

December 2011

MCN Conferences offer Collaborative Forums

Face-to-face meetings provide the most effective interactions. That's why the Mercy Cancer Network continues its tradition of convening together at statewide MCN Conferences.

Held in Lansing in the spring and fall, the MCN Conferences draw 90-100 participants at each session. The feedback we receive indicates that these forums provide value, and many hospitals are represented by up to 10 people at a time (the folks from Grand Rapids come by bus)! They look forward to this opportunity to collaborate around the table, sharing best practices and setting goals. The conferences give everyone a chance to get to know one another, and the MCN teams are forming valuable connections.

The latest conference held October 26 also offered workshops on select oncology topics. We would like to continue this format, and encourage those who have a project to share to let us know about it.

Special thanks to those who presented at the last conference – Harmesh Naik, MD, Medical Oncologist, St. Mary Mercy Livonia, Becky Bell, CTR, St. Joseph Mercy Oakland, Laurence McCahill, MD, GI Oncologist, Coralyn Martinez, RN, GI Navigator, and Dan Sherman, Financial Counselor, Saint Mary's Health Care Grand Rapids.

We hope to see you at the next MCN Conference in the spring. In the meantime, have a wonderful holiday season and blessed New Year!

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

**THE MERCY CANCER NETWORK WISHES YOU AND YOURS A
VERY MERRY CHRISTMAS AND A HAPPY NEW YEAR!**



Activities Underway to Improve Colorectal Cancer Screening in Grand Rapids

Saint Mary's Health Care (SMHC) received a grant from the Michigan Department of Community Health (MDCH) to improve colorectal cancer screening rates. The grant includes funds to implement the Michigan Colorectal Cancer Early Detection Program (MCRCEDP) as well as dollars to increase colorectal cancer screening rates. The grant from MDCH will also enable SMHC to make significant progress on activities associated with its National Cancer Institute's Community Cancer Center Program (NCCCP) contract.

The MCRCEDP provides screening to eligible 50-64 year old men and women living in 37 Michigan counties. SMHC has partnered with Grand River Gastroenterology to provide administration and coordination of the screening program.

Large Michigan Study Suggests Continued Importance of Self-Exams, Annual Mammography in Breast Cancer Detection

Jamie Caughran, MD, medical director of the Comprehensive Breast Center at The Lacks Cancer Center at Saint Mary's, was one of only four presenters selected for the American Society of Clinical Oncology in September 2011, in San Diego, California. Caughran was asked to present on her recent study, which found:

An analysis of breast cancer diagnosis data from nearly 6,000 women in Michigan suggests that mammography and self-breast exams remain important tools for detecting breast cancer, even among women aged 40 to 49 for whom routine mammography has been questioned by the U.S. Preventive Services Task Force (USPSTF).

Researchers found that women under the age of 50 who have breast cancer were more likely to be diagnosed based on a palpable mass (detectable by feel) rather than through mammography. Those women diagnosed because of a palpable mass had a more advanced stage of cancer and were more likely to undergo mastectomy as opposed to breast conservation surgery.

Using a statewide breast cancer registry compiled from 14 institutions through the Michigan Breast Oncology Quality Initiative, Jamie Caughran, MD, and her research team examined data on breast cancer diagnosis and treatment gathered on 5,903 women between 2006 and 2009 to determine how the 2009 USPSTF breast cancer screening recommendations might affect future breast cancer detection, particularly in women age 40 to 49. The study examined data on the method of detection, cancer stage, age at detection, treatment type and patient demographics.

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

Nurse Navigator Recognized Nationally

Coralyn Martinez, MSN, RN, OCN, Gastrointestinal Nurse Navigator at The Lacks Cancer Center at Saint Mary's was chosen as the recipient of the Academy of Oncology Nurse Navigators 2011 Gastrointestinal Cancers Navigator of the Year award, based on the nomination from two co-workers, Tyann Allen and Mary May.

Martinez accepted the honor during the Awards Ceremony on Saturday, September 17 from 7-8:30 p.m. while at the second annual conference in San Antonio, Texas.

In her role for the past few months, Martinez has been a nurse navigator for the Gastrointestinal patients at The Lacks Cancer Center. She helps patients deal with not only the difficulties of coping with cancer, but serves as an advocate on their behalf as the patient deals with a multitude of doctors' appointments, along with the other complexities that present themselves in the health care system.

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. Three hospitals now offer MammoPlus® and RiskPlus®, 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, Mercy Health Partners in Muskegon and Saint Mary's Health Care in Grand Rapids offer MammoPlus® - digital mammography screening PLUS a lifetime risk assessment for breast cancer.

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®.

RiskPlus® - 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. Joseph Mercy Oakland named Certified Participant in NQMBC™

St. Joseph Mercy Oakland (SJMO) Cancer Center has recently been recognized as a Certified Participant of the National Quality Measures for Breast Centers Program (NQMBC)™. This honor represents the cancer center's commitment to provide the highest level of quality breast health care to patients in their community.

The NQMBC is a quality initiative of the National Consortium of Breast Centers, Inc.

SJMO also holds National Accreditation Program for Breast Centers (NAPBC) accreditation for its breast cancer program and the hospital's Breast Imaging Center was one of the first Breast Imaging Center of Excellence programs in the state recognized by the American College of Radiology (ACR). Additionally, SJMO recently was awarded a three-year term of accreditation in breast magnetic imaging (MRI) as a result of a recent review by the ACR.

