

## Winter 2009

### Mercy Cancer Network - Highlights of the Year!

This year the Mercy Cancer Network (MCN) has made tremendous progress in creating increased collaboration between our Michigan hospitals in cancer care. Our patients benefit from our working together – and we benefit from increased knowledge and awareness of improved processes and technology. Our network is one of the largest in the State of Michigan, and collectively we are making a difference in our patients' lives.

As we continue to build the network, this year the MCN achieved a number of successes, including the following highlights:

- All hospitals with a cancer program joined a Community Clinical Oncology Program (CCOP) leading to increased research clinical trials
- Created a web-based QuickBase tool for tracking service and quality metrics
- Completed rollout of all digital mammography across the state – 32 machines
- Provided more than 141,000 mammograms last year, an increase of 2.3 percent over two years
- Increased volume of all cancer cases by 3 percent
- Conducted analysis of Tumor Registry software programs
- Launched an extensive internal communication plan, including a website, call center and informational marketing materials.
- Held two statewide conferences; formed Affinity Teams to improve role collaboration
- MCN presentations given at each MO Cancer Committee
- Joined the Michigan Cancer Consortium and Michigan Breast Cancer Coalition

With the support of our physicians, staff and Trinity Health, the Mercy Cancer Network is positioned well to continue to grow cancer care services and provide value to our physicians, patients and families in the coming years. We look forward to continuing to work with our collaborative teams as we build a strong network for our patients.

May you all have a blessed and healthy Holiday Season!

#### **Happy Holidays!**

**Garry Faja and Philip McCorkle  
and the Mercy Cancer Network Steering Team**



### Telemedicine for Oncology Consultations

Once diagnosed with cancer, many patients seek a second opinion. This second viewpoint is helpful for good decision-making between the patient and doctor.

Patients in the Mercy Cancer Network will soon have an opportunity to receive a second opinion and other referrals through the use of telemedicine, expanding the use of the current Stroke Robot Program to oncology. This process will allow our patients to remain at their local hospital and eliminate the need for travel. It also allows physician specialists to consult together with the patient and family members.

The Oncology Telemedicine Program is expected to launch early in 2010 as a pilot in Southeast Michigan. The Mercy Cancer Network is providing telemedicine laptops to each hospital for this program – Port Huron, Oakland, Livonia and Ann Arbor – and physicians and staff will receive training. We expect to roll out this program statewide soon thereafter.

*Special thanks to the Telemedicine Oncology Team –  
Rebekah Smith, Sheri Nabozny – Port Huron  
Connie Parliament, Erin Reese-Burks – Oakland  
Rob Fisher, Kathleen Kasperek – Ann Arbor  
Greg Sears, Crystal Andrews – Livonia  
Cheryl Miller, Sue Penzoza, Cindy Wisner, Julie Sproul – Home Office*

## Mercy Cancer Network and Trinity Health Statement on New Mammography Guidelines

*The United States Preventive Services Task Force (USPSTF) announced November 16 that the recommended age for mammogram screening for women at low risk should change from age 40 to age 50, and be decreased from every year to every other year. The task force also stated that breast self-exams are not beneficial in detecting cancer. The task force explains that the current standards of getting screened for breast cancer early often leads to too many false alarms and unneeded biopsies without substantially improving the odds of survival.*

*We recognize the scientific basis for the USPSTF recommendations, and that there is not general consensus regarding these guidelines. At the same time, there is convincing evidence that early diagnosis and treatment of breast cancer and annual mammograms lead to better outcomes, especially with the use of digital mammography. While the current recommendations of yearly mammography for women 40 and older are not perfect, patients are encouraged to work with their physicians and use the knowledge and latest technology available to increase their chances of early detection.*

*In addition, many women find their own lumps before they show on mammogram, and should continue to perform breast self-exams, contact their physician if they find a lump, and be aware of timely methods of early detection.*

*The Mercy Cancer Network and Trinity Health, along with The American College of Radiology, the American Society of Breast Surgeons, the American Society of Breast Disease and the American Cancer Society, support the current standards of annual mammography for women age 40 and older for breast cancer detection.*

*Terry O'Rourke, MD, Chief Clinical Officer, Trinity Health  
Thomas Gibbin, MD, Saint Mary's Health Care, Grand Rapids  
Randy Mudge, MD, Battle Creek Health System  
Phil Stella, MD, Saint Joseph Mercy Health System  
Mercy Cancer Network Steering Team Physicians*

### Measuring Growth and Value of the Network

The relationships and coordination of cancer care by those in the Mercy Cancer Network is valuable. At the same time, the need for comparable statistics and data is also vital to demonstrate growth and value of the network.

