



Putting the Pieces in Place

2017 Cancer Care Services Annual Report



A QUALITY PROGRAM
of the AMERICAN COLLEGE
OF SURGEONS



Putting the Pieces in Place

There is a table in the waiting room of The Outer Banks Hospital Radiation Center where patients and caregivers can gather and work on a puzzle while they wait. Since radiation treatments are often given daily over several weeks, the puzzle is something that becomes part of the patient experience. So much so that our Radiation Oncologist, Dr. Charles Shelton, purchased puzzles this year to give patients when they completed treatment and would no longer be visiting the center on a daily basis.

“The puzzle is symbolic on many levels. To patients and their families, the puzzle is a welcome distraction from cancer treatment. Working on the puzzle is also very much like the cancer experience – one step at a time, putting the pieces back in place after a cancer diagnosis,” shared Dr. Shelton.

The Outer Banks Hospital’s Cancer Program is also much like a puzzle. The final product will be a Cancer Center where all of our cancer services are under one roof. Like any challenging puzzle, there are a lot of pieces coming together to create the final product.

In recent years, we have placed several key pieces to the puzzle. We hired strong leadership for our Cancer Program and staffed the program with oncology nurses, nurse navigators, a financial coordinator and a social worker. We established the Cancer Committee and earned accreditation through the American College of Surgeons’ Commission on Cancer. We also developed important cancer prevention, screening and symptom management programs.

This year was another big year for The Outer Banks Hospital Cancer Program. We are well on our way



Rendering of the new Outer Banks Hospital Radiation Therapy Center.



Dr. Charles Shelton works along with patient Coralee Bradley to complete the latest puzzle.

to completing one large area of the puzzle – the construction of a new Radiation Therapy Center. We also placed a key piece that we have been working on for several years – hiring a permanent full-time medical oncologist/hematologist.

In order to provide our community with the latest state-of-the-art equipment and a comforting patient experience, we are building a new Radiation Therapy Center in 2018. This process will take approximately four months. In order to continue treating patients locally, we opted to build a new Radiation Therapy Center to accommodate the new LINAC. The new center will be located next to the Outer Banks Hospital Urgent Care Center in Nags Head. The Radiation Therapy Center is the first step toward our Cancer Center. We plan to expand on this new site in the future to also accommodate Medical Oncology, Nurse Navigation, Chemotherapy and other supportive care services.

Last, but certainly not least, we are pleased to announce that Dr. William Guenther has accepted the permanent, full-time role of hematologist/ oncologist for The Outer Banks Hospital Cancer Program. He will begin on or about January 22, 2018. Dr. Guenther graduated from the University of Iowa College of Medicine in 1981, completed his residency at Iowa Methodist Medical Center in Des Moines, and received his hematology/ oncology fellowship training at the University of Iowa Hospitals and Clinics. Dr. Guenther started a solo practice in Appleton, Wisconsin, in 1988 and later co-founded Fox Valley Hematology & Oncology in 1990 with locations in Appleton and Waupaca, Wisconsin. He is board certified in both medical oncology and hematology.

Here at The Outer Banks Hospital, we are truly blessed to work with one of the finest groups of people on the Outer Banks – The Outer Banks Hospital Development Council.



Ronnie Sloan
President

The Outer Banks Hospital Development Council is the fundraising arm of our community hospital. The Council has been supporting our efforts to meet the healthcare needs of our community for more than a decade. The Council is made up of local residents who generously volunteer their time.

Speaking of time, our Council members volunteer countless hours serving on committees such as the Get Pinked! And More Committee, the Gala Committee and the Cancer Center Committee. They also attend bimonthly meetings at which I have the opportunity to provide updates about the local healthcare landscape and ways they can help advocate for better health in our community.

The Outer Banks Hospital Development Council has been a formidable force for putting wellness programs in place here on the Outer Banks. The Council purchased The Health Coach, our mobile wellness vehicle that provides free health screenings throughout the community.

The Outer Banks Hospital Development Council has also been a strong force in the development of our Cancer Program. The Council funded the construction of our Cancer Resource Center and our Chemotherapy Mixing Room. The Council has also been instrumental in developing our cancer screening programs, and most important, in ensuring that screening for breast, lung and colorectal cancer is available to people in our community, regardless of ability to pay.

More recently, the Council has helped our Physical Therapy team become certified to provide lymphedema therapy for cancer patients. Council funds have also helped members of our wellness team become Certified Tobacco Treatment Specialists.

