worry for the patient so they can focus on treatment and recovery.

Next steps include sharing the Co-Pay assistance program at other MOs, and working with the URO to spread this program across the network and beyond.

New MCN Outpatient Oncology Satisfaction Survey to launch soon

"You have truly thought of every way to help cancer patients cope with hope." – MCN breast cancer patient

This comment reflects the outcome of what we all strive to achieve at our cancer centers.

Our cancer patients are very educated today. They can search the web for medical and physician information, ask friends and family members for advice, listen to cancer advertising, or turn to cancer survivors for recommendations. The exchange of information on where to get treatment, what surgical option to choose, and which doctors to trust in many cases becomes the basis for patient decision making. And these are extremely tough decisions.

So, how do we know we are meeting our patients' expectations and needs? In many of our MCN facilities, surveys are conducted for specific treatments. While these surveys meet local needs, the MCN is also interested in seeking patient satisfaction data as a statewide network.

The MCN currently tracks inpatient oncology satisfaction using the Press Ganey surveys from the local hospitals. However, most of cancer care is provided in an outpatient setting. Therefore, the MCN is embarking on implementation of a standardized outpatient oncology satisfaction survey tool. A workgroup composed of oncology leads, outpatient oncology managers and patient loyalty leaders at each hospital has been working on this project along with Home Office and Press Ganey representatives.

The new MCN outpatient oncology satisfaction survey will be rolled out this summer and will provide local reports on a regular basis to our MCN hospitals. The survey, funded by the MCN, will also provide an overall statewide report by which we can track and measure our success as we all embark on process improvements to meet and exceed our patients' expectations.

What our patients are saying...

"There was peace of mind from the calmness of the staff. This hospital is a place where professionals care for the community, and serves as an example of what a community health care system truly should be." – MCN bladder cancer patient

"When you get cancer, you're sort of hoping to get a little sympathy from people, but I couldn't get any because nobody could see any difference." – MCN prostate cancer patient

- The staff really put me at ease and gave me such hope." - MCN lung cancer patient

St. Mary Mercy Livonia and St. Joseph Mercy Canton receive education award

The Joint Review Committee on Education in Radiologic Technology has recognized St. Mary Mercy Livonia and St. Joseph Mercy Canton as clinical education settings for the radiation therapy program sponsored by Baker College of Jackson.

The JRCERT promotes excellence in education and elevates quality and safety of patient care through the accreditation of educational programs in radiation therapy.

The program is a Bachelors degree level, and is an allied health discipline. There is a blend of knowledge and skills in mathematics, medical science, and psychology.

The students develop the knowledge and full range of skills essential to the practice of radiation therapy through active, participatory learning in the classroom and in clinical settings.

Comprehensive Breast Centers – a Best Practice Goal

One of the goals of the MCN is to provide Comprehensive Breast Centers (CBC) at each of our local network hospitals. The project is the result of a successful launch of a CBC at Saint Mary's Health Care-Grand Rapids in Fall of 2010.

What are the components of a Comprehensive Breast Center? They include:

- A defined Comprehensive Breast Center structure
- A dedicated breast surgeon and focused radiologist
- An active Physician Champion
- Best Practice Breast Services, to include MammoPlus, High Risk Clinic, Rapid Results, Survivorship, etc.
- Breast Center Management (disease management software)
- Breast Cancer Care Accreditations for Quality

The first phase of that goal included conducting local assessments and gap analysis of current programs, as well as proformas and recommendations to achieve Comprehensive Breast Center status by the consulting firm Practice Advantage, which was funded by the MCN. These reports have been reviewed and vetted at each hospital.

The next phase going forward included a commitment to create additional Comprehensive Breast Centers across the MCN. Two sites (Livonia and Muskegon) have moved forward with the engagement of Practice Advantage. Other sites (Ann Arbor, Oakland and Port Huron) made the decision to move forward using internal resources without the support of a consultant.

Watch for future updates as the MCN hospitals build upon current breast programs and move to new centers of excellence for breast cancer care.

The 'triple crown' in breast care excellence

Congratulations to Saint Mary's Health Care-Grand Rapids, and the team at the Lacks Cancer Center, Comprehensive Breast Center, for achieving full accreditation for three years from three national organizations.

Saint Mary's Health Care has received distinctions from the NAPBC (National Accreditation Program for Breast Centers), NQMB (National Quality Measures for Breast Centers), and ACR-BICOE (American College of Radiology–Breast Imaging Center of Excellence).

Saint Mary's is the only site in Michigan to have achieved all three distinctions -- the triple crown in breast care excellence!!!

St. Joseph Mercy Oakland Granted Accreditation

The Commission on Cancer (CoC) of the American College of Surgeons (ACoS) has granted three-year accreditation with commendation to the St. Joseph Mercy Oakland (SJMO) cancer program.

The hospital received six commendations during the survey process, the most it has received in its accreditation history beginning in 1985.

