

## September 2011

### *Highlights of a Successful Year in Cancer Care Outcomes*

The Mercy Cancer Network marked the end of fiscal year 2011 with a number of achievements. The Affinity Team members have been working diligently towards specific goals that make a difference to our patients and raise the bar in performance, quality and patient satisfaction.

Among the highlights this year:

- Creating a multi-disciplinary team to focus on improving and expanding services in breast health at our local hospitals,
- Exceeding our network goal of 5 days for timeliness of care from screening to diagnostic mammogram, reaching 4.2 days to date (see related article).
- Nearly attaining our network goal of 3 days from diagnostic mammogram to initial biopsy, reaching 3.3 days to date.
- Launching the first Outpatient Oncology Patient Satisfaction Survey
- Implementing plans to create Comprehensive Breast Centers
- Rolling out a Centralized Tumor Registry across Michigan
- Creating a new MCN Senior Advisory Council at Trinity Health

These and other achievements represent the exceptional collaboration among our hospitals, staff and physicians. The teamwork and dedication to cancer care are leading to improved services for our patients and their families.

As we celebrate our successes, we also must continue to move forward to meet the challenges ahead. Our bi-annual **MCN Conferences** provide a venue for gathering the leaders in cancer services across the network to continue this important work. Please join us at the next MCN Conference, Wednesday, October 26, in Lansing (see details below). Thank you for all you do for our cancer patients and families.

**Garry Faja and Phil McCorkle, Co-Chairs, Mercy Cancer Network**  
**Rick O'Connell, President, Hospital Networks, Trinity Health, MCN Sponsor**

#### ***Mercy Cancer Network Conference*** ***Wednesday, October 26, 2011***

12 noon to 6 p.m. (lunch provided at noon) - 3 CME Credits Awarded  
MSU Center for Executive Development, 3535 Forest Road, Lansing, MI

#### ***Featured Topics and Workshops:***

- **Meeting New ACoS 2012 Standards** – Harmesh Naik, MD, Becky Bell, CTR, St. Mary Mercy Livonia
- **GI Multi-Disciplinary Clinics** – Laurence McCahill, MD, and Coralyn Martinez, MSN, RN, OCN, SMHC-Grand Rapids
- **Financial Navigation – Part II** – Dan Sherman, SMHC – Grand Rapids

To register contact [sproulj@trinity-health.org](mailto:sproulj@trinity-health.org)

### **Mercy Cancer Network reaches timeliness goal for mammography**

One of the key measures of excellence is meeting our patients' needs for timely care. This is especially true when the wait is for mammography results.

This year one of the measures our MCN teams have been working on is the time from screening to diagnostic mammogram – that stressful time waiting for a second mammogram.

**The MCN FY11 goal set this year was 5 days, and the network result was 4.2 days – a 45.7 percent improvement.**

While the MCN measures a number of metrics – quality, timeliness and patient satisfaction – this latest outcome is a dramatic example of the benefit of collaborative teams. Working together to solve process issues, break down barriers and openness to change are key ingredients in meeting network goals.

The results also have a great impact on patient satisfaction, as women can now expect quick turnaround for repeat mammograms if needed.

The MCN expects to not only maintain this year's goal, but to exceed it going forward leading to same-day service. Congratulations to all those who worked together on this shared goal!

## Physicians at Saint Mary's Health Care in Grand Rapids break ground with new esophageal cancer treatment

Two leading Surgeons at Saint Mary's Health Care in Grand Rapids have combined their expertise to perform totally laparoscopic removal and reconstruction of the esophagus to treat esophageal cancer. This procedure is Michigan's first minimally invasive treatment for esophageal cancer completed through a unique collaboration of physicians.

The minimally invasive procedure, called the laparoscopic transhiatal esophagectomy, is much less invasive and speeds the esophageal cancer patient's recovery. Performed laparoscopically, this procedure was technically complex and required the collaboration between two of West Michigan's leading surgeons to complete it in June 2011.

Larry McCahill, MD, medical director of Surgical Oncology and Assistant Director at The Lacks Cancer Center at Saint Mary's, led the initiative with Paul Kemmeter, MD, medical director of Bariatric Surgery at Saint Mary's Health Care. McCahill has been performing esophageal surgery for cancer for the past decade. Kemmeter is a regional leader and innovator in performing bariatric surgery, using minimally invasive techniques.