A team from Trinity Health Finance has been collecting data from the Michigan cancer programs, and, working with our Oncology Leaders, will be able to track metrics. The tool developed for this is a Mercy Cancer Network web-based document in QuickBase, created by Tina Skilton, Project Management Office. Some of the data will also be collected monthly by each Ministry Organization, and submitted in the shared document. Thanks, also, to Kenda Klotz and her team at Saint Mary's Grand Rapids for their help in creating the quality dashboard.

Special recognition goes to Nancy Rocker, Mark Rossman and Cheryl Comeau, Finance Office, for their expertise in developing a structure for data gathering from the Home Office. This process will ensure that the data comes from a single source, and alleviates much of the local data gathering from the MOs. Most recently, mammography volumes from FY07 through FY 09 were collected and tracked across the network, indicating a positive trend in volume.

In addition, welcome to Kathy Jo Sampson, Finance, who has recently joined Trinity Health from St. Mary Mercy Livonia, and who will be supporting the Mercy Cancer Network in Finance going forward.

## Digital Mammography leads to increased testing at Michigan hospitals

Women search for the latest technology when it come to cancer prevention -- and for breast cancer that means going digital. Now, all women who receive mammograms from Mercy Cancer Network affiliates are benefiting from state-of-the-art machines providing superior image quality and comfort.

Mercy Cancer Network, one of Michigan's largest networks of cancer specialists, announced the completion of a \$14 million conversion to digital mammography at each of its 17 hospitals and cancer centers across the state. As digital machines were being installed across the state of Michigan, between FY 07 and FY 09, our hospitals have seen an increase overall in mammography volumes.

The Mercy Cancer Network provides 32 digital mammography machines and over 140,000 mammograms a year for patients in our service areas, more than any other health network in Michigan.

A digital mammogram instantly produces a clear image that can then be magnified or enhanced, improving the chances of detecting subtle abnormalities such as faint masses or small clusters of microcalcification. A National Cancer Institute study shows that digital mammography provides clearer images for women under 50, and women with very dense breasts. Digital mammography also uses less radiation than standard film mammograms, and saves the time and cost of films as well.

"Mammography is an important tool in the early detection of breast cancer," said Mercy Cancer Network Director Julie Sproul. "Digital mammography provides a more accurate and detailed look at breast tissue to give our network the most reliable and comprehensive information available today."

## MCN Conference Follow-up Report

The Mercy Cancer Network (MCN) Conference was held on Friday, October 2 at the English Inn in Eaton Rapids with 85 people in attendance. The conference theme was “Building a Cancer Network.” This was the fourth MCN Conference since its inception in 2006, and the first meeting for many participants in key cancer-related care positions at the Michigan hospitals.

One of the main goals of this conference was to provide a forum for those from across the state to meet and get to know one another and the cancer programs of their counterparts from other Trinity Health hospitals. The reason for forming these Affinity Groups by role was to begin dialogue and a structure for continued meetings. There was a lot of interaction and sharing of ideas.

**Mercy Cancer Network Co-chairs, Garry Faja, CEO, SJMHS, and Phil McCorkle, CEO, Saint Mary’s Health Care-Grand Rapids,** provided a brief overview of the purpose of the MCN, structure and goals:

- To provide a full complement of cancer services across Michigan
- To reduce out-migration of oncology services where appropriate
- To create greater market awareness of cancer services at local hospitals

Structure: The Board of Directors of the Mercy Cancer Network is the Michigan CEOs, supported by an MCN Steering Committee, Marketing Team, and Oncology Leadership from each hospital. The network is financially supported by the Michigan hospitals.