The six commendations are in the areas of Outcomes Analysis, Abstracting Timeframe, CAP Guidelines, Clinical Trial Accrual, Prevention and Early Detection and Cancer-Related Quality Improvements.

A facility receives a three-year Accreditation with Commendation following the on-site evaluation by a physician surveyor during which the program demonstrates a Commendation level of compliance with one or more standards that represent the full scope of the cancer program (cancer committee leadership, cancer data management, clinical services, research, community outreach and quality improvement). In addition, a facility receives a compliance rating for all other standards.

Cancer News and Events Around the Network...

Saint Joseph Mercy Health System

St. Joseph Mercy Ann Arbor

Free Mammography Screening is offered for women who are low-income, uninsured and/or underinsured in Washtenaw and Livingston Counties through a \$60,305 grant from the mid-Michigan Chapter of Susan G. Komen for the Cure. Although early detection is key, low-income women often skip mammograms, fearing the price tag, according to Andrea Barksdale, manager of the Breast Health Center at St. Joseph Mercy Ann Arbor. For more information call (734) 712-2695.

Team Joe's For A Cure (the SJMHS Ann Arbor relay team) held its second annual Bark For Life Ann Arbor, a canine companion event to Relay For Life, on Saturday, May 7th. Over 65 dogs (and over 120 of their people) came together for a morning of fun and fund-raising, bringing in over \$5,500 for the American Cancer Society.

Relay For Life Ann Arbor will be an enrollment site for the Cancer Prevention Study 3 on Saturday, June 25th, from 5pm to 9pm at Washtenaw Community College. Eligible enrollees are 30-65 years old, have never had a cancer diagnosis, and are willing to commit to completing periodic follow-up surveys every other year. Those interested can contact cps3annarbor@gmail.com

Tackle Tobacco offers tobacco cessation training for staff at SJMHS hospitals. Started in 2009, the sessions provide education and techniques to positively impact and improve the health of patients. The project was developed by the Tobacco Cessation collaborative practice team (CPT). For more information contact schmijl@trinity0health.org

St. Mary Mercy Livonia

Samir Narayan, MD, has been appointed Chair of the Cancer Committee at St. Mary Mercy Hospital Livonia. A board-certified Radiation Oncologist, Dr. Narayan received his medical degree from Wayne State University and completed Radiation Oncology residency at the University of Michigan. He has served as an Assistant Professor at University of California-Davis. St. Mary Mercy is a Commission on Cancer (CoC) accredited Community Hospital Cancer Program, treating over 600 analytical cases per year.

5th Annual 'Embrace Life' 5K Run/Walk for Cancer - St. Mary Mercy invites you to be a part of their 5th annual 5K for Cancer at 9 a.m., Sunday, September 11. The 5K Run/Walk is a celebration of life for cancer survivors, those who have cancer, and is an opportunity to participate or honor or remember a loved one. Proceeds support Cancer Services at St. Mary Mercy. To register or find more information, visit www.stmarymercy.org/5kforcancer.

Lung Program meets patient needs in Livonia

St. Mary Mercy Livonia offers hope and guidance for those diagnosed with lung cancer through its Multidisciplinary Lung Program.

Under the direction of Harmesh Naik, MD, medical oncologist, the Multidisciplinary Lung Program provides patients with convenient access to the latest cancer treatment options and physician expertise in a patient-centered environment.

Lung cancer patients are supported by a team of experts to guide them through their journey.

The multidisciplinary conference participants include a thoracic surgeon, pulmonologists, medical and radiation oncologists, pathologists, radiologists, a nurse navigator, oncology-certified nursing staff, a certified tumor registrar and a research nurse. As a team, these specialists evaluate and provide treatment recommendations for patients.

For more information, call (734) 655-8800.

Cancer News and Events Around the Network...cont.

Chelsea Community Hospital

The 26th Annual Spring Auction, "Big Ten Tailgate," was a rousing success, setting another record raising over \$234,000 and attracting an amazing turnout of 330 guests. Held May 14, the event included a silent auction, raffles, and the popular live auction, conducted by Auctioneer Steve Gross. Proceeds funded the purchase of a linear accelerator for radiation therapy. The Pause for Pledge, conducted during the Live Auction, was also a record-breaker with over \$77,000 raised in less than 10 minutes, far surpassing the goal of \$50,000 to support future radiation therapy services.

The Chelsea Golf Outing will be held on Monday, August 8, benefiting the new linear accelerator for radiation therapy. For information contact Patty Roberts, 734 475-4040, ext. 3542.

St. Joseph Mercy Oakland

SJMO Cancer Research Program has received \$8,000 from Clarkston Lacrosse to use to assist clinical trials patients with needs that are not covered by insurance. The funds were raised during Clarkston Lacrosse's annual The Game for a Cure, held May 14. This is the first year SJMO has been the recipient of funds from this event that featured continuous lacrosse games by students in grades three and up. Funds raised from the Game for a Cure will be used to support patients' needs as they participate in clinical research trials at the hospital

Free community-wide Colorectal Cancer Screening was conducted for the fourth consecutive year by St. Joseph Mercy Oakland in March, which is Colorectal Cancer Awareness Month. The SJMO cancer program partnered with the hospital's Faith Community Nurses and Community Programs departments, along with physician offices, to distribute 3,250 kits to community members.