This minimally invasive surgery is performed through several small incisions, each about an inch long. Using a video camera and laparoscopic instruments, the esophagus is removed and replaced with the stomach, avoiding the large abdominal and chest incisions that are usually a part of esophageal resection.

According to the American Cancer Society, in 2010, 16,500 people were diagnosed with esophageal cancer, and more than 14,300 died from this cancer that same year. Saint Mary's is hoping that this laparoscopic surgery will improve outcomes for patients, especially by decreasing painful incisions for the patients. With this procedure, patients will also have shorter surgery times, a shorter recovery period, less pain, an earlier return to work and a return to diet within three days of surgery.

Treatments like the one performed at Saint Mary's are pointing to a brighter future and better outcomes for people diagnosed with esophageal cancer.

### 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](http://www.mercycancernetwork.com)

## MCN Tumor Registry Systems Centralized

This month the Tumor Registry Systems of the Mercy Cancer Network hospitals began the transition to a centralized registry system.

Under the direction of Julie Moran, Division Director, Trinity Information Services (TIS), the Michigan hospital tumor registry systems will now reside on a common secure platform with the vendor Elekta.

This web-based solution will enable clinical data to be gathered and reports produced as a network.

By providing collaborative results the MCN is able to compare trends, identify opportunities, and provide network volumes for clinical research and other cancer-related documentations.

Thanks to TIS for its leadership, and to the MCN tumor registrars for working together to reach this goal.

## **October is Breast Cancer Awareness Month! Comprehensive Breast Centers – a Best Practice Goal**

One of the major 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 the 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...and more!*

The first phase of that goal included local assessments and gap analyses of current programs. Now our hospitals are moving forward with implementation plans leading to creating Comprehensive Breast Centers at each site.

To date, all MCN hospitals that are part of this project have established Breast Advisory or Steering Teams to oversee this initiative. Two hospitals, Livonia and Muskegon, have launched MammoPlus®, providing risk assessments as part of their mammography screening programs. A High Risk Clinic provides monitoring and support for patients at high risk for breast cancer. (see below)

As other sites roll out this project, we will continue to report on their achievements. Watch for future updates as the MCN hospitals build upon current breast learnings and move to new centers of excellence for breast cancer care.

### **MammoPlus® is more than a mammogram**

**St. Mary Mercy Livonia and Mercy Health Partners in Muskegon** now offer MammoPlus® - digital mammography screening PLUS a lifetime risk assessment for breast cancer. Saint Mary's Health Care in Grand Rapids went live with MammoPlus® last fall.

During a mammogram, patients are asked a series of questions about their personal health and breast history that helps determine if they are at increased risk for developing breast cancer. If their score is fine, the assessment is simply run again on a yearly basis. There is no additional cost for MammoPlus®.

Should the risk score require further review, the patient and referring physician will be alerted right away. Within 48 hours the patients receive a call to discuss their MammoPlus® results, as well as have an appointment scheduled for a more in-depth high risk assessment. A High Risk Clinic is available for follow-up and to answer questions about the patient's personal risk.

Regular mammograms are essential in the fight against breast cancer. A digital mammogram can detect breast cancer up to two years before the patient even experiences symptoms. The sooner breast cancer is discovered, the better the chance of beating it.

## **St. Joe's Ann Arbor achieves ACR Accreditation**

St. Joseph Mercy Breast Care has been designated a ***Breast Imaging Center of Excellence (ACR)!***

This designation is awarded to centers which have achieved accreditation by the American College of Radiology (ACR) in stereotactic breast biopsy, breast ultrasound and ultrasound-guided breast biopsy, and mammography.

St. Joe's has achieved these goals and is recognized by the Commission on Quality and Safety and the Commission on Breast Imaging as a Center of Excellence.

Congratulations to the St. Joseph Mercy Ann Arbor Breast Center team on this accomplishment!!

## ***Cancer News and Events Around the Network...***

### **SAINT JOSEPH MERCY HEALTH SYSTEM**

<http://www.stjoeshealth.org/>

#### **St. Joseph Mercy Ann Arbor**

St. Joseph Mercy Ann Arbor is planning a number of events for Breast Cancer Awareness Month in October.

The 2nd Annual **Shine a Light on Lung Cancer Vigil**, to be held November 10, 2011, 6:00-8:30 p.m. in the Womens Health Center, is an evening of hope and remembrance for patients and their families. Speakers will discuss funding facts, political issues, medical advances and personal experiences. There will also be a tribute including photos submitted by patients and/or family members. Sponsored by the Lung Cancer Alliance, Cancer Support Community, and American Cancer Society.