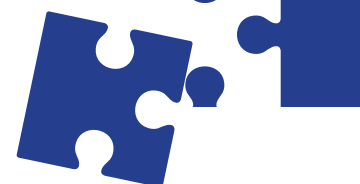
During 2017, the Council provided seed money for the design of the Radiation Therapy Center and approved additional funds to install healing gardens for patients and their caregivers to enjoy.

The sky is no limit for our Cancer Program with the passion, compassion and drive of The Outer Banks Hospital Development Council behind us.

I am truly thankful for the Development Council and the important role they play in improving healthcare services in our community. Puzzles are much more fun to work on when you are in good company. It is a pleasure and a blessing to work alongside members of the Council, the Cancer Committee and the Cancer Program team to put all of the pieces of our Cancer Program in place.

Ronnie Sloan, FACHE

President, The Outer Banks Hospital



Development Council Members

Executive Committee

Tess Judge, Chair
Cindy Thornsvard, Vice Chair
Tim Cafferty, Treasurer
Linda Palombo, Nominating Chair

Council Members

Kay Butler Barefoot	Richard Bruce
Myra Ladd-Bone	Rick Loesch
Sandy Martin	Natalie McIntosh
Marie Neilson	Dee Riggins



Members of The OBH Development Council at a recent meeting.

Like you, we wish there were no such thing as cancer and no need for all these puzzle pieces. Unfortunately, cancer does exist, therefore, we'll keep working away at the puzzle.

The good news is that some cancers are preventable, and others, if caught early, are curable. That's why we keep adding prevention and screening pieces to our puzzle.

Cancer Prevention

The Outer Banks Hospital performed our first lung cancer screening using low dose CT in December of 2014. Prior to offering this screening program, nearly 90% of lung cancers diagnosed locally were late stage with little to no hope for curative treatment. Now, three years later, we have screened more than 250 individuals for lung cancer and found 11 cancers. Most important, the percentage of lung cancers diagnosed at a late stage has decreased to 42%. Simply put, we are detecting lung cancers earlier, when there is hope for a cure.

The Cancer Committee is extremely proud of these lifesaving results. In reviewing our data, however, an opportunity to take more action to improve health outcomes emerged.

Smoking cessation is an important component of lung cancer screening. Since more than 90% of lung cancers are related to smoking, screening participants are encouraged to quit smoking in order to prevent cancer from developing if none is detected. Further, if lung disease or cancer is detected, quitting smoking is key to regaining health.



Tobacco Treatment Specialists Marielle M. Silk, FNP, BC (left) and Stephanie Ryder (right) counsel Janice Schroeder of Manteo.

Our data shows that 60–62% of our Lung Cancer Screening patients are current smokers at the time of screening. Of those smokers we screened, the following quit rates were reported – 16% (2015), 1% (2016) and 0% (2017).

During 2017, the Cancer Committee developed an evidence-based Tobacco Treatment Program to complement our Lung Cancer Screening Program. The Outer Banks Hospital Development Council funded our Social Worker and Lifestyle Medicine Provider to become certified Tobacco Treatment Specialists. The Council also funded a visit from Dr. Karam-Hage, Professor of Psychiatry and Medical Director of the Tobacco Treatment Program at MD Anderson. Dr. Karam-Hage provided continuing medical education to our medical staff, helped our wellness team structure a tobacco treatment clinic and offered a Community Lunch and Learn where nearly 70% of participants expressed interest in quitting smoking.



We launched our Tobacco Treatment Program in November. The clinic is open every Wednesday from 1:00pm to 4:00pm. The program combines motivational cognitive counseling with the pharmaceutical treatment of nicotine addiction. With these puzzle pieces in place, we should see an increase in smoking cessation and, over time, a lower incidence of lung cancer in our community.

Cancer Screening

During 2017, the Cancer Committee agreed on the need to fully develop a colorectal cancer screening program in an effort to work toward the National Colorectal Roundtable goal of 80% compliance for colorectal cancer screening by 2018. All committee members were in agreement based on the fact that colorectal cancer is the third leading cancer in our community. Further, reaching 80% compliance will save lives. Based on state data, 68% of North Carolinians are compliant with screening; increasing the compliance rate to 80% could save up to 8,000 lives in NC alone.

Although colonoscopy is the gold standard for colorectal cancer screening and prevention, the team sought to increase access to screening and reduce barriers by offering the FIT (Fecal Immunochemical Test) as a screening option. FIT is a simple stool sample test that is approved by the CDC as an effective screening tool for colon cancer. Colonoscopy is the gold standard because the procedure also prevents colon cancer since precancerous polyps can be removed during the screening. Still, some people prefer the FIT for screening; therefore, the team has made it accessible to the community because we agree with the American Cancer Society that “the best test is the test a person will get.”