**MCN Director, Julie Sproul,** gave an update of progress to date since the network began three years ago. The progress was divided into three main areas:

- **Building Connections** – including work towards increased IT connectivity, hospitals with cancer programs in CCOPs resulting in more patients on clinical trials, MCN joining the Michigan Cancer Consortium and site visits with presentation to Cancer Committees at each Michigan hospital to build relationships and generate awareness.
- **Building Awareness** – A major internal communications plan and toolkit launched June 22 including letters to physicians and staff, Resource Guide, website, call center and other marketing materials – creating a brand and identity for the Mercy Cancer Network. This phase will continue throughout this year, with expanded awareness externally over the next two years.
- **Building Results** – With a \$14 million investment in digital mammography over the past few years, focus has been on tracking mammogram timeliness and volumes. In addition, growth for all cancer cases has been tracked, with an increase in 3 percent from FY08-FY09. Quality metrics have been identified, with a web-based tracking tool being built for FY10.

**Dr. Terry O’Rourke, Chief Clinical Officer, Trinity Health,** was the keynote speaker on “Physician Alignment in Oncology.” Dr. O’Rourke’s remarks indicated a strong commitment from Trinity Health for the goals and purpose of the Mercy Cancer Network, and provided a framework for the work as part of the Unified Clinical Organization (UCO). Some areas of emphasis included:

- Physician alignment – the importance of collaborative development of goals, objectives and trust for physicians and hospitals – working as partners
- Unified Clinical Organization (UCO) – Working together to achieve better outcomes, sharing best practices, mentoring, defining evidence-based medicine, clinical protocols, standardized order sets and clinical research
- Dr. O’Rourke’s challenge to the group was to not only compete locally with other health systems, but to raise the bar nationally with MD Anderson, Sloan Kettering and Mayo Clinic.

(continued on page 4)

## MCN Affinity Groups formed across Michigan

One of the key outcomes of the October Mercy Cancer Network Conference was the forming of workgroups by role. This was the first meeting for many of the cancer caregivers across the state, and set the stage for a more structured approach to information sharing and strategic planning.

Affinity Groups include:

- Medical Oncologists and Surgeons
- Radiation Oncologists
- Radiation Therapy Leaders
- Nurse/Care Navigators
- Breast Care/Imaging Leaders
- Tumor Registrars
- Clinical Research Leaders
- Inpatient Oncology Unit Leaders
- Outpatient Oncology Leaders
- Spiritual Care Leaders
- Oncology Leaders

Co-chairs for each group have been determined, and conference calls will begin soon. The Spiritual Care leaders held their first conference call on December 7, and began discussion on how to better work together as a cancer network. “We are excited to begin working on a state-wide plan for the spiritual caregivers that will benefit everyone,” said David McNeil, Oncology Chaplain, SJMHS.

## MCN Conference follow-up report (continued from page 3)

Cheryl Miller, Director, Health Networks, led the group in a brainstorming activity by their respective roles – to determine plans and next steps:

- What is needed to improve collaboration in your role among the MCN cancer programs?
- What measurements would best describe success?

Major takeaways and follow-up goals of the MCN Conference:

- Raise level of awareness to compete with Mayo Clinic; MD Anderson
- Set higher standards of turn around time to meet patient expectations
- Share evidence-based data with physicians to move forward alignment
- Identify best practices and share process with rest of network hospitals
- Continue to hold Affinity group meetings
- Formalize navigator role and define how to work with physicians
- Spiritual Care added to network standard of care and communications
- Add radiologists to network groups to assist meeting timeliness metrics
- Establish video conference for major tumor types

The next Mercy Cancer Network Conference will be held in Spring 2010.

## In and Around the Network...

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

A Breast Consulting Project has kicked off in Grand Rapids to expand the breast care program and develop a **Comprehensive Breast Program** in the region. The consultant, Practice Advantage, will oversee the implementation of a regional comprehensive breast services program for the Lacks Cancer Center at Saint Mary's Health Care. The 18-month project has the potential for expansion across the West Michigan region, the Mercy Cancer Network, and beyond.