#### **St. Mary Mercy Livonia**

**5th Annual 'Embrace Life' 5K Run/Walk for Cancer** was held on Sunday, September 11 with over 640 participants. The 5K Run/Walk is a celebration of life for cancer survivors, those who have cancer, and is an opportunity to participate and honor or remember a loved one. This year included a special flag-raising ceremony to honor victims of 9/11. Proceeds support Cancer Services at St. Mary Mercy and the Mercy Cancer Network was a Silver Sponsor.

**Massages, Manicures, Mammograms and More** will be held Saturday, October 1, 9 am to noon at St. Mary Mercy Livonia. Lila Lazarus will emcee an expert panel of physicians. Also taking place will be a Zumba Demonstration, Cooking Demo, women's health related education, bone density screening, as well as Mammograms, Manicures and Massages!! To register, call 734 655-1592.

#### **St. Joseph Mercy Port Huron**

**The Pink Ribbon Golf Outing** celebrated 16 years of providing support for local women in need through the Mercy Pink Ribbon Fund. St. Joseph Mercy Foundation raised more than \$19,000 during the Mercy Pink Ribbon Ladies' Day, held at Fore Lakes Golf Club on June 23. More than 140 women and vendors supported the Mercy Pink Ribbon Fund, providing financial support for advanced breast cancer diagnoses to women in the community. Many teams also participated in the Cart Decorating and Spirit Award competitions. The Mercy Cancer Network Team (Julie Sproul, Erin Reese-Burks, Lisa Wright and Jennifer Kennedy) received the Spirit Award, with a "Celebrate Life" theme! The Mercy Cancer Network was a sponsor of this event.

**A Prostate Cancer Screening, "For Men Only, but Women Are Invited,"** will be held September 29, 4:30 to 6:30 p.m. at the Mercy Health Center, Port Huron. The PSA screenings and educational event, features Robert Camera, DO, and Sue DeMeulenaere, ARNP-BC, speaking on cancer screenings and men's health issues. To register call 1-888-MERCYME (1-888-637-2963).

### **The Pink Fund Luncheon features Kris Carr**

Don't miss New York Times Best-Selling Author and Wellness Warrior, Kris Carr, Saturday, October 1, at the Royal Park Hotel in Rochester.

"The Crazy Sexy Pink Fund Luncheon" will begin at 11:30 a.m. with a Yoga pre-event session at 9:30 a.m. Tickets are \$75.

A survivor of stage-four cancer, Carr's uplifting 2007 documentary, Crazy Sexy Cancer, and book series are must have guides to rebuilding the body and spirit to triumph over disease.

A Stage 4 liver cancer survivor since 2003, Carr promotes her healthy lifestyle and positive upbeat sense of humor.

Carr comes to Michigan from New York to support the Pink Fund, founded by survivor Molly MacDonald.

The fund provides short-term financial aid to those in active breast cancer treatment who have financial need. Register online at

<http://www.thepinkfund.org/index.php>

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

### **Chelsea Community Hospital**

**Chelsea held it's Golf Classic** on August 8 at Reddeman Golf Course in support of cancer services and the addition of radiation therapy. Funds will go toward the purchase and installation of a linear accelerator. The Mercy Cancer Network was a Hole Sponsor at this event.

### **St. Joseph Mercy Oakland**

'**In the Pink Derby**' held August 27 was attended by more than 150 riders and horses at the Huron Valley Equestria Grounds in Highland. The event benefits St. Joseph Mercy Oakland Breast Cancer Services. Events included sweepstakes classes, a cake trot, a silent auction and "Taste of the Derby" (local area fare).

### **The fifth annual Pink Ribbon Trailblazers Stroll, Ride, Run "Fun"draiser**

Saturday, September 10, in Oxford supported breast cancer at St. Joseph Mercy Oakland. Proceeds raised from this event provide funding for mammograms for underserved and uninsured women in Oakland County. St. Joe offers four free breast cancer screening clinics each year, which are funded, in part, through the Pink Ribbon Trailblazers event. The next free clinic is Saturday, Oct. 8.

**Prostate cancer education sessions and screenings** were held September 10 by SJMO urologists. Speakers covered what is prostate cancer, who should be tested and when, what the screening involves and the risks and benefits of testing. Free screenings included digital rectal exam and PSA blood testing.