The SJMO Colorectal Outreach campaign was presented by Erin Reese Burks, Administrative Director at SJMO, at the annual meeting of the Michigan BCCCP/Wisewoman/MCRCEDP. The meeting was held May 4-5 in Traverse City at the Great Wolf Lodge. Erin gave an in-depth overview of the award-winning SJMO Colorectal Outreach Education and Screening campaign, providing useful practices that are applicable to the Michigan Colorectal Cancer Early Detection Program (MCRCEDP).

Cancer Survivors' Day - Neon abounded and "gnarly" and "rad" were words of the day when St. Joseph Mercy Oakland (SJMO) celebrated Cancer Survivors Day Sunday, June 5, with a 1980s-themed party. The event was held at the Lafayette Grande Banquet Center in Pontiac. Planned by the 4G cancer inpatient unit Nurses' Shared Governance Council, the event featured 80s music and décor, food and 80s-themed games. SJMO looks forward to this annual opportunity to honor its cancer survivors with a fun celebration and let them know they are supported along their journey.

MCN Affinity Teams Collaborate

The key to collaboration among Michigan Ministry Organizations for cancer care is through the work of the MCN Affinity Teams.

The teams, comprised of representatives from each Michigan MO, have been putting work plans together to share best processes, coordinate job descriptions and discuss how to better serve our patients.

MCN Affinity Teams include:

1. Medical Oncologists
2. Radiation Oncologists
3. Radiologists
4. Surgeons
5. Pathologists
6. Radiation Therapy Leaders
7. Nurse/Care Navigators
8. Breast Care/Imaging Leaders
9. Tumor Registrars
10. Clinical Research Leaders
11. Inpatient Oncology Unit Leaders
12. Outpatient Oncology Leaders
13. Spiritual Care Leaders
14. Marketing Leaders
15. Physician Relations Leaders
16. Oncology Leaders
17. Pharmacists
18. Physicists

Thanks to these individuals for all your dedication and hard work.

Cancer News and Events Around the Network...

St. Joseph Mercy Oakland (cont.)

Close to 40 primary care physicians and nurses attended SJMO's fourth consecutive Oncology Spring Symposium Thursday, May 12, to learn about updates in screening and therapeutics for cancer. CME credits and contact hours were provided for those in attendance. Speakers and their topics for this year's event were Amy Kirby, MD, "Breast Cancer: Update in Imaging Assessment and Surgical Approach," Ila-Shah Reddy, MD, "Thrombophilia, Current Concepts and Therapeutic Recommendations," Judie Goodman, DO, "Breast Cancer Therapeutics: Prevention and Beyond," and Salik Jahania, MD, "Lung Cancer: New Modalities in Surgical Management."

St. Joseph Mercy Port Huron

A Survivor Tea was recently held by The Mercy Regional Cancer Center at St. Joseph Mercy Port Huron during the 2011 annual American Cancer Society (ACS) Relay for Life in St. Clair County. The tea was a part of the cancer team's efforts to support the work of the community and Relay for Life. Dozens of participants benefited from incredible testimonials of cancer survivorship by patients, family, friends and supporters. This year marks the beginning of what is sure to be an annual event hosted by the Mercy Regional Cancer Center.

The 16th Annual Pink Ribbon Ladies' Day, held June 23 at Fore Lakes Golf Club, benefits those who lack resources or insurance to cover their treatment for breast cancer. The event includes golf, women's health exhibits, massage, education and a variety of specialty products by local businesses. Call (810) 985-1675 for information.

Saint Mary's Health Care – Grand Rapids

Relay for Life in Rockford was a giant success this year. With a goal of \$5,000, the team of 64 walkers raised over \$7,500! Saint Mary's Health Care won an award for the Most Money Raised by a First Year Team at Rockford's Relay! The Comprehensive Breast Center raised the most money and won a party. Funds were also raised by selling pulled pork sandwiches, made by our very own Executive Chef Bill Read, a beanbag toss, and a silent auction. Our blinking lights were a huge hit with the participants. Saint Mary's also donated the use of wheelchairs for the event for Cancer Survivors to use in the survivor lap.

About the Mercy Cancer Network:

As one of Michigan's largest cancer care networks, coordinating the expertise of 17 hospitals and cancer centers across Michigan, the Mercy Cancer Network delivers advanced medicine to local communities, offering the latest in cancer diagnostics, clinical research trials and therapeutic technology.

Mercy Cancer Network NEWS is produced quarterly. To submit local cancer news, please send information to sproulj@trinity-health.org. For more information, please visit our website - www.mercycancernetwork.com.

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