Saint Mary's Health Care in Grand Rapids will also lead a ground-breaking **collaborative study on breast cancer** aimed at assessing surgical options and outcomes to improve patients' quality of life and reduce unnecessary and costly surgeries. Lawrence McCahill, MD, director of surgical oncology and assistant director of The Lacks Cancer Center, will lead the two-year research project at the Van Andel Research (VAR) institute. Researchers will study and compare outcomes of breast cancer surgery and develop an electronic database showing the comparative results. The study is possible through a \$1 million grant awarded to VAR from National Cancer Institute, one of 200 grants awarded this year through the American Recovery and Reinvestment Act.

#### Positions Available...

Saint Mary's Health Care in Grand Rapids is seeking a **Nurse Practitioner** to assist with a new comprehensive breast program. Contact Kenda Klotz at 616 685-6990.

St. Joseph Mercy Oakland is seeking a **Nurse Navigator**. Please contact Erin Reese-Burks at 248 858-3881.

St. Mary Mercy Livonia is seeking a **Breast Nurse Navigator**. Please call Crystal Andrews, 734 655-2854.

## Battle Creek Health System Cancer Care Leader Tours Egypt

Wayne Young, director of The Cancer Care Center at Battle Creek Health System, recently returned from a trip to Egypt and the Middle East where he participated in Susan G. Komen for the Cure's mission trip called 'Breaking the Silence.' Young has been a long-time volunteer with Komen and attended Komen's first international summit to Budapest, Hungary in 2007.

The centerpiece of this trip was the Susan G. Komen Race for the Cure event held at the pyramids outside Cairo, with a turnout of close to 10,000 people.

"As a Komen volunteer for 13 years I have had the privilege to attend Race for the Cure events around the country, including the National Race for the Cure in Washington D.C.," says Young. There were also tours of a new children's cancer hospital which is comparable to any facility in the U.S., roundtable discussions with delegates from the Middle East, and a tour of the National Cancer Institute in Cairo. "Egypt has its challenges in providing cancer care to its people, but this trip and these events helped to open many eyes about the need to speak out and ask for care," says Young.

## *In and Around the Network (cont.)...*

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

The Oncology Research program at St. Joseph Mercy Ann Arbor was recently approved for a grant from the American Recovery and Reinvestment Act of 2009 (ARRA). SJMAA was awarded \$199,000 to be used between now and 8/1/2011 on a pilot **Oncology Research Nurse Navigator Program**. The goal of the program is to reach out to every patient diagnosed with cancer within the first 48 hours after their diagnosis. The intervention will support early patient education and needs assessment, patient preparation for meetings with oncology team, decrease patient leakage to other health care systems and research education and case-finding. We will be tracking outcome metrics to demonstrate the value of this position. The value to the patients and health system must be clearly demonstrated in order for this project to meet the spirit of the legislation. We look forward to updating you on the progress we make through this process!

Women who are having bothersome hot flashes and are looking for a non-estrogen based treatment may be eligible to participate in a **hot flash research study** at St. Joseph Mercy Ann Arbor (SJMAA). The study will help determine if flaxseed, a dietary supplement is helpful in lessening or stopping hot flashes in women. Previous studies have shown this alternative to be effective in treating hot flashes. "We hope the research will help us find a better alternative in reducing hot flashes," said Philip Stella, MD, medical director, St. Joseph Mercy Cancer Care Center. For more information about this study or other cancer treatment and prevention trials, please call St. Joseph Mercy Cancer Care Center at (734) 712-5658 or toll-free (877) 590-5995.

Saint Joseph Mercy Health System has opened a new facility in Canton – **the Canton Center for Advanced Medicine & Surgery**. A Dedication and Blessing was held on November 22 at the Canton Health Building.

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

The Mercy Regional Cancer Center hosted "**Cutting Edge Technology & Techniques in Cancer Care**" held November 14 in Port Huron. The symposium provided primary care physicians, radiation oncologists, surgeons, medical oncologists and other allied health care professionals the latest methods of the diagnosis and treatment of thoracic, neurological, and hepatogastroenterological cancer as well as new surgical treatment of various sites, with a special presentation regarding CyberKnife radiosurgery. Local cancer experts as well as Mercy Cancer Network regional oncology specialists from St. Joseph Mercy Ann Arbor presented on a broad range of topics.