**Breast Cancer Awareness Month in October** includes many events sponsored by St. Joseph Mercy Oakland. On October 1, Making Strides Against Breast Cancer at Independence Oaks County Park near Clarkston will feature Amy Kirby, MD, SJMO's medical director, breast services, as a speaker, as well as walkers from the hospital.

On October 3, Judie Goodman, DO, SJMO's medical director, oncology services, and Dr. Kirby will speak to the Congregation Shaarey Zedek Sisterhood in West Bloomfield Township, and many other speaking engagements will also be held.

On October 8 SJMO will offer the last of its four quarterly free mammogram screenings in 2011. The screening event will run from 9 a.m. to 1 p.m. in the Alice Gustafson Center on the hospital campus.

A Pink Ribbon event, "Caring for Yourself—Body, Mind and Spirit," will be held at the hospital featuring a showing of the Lily Oncology on Canvas art exhibit.

### **BRONSON BATTLE CREEK**

<http://www.bronsonbattlecreek.com/>

**The Southwest Michigan Pink Saturdays** campaign offers free mammograms during October for women in need. Bronson Battle Creek will again participate by offering free mammograms to over 200 women, partially funded through Susan Komen Foundation, Kalamazoo Community Foundation and other corporations. For more information call 1-800-873-0649.

## **MCN Affinity Teams Collaboration leads to successful outcomes**

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, share best practices leading to reaching goals and successful outcomes.

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...

### MERCY HEALTH

<http://www.mercyhealth.com/>

#### Saint Mary's Health Care – Grand Rapids

**Dispelling the Myths: Breast Cancer, Family History & Genetics** will be presented on October 5, 5 – 9 p.m. by the Grand Rapids Coalition for Breast Health. Held at Calvin College, the event features Carrie R. Graveel, Ph.D., Senior Research Scientist, Van Andel Research Institute. Saint Mary's Health Care is a sponsor.

**Pain and Palliative Care Conference** –The Lacks Cancer Center hosts its 3<sup>rd</sup> Annual Pain and Palliative Care Conference on Friday, October 7. Bringing together six speakers with unique experience and expertise in caring for the cancer survivor, participants will experience an interactive discussion.

#### Mercy Health Partners – Muskegon

**Sandy Corley Memorial Run** - After another successful Sandy Corley Memorial Run in June, members of the Fremont Harley Davidson Owners chapter traveled Saturday, August 6, to the Johnson Family Center for Cancer Care in Muskegon to present a check for \$110,000! This was the 23<sup>rd</sup> year for the event and, to date, more than \$1.4 million has been raised. Over 140 motorcycles and riders along with volunteers and MHP associates were on hand for the presentation, which was followed by a celebration picnic.

**The 16<sup>th</sup> Annual Memorial Cancer Scramble** was held August 7 at Oak Ridge Golf Course. The annual event benefits cancer services for the Johnson Family Center for Cancer Care, Mercy Health Partners in Muskegon. The Mercy Cancer Network was a sponsor of this event.

**Mercy Health in Muskegon is holding a Breast Cancer Symposium** at the Muskegon Country Club November 2, 1:00 p.m. - 4:30 p.m. The guest speaker will be Lisa A. Newman MD, Surgical Oncologist, Professor of Surgery, and Director of the University of Michigan Breast Care Center in Ann Arbor. To register please contact the Tumor Registry at the Johnson Family Cancer Center - 231-672-2026.

#### **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](mailto:sproulj@trinity-health.org). For more information, please visit our website - [www.mercycancernetwork.com](http://www.mercycancernetwork.com).

## Mercy Cancer Network Steering Team

**Garry Faja,**  
President & CEO, Saint Joseph Mercy Health System (SJMHS), and Regional Market Executive, SEMI

**Philip McCorkle,**  
President & CEO, Saint Mary's Health Care, Grand Rapids

**Tom Gribbin, MD,**  
Medical Director, Oncology Program, Saint Mary's Health Care, Grand Rapids

**Randy Mudge, MD,**  
Medical Director, Radiation Oncology, Bronson Battle Creek

**Phil Stella, MD,**  
Medical Director, Oncology Program, and Principal Investigator, Michigan Cancer Research Consortium, SJMHS

**John Stout**  
Oncology Director, Saint Joseph Mercy Health System

**Kenda Klotz, RN,**  
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**Cheryl Miller,**  
Director, Health Networks, Trinity Health

**Julie Sproul,** Director, Mercy Cancer Network, Trinity Health