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To test our new program, a free community screening was offered in September. Nineteen individuals were screened, and two abnormal results were referred to our nurse navigator for follow-up. The Colon Cancer Screening team is also coordinating efforts with Outer Banks Medical Group primary care practices so that residents can access the FIT through their regular doctor.

Once again, The Outer Banks Hospital Development Council is underwriting the costs of screening for cancer. The Council funds will help cover the cost of colonoscopy as a follow-up to an abnormal FIT for Dare County residents without insurance that covers colonoscopy.

Last, but certainly not least, we collected data to evaluate our efforts to encourage compliance

with colon cancer screening. Throughout 2017, we encouraged screening through our occupational health program and the effort paid off! Outer Banks Hospital and Medical Group employee colorectal screening compliance increased from 53% to 74% during 2017. “80% by 2018” here we come!

Reducing Barriers

The key to cancer prevention and screening is to reduce barriers; in other words, to make it as easy as possible to get screened. Some of the barriers to prevention and screening include the following:

- Availability of appointments for screening
- Cost of screening
- Time away from work or other responsibilities
- Effectiveness of available programs

The Outer Banks Hospital maintains a keen focus on reducing barriers and making it as easy as possible to get screened. For breast cancer, our Get Pinked! Program helps pay for screening mammograms for anyone in our community who lives or works in Dare County but does not have insurance that covers the screening. We have also added evening and Saturday appointments to our mammography schedule. We have never charged extra for 3D, and most recently, our Board of Directors and Development Council approved the purchase of a second 3D mammography unit. The second unit will be installed and operational sometime later this spring and will make it very easy to schedule mammograms in a timely manner.

For colon cancer, introduction of the FIT through community outreach is designed to reduce barriers to colorectal cancer screening. Although colonoscopy is the gold standard, the FIT is a much simpler process, with fewer barriers, making it a great option for anyone who is having difficulty making time for a colonoscopy. After all, the best test is the one someone can and will get. What’s more, if something is detected by the FIT, the Development Council will help pay for a colonoscopy for those without the insurance to cover it.

For lung cancer, the Lung Cancer Screening Program is well established, with more than 250 screenings completed. The Development Council also covers the cost for the screening if someone who needs it does not have insurance to cover the cost. Further, our new evidence-based tobacco treatment program is up and running. The clinic is available weekly to provide access for smokers who want to quit!

Every patient's experience is different based on their diagnosis and treatment plan. No cancer patient's puzzle looks the same. The one piece that should always be consistent is high-quality care delivered in a compassionate manner. The Outer Banks Hospital's Cancer Program is dedicated to providing a compassionate patient experience. During 2017, we completed several projects focused on providing high-quality, compassionate care.

Beacon

First, we know that high-quality care is at the center of every patient's experience. We also know that cancer treatment plans are complicated. In order to streamline care and enhance quality, we implemented Beacon this year.

Beacon, from Epic Systems, is our electronic health records oncology module, designed specifically for cancer treatment. Beacon provides enhanced technological functionality to support the delivery of integrated cancer care based on nationally recognized standards. Beacon enables the physician to document cancer staging and oncology history and create a personalized plan of care. The plan follows patients through their outpatient doctor's visits and inpatient hospital stays, allowing clinicians to track patient care through all phases, including the patient's transition to survivorship and lifetime post-cancer care. Additionally, Beacon's functionality is fully integrated with Epic's medication administration



Radiation therapists Joy Allgood (left) and Margaret Berninger (right) with patient Shirley Griffin (center).

record so providers and staff have up-to-date information on administered medications for accurate lifetime cumulative dose tracking. Prior to the implementation of Beacon, chemotherapy treatment plans were prescribed on paper, and the administration, monitoring and management of these plans were then documented both on paper and electronically in the patients' electronic medical records. The combination of paper and electronic documentation created challenges to ensuring integrated and effective care coordination. Prior to Beacon, quality care was being provided; however, it was more difficult to manage all of the moving parts.

"I could have gotten my treatment anywhere, but I feel so grateful and blessed to have chosen the Outer Banks Hospital. There are no words for the gratitude I feel towards everyone who has supported me through this journey. My fight continues...a positive mind produces positive results!"

– Diane Douglas-Steyn, Patient



Staff nurse Dawn Boone, RN works with patient .

The implementation of Beacon is helping to streamline the complex nature of cancer care coordination. Now, more than ever, our team members can focus on compassion, knowing that their patients' medical care is coordinated and documented using Beacon.

Patient Education

Receiving a cancer diagnosis is overwhelming. Most patients don't remember anything beyond being told they have cancer. That's why we developed a Patient Education Handbook this year. Patients now receive our Patient Handbook when they first learn they have cancer.