Raising nearly \$290 to benefit the Mercy Pink Ribbon Fund, St. Joseph Mercy Port Huron participated in its first ever **Bra Art Challenge**. This national phenomenon provides crafters an opportunity to decorate a bra in honor of breast cancer awareness.

### **Nurse Navigators receive certification**

Susan DeRuitter, RN in The Cancer Care Center at Battle Creek Health System, has recently completed National Consortium of Breast Centers requirements to become a certified breast patient navigator. This certification validates knowledge and skills in providing quality care to cancer patients, assisting them through the continuum and helping them contact appropriate staff for services and support.

Susan was selected to lead the BCHS nurse navigator program in 2007, serving as a liaison between the patient, the family, and the physicians offering patients resources and support services that they need during their cancer treatments.

Susan joins other certified nurse navigators in the MCN, including Chery Valentine, CBCN, Saint Mary's Health Care in Grand Rapids who received certification in 2008 through the Oncology Nursing Society.

#### **Find a Mercy Cancer Network Physician**

**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.**

### *In and Around the Network (cont.)...*

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

**Free breast cancer screening clinics** were offered at St. Joseph Mercy Oakland (SJMO) between March and October 2009, and during that time 79 women were screened. Each received a free screening mammogram, a clinical breast examination by SJMO's Director of Breast Services Amy Kirby, MD, breast surgeon, and educational information. To qualify for the free clinic, women had to meet three criteria: reside in Oakland County, need a screening mammogram and have no health insurance. Funding for the free clinics came, in part, from the Pink Ribbon Trailblazers, a group of women and men who work to raise funds to help provide mammograms for uninsured and underserved women in Oakland County at SJMO.

St. Joseph Mercy Oakland (SJMO) held a free **Prostate Cancer Screening** event Sept. 19. All participants received a PSA blood screening by the SJMO Lab. Urologists Bryan Shumaker, MD and Atul Rajpurkar, MD administered the examinations (DRE). Of the 89 men screened, 29 were found to have abnormal results. Appropriate referrals were made for all cases.

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

St. Mary Mercy Hospital's **50<sup>th</sup> Anniversary** was celebrated on September 13, kicking off the day with its **3rd Annual 5K Run/Walk for Cancer**. Over 530 runners and walkers participated in the 5K run/walk, raising over \$18,000. Proceeds from this event are earmarked for Cancer Services at St. Mary Mercy, assisting cancer patients in need. "The community support of our 5K for Cancer is remarkable, as well as the support from our employees, physicians and volunteers," said David Spivey, president and CEO of St. Mary Mercy Hospital, who also ran in the race. "The race, coupled with our Community Open House this year, allows us an opportunity to celebrate the past, present and future of St. Mary Mercy Hospital," he said.

#### **Mercy Health Partners - Muskegon**

In November, Mercy Health Partners in Muskegon launched a new "**Feats of Strength**" **oncology marketing campaign** featuring RapidArc(TM) and oncology patient, Donald Loss. Donald annually rides his recumbent bike more than 7,000 miles a year. Over the summer months, Donald was able to continue riding throughout his treatments and even rode from his home to the cancer center for treatment a number of times. Donald attributes this to the RapidArc(TM) treatments he received.

#### **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 click on [www.mercycancernetwork.com](http://www.mercycancernetwork.com).*

## **Mercy Cancer Network Steering Team**

**Garry C. Faja,**  
President & CEO, Saint Joseph Mercy Health System (SJMHS), and Regional Executive, Southeast Michigan

**Philip J. McCorkle, Jr.,**  
President & CEO, Saint Mary's Health Care, Grand Rapids, and Regional Executive, West Michigan

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

**Randy Mudge, MD,**  
Medical Director, Radiation Oncology, Battle Creek Health System

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

**Kathy Kasperek**  
Oncology Director, SJMHS

**Kenda Klotz, RN,**  
Director, Clinical Services, Saint Mary's Health Care

**Cheryl Miller,**  
Director, Health Networks, Trinity Health

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