The resource manual is designed to help patients understand their treatment options and plans, as well as easily find contact information for their care team. The resource manual also provides information about what to expect during cancer treatment and how to get help navigating everything from doctor's appointments to uncomfortable symptoms. The handbook also provides information about financial resources, transportation and so much more.



The Patient Handbook serves not only informational purposes, but becomes a physical reminder to patients that there are many people on their healthcare team who will offer support and compassion during their cancer journey.



While it's overwhelming to receive a cancer diagnosis, our patients are comforted when they open their Patient Handbook and learn about all of the caring, compassionate professionals who are just a phone call away.

The majority of cancer patients are now using complementary therapies in addition to conventional medical treatment. During 2017, The Outer Banks Hospital Cancer Program added Integrative Medicine to our menu of services. Integrative Medicine is just one more service we can offer to help ensure a high-quality and compassionate patient experience.

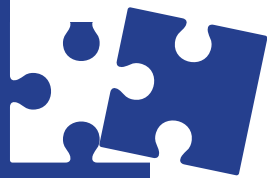
Integrative Medicine is a combination of medical treatments for cancer, plus complementary therapies that help cope with the symptoms and side effects of cancer and cancer treatment. An integrative approach treats the disease, while also supporting the patient's strength, stamina and quality of life using proven therapies such as acupuncture, massage therapy, meditation and naturopathic medicine. Integrative therapies offer hope and a regained sense of empowerment for patients who are facing a life-threatening diagnosis.

During 2017, Dr. Christina Bowen joined the Cancer Committee and regularly attends the Cancer Conference where our physicians review cases together. Dr. Bowen recently completed an Integrative Medicine Fellowship through the University of Arizona. Through her active participation on the Cancer Committee and Cancer Conference, Dr. Bowen is committed to providing the Integrative Medicine complement to cancer care provided at The Outer Banks Hospital.

Dr. Bowen is also now available to cancer patients on a consultative basis. Nearly 20 patients engaged her services during 2017. She also offered training to the Cancer team to help them understand the benefits of complementary therapies for patients. Information about Integrative Medicine Therapy is also included in the Patient Handbook.



Dr. Christina Bowen (right) counsels patient Teresa Osborne.



The OBH Cancer Committee



The December 2017 Outer Banks Hospital Cancer Committee meeting.

Dr. Charles Shelton, The Outer Banks Hospital Radiation Therapy Center, Cancer Committee Chair

Dr. Roger Lever, Hospitalist, OBH

Dr. Van Martin, Outer Banks General Surgery, Cancer Liaison Physician

Dr. Lysle Ailstock, Eastern Radiology Associates

Dr. Mikhail Vinogradov / Dr. Srihari Peri, Oncologists

Dr. Richard Baltaro / Dr. Gina Murray, Pathologists

Dr. Daniel Dwyer, Outer Banks Women's Care

Dr. Christine Petzing, Hospitalist and Palliative Medicine Specialist, OBH

Marcia Bryant, MSN, RN, NE-BC, Chief Nursing Officer, OBH

Devereux Grindle, RN, Director of Patient Quality, OBH

Amy Montgomery, MAEd, FACHE, Senior Administrator, OBH

Robin Hearne, RN, MS, Cancer Program Administrator, OBH

Anne Graham, RN, Cancer Conference Coordinator

Beverly Jones, RN, OCN, Cancer Conference Coordinator

Jaclyn Hall, Registered Dietician, OBH

Amy Feltz, Pharmacist, OBH

Angie Goetsch, OTR, L, CLT

Amy Robinson, PT, CLT, OBH

Nicole Kalkhoff, MA, CCC-SLP

Jaime Rovinelli, CTR, Vidant Health Cancer Registry

Debora Howard, RN MS, Oncology Nurse, Clinical Research Coordinator, OBH

Pat Sylvia, RN / **Beverly Jones**, RN Oncology Nurses, OBH

Lauren Zaritsky, LCSW / **Stephanie Ryder**, Psychosocial Services Coordinators, OBH

Daphne Hauser, RN, Clinical Informatics Nurse, OBH

Deborah Johnson, Director, Diagnostic Services & Rehabilitation, OBH

Donna Delfera, Nurse Navigator, OBH

Ellie Ward, Vidant Palliative Care Coordinator

Christina Bowen, MD, Integrative Medicine, OBH



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The Outer Banks Hospital is part of Vidant Health and Chesapeake Regional Healthcare.

On the front cover: Patient Diane Douglas-Steyn (center) with son Luc Steyn and daughter Trinity Steyn.