Mercy Health Partners in Muskegon Joins Historic Cancer Genome Atlas project

One of 14 hospitals in nation, only site in Michigan to participate

[Mercy Health Partners](#) has collaborated with [The International Genomics Consortium \(IGC\)](#) in Phoenix, Ariz., to serve as a critical network Tissue Source Site (TSS) to provide cancer tissue samples for analysis in the National Institutes of Health's (NIH's) historic project [The Cancer Genome Atlas project \(TCGA\)](#).

Mercy Health Partners is providing cancer tissue samples under uniform and standardized conditions and is collecting specific long-term clinical outcome data to facilitate research into the underlying cancer mechanisms.

IGC's Expression Project for Oncology (expO) has combined its network and mission with TCGA to help create a comprehensive and coordinated effort to accelerate the understanding of the molecular basis of cancer through the application of genome analysis technologies, including large-scale genome sequencing.

The overarching goal of TCGA is to improve our ability to diagnose, treat and prevent cancer. TCGA is one of the largest initiatives to date to analyze such a wide array of cancers with so many different genomic analyses ranging from sequencing to methylation studies.

The genomic blueprints of each cancer will be available on the web for all scientists to have access to for translational discoveries. TCGA plans to analyze 500 tumors from each cancer type studied by the program and will provide the clinically annotated outcome data along with the complete genomic analysis on the web free of any intellectual property restrictions.

IGC plans to retain a portion of each sample that it provides to TCGA, if available, to expedite translational discoveries to help patient care, in work separate from TCGA.

"We look forward to supporting The Cancer Genome Atlas project and other initiatives at IGC through our research efforts here at Mercy Health Partners and continuing not only to provide world-class patient care, but also facilitating ground-breaking cancer research," said Roger Spoelman, President and CEO, Mercy Health Partners.

Trinity Health Physician Professional Liability Insurance Program

If you are an independent physician (i.e., not employed at a Trinity Health hospital) and currently reviewing your professional liability coverage, please note that there is another option available for your consideration.

Mercy Cancer Network is coordinating with the Trinity Health Physician Professional Liability Insurance Program regarding informing eligible physicians of the availability of the Program.

The Program offers significant benefits to qualifying participants, including premium savings, a number of discounts and credits, experienced Area Claims Managers and a dedicated team of professional liability specialists.

For information to learn if you qualify: Contact Lois Hartman 248 489-6146 or hartmala@trinity-health.org.

Cancer News and Events Around the Network...

St. Joseph Mercy Health System

St. Joseph Mercy Health System part of M. D. Anderson Cancer Center Trial

Saint Joseph Mercy Health System (SJMH) is partnering with The University of Texas M. D. Anderson Cancer Center in a prospective clinical study to compare treatment outcomes in early-stage, operable lung cancer. Patients in the study will be randomly assigned to traditional surgery or CyberKnife Robotic Radiosurgery for their treatment.

The evidence from inoperable patients has grown in recent years showing excellent outcomes in the treatment of lung tumors with radiosurgery delivered in three or four treatments. Study results with inoperable patients treated this way have demonstrated survival rates and local control rates similar to those of traditional surgery. As the medical community moves toward more minimally invasive treatment alternative, studies are essential to compare surgical outcomes to less invasive treatment options like radiosurgery.

Additionally, Vita Sullivan, MD director of the Thoracic Oncology Program at SJMH is a co-principal investigator on the study. "Dr. Sullivan and I feel the time is right to offer patients a less invasive alternative to treat early stage lung cancer patients," said Walter M. Sahijdak, MD, radiation oncologist and the principal investigator for the study at SJMH. "The results with radiosurgery are comparable to those seen with traditional surgery for early stage lung cancer patients. A randomized clinical trial will allow us to directly compare the two modalities. The result of this study has the potential to dramatically change the way lung cancer patients are treated."

Sites from around the world will participate in this 1,200-patient study, with coordination and oversight by the M. D. Anderson team. Patient accrual at SJMH began in the spring of 2009. Please contact Ann Novak, RN for more information about the study at 734-712-5674.

St. Joseph Mercy Oakland

Variety of Activities Mark Breast Cancer Awareness Month at SJMO

St. Joseph Mercy Oakland (SJMO) commemorated Breast Cancer Awareness Month (October) with a variety of activities, including a special evening event, art display, free mammogram screening and speaking engagements in the community. About 90 people attended "Taking Care of Yourself—Body, Mind and Spirit" on Thursday, Oct. 20. The event featured a showing of the new Lilly Oncology on Canvas art display, an inspirational dance performance by the Zone Dance Center of Southfield and talks by SJMO physician speakers, including Judie Goodman, DO; Amy Kirby, MD and Harsha Jayatilake, MD. During the month SJMO physicians, staff and volunteers participated in Oakland County's first American Cancer Society Making Strides for Breast Cancer Walk. And Drs. Goodman and Kirby and Andrea Briefs-Ferris, Breast Cancer Nurse Navigator, spoke at about a dozen community events, including to walkers at Great Lakes Crossing, members of the Congregation Shaarey Zedek Sisterhood, members of Curves and Rotary Club meetings.

MCN Affinity Teams lead 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
19. Palliative Care Leaders

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

Cancer News and Events Around the Network...

St. Joseph Mercy Oakland (cont.)

Oral, Head, Neck Screening Draws More Than 150

More than 150 associates, physicians, residents, students and volunteers participated in the Oral, Head and Neck screening held at St. Joseph Mercy Oakland (SJMO) Thursday, Nov. 10. The screening was a joint effort between SJMO Oncology, the Dental Clinic and Marketing. Those who donated their time to perform the screening examinations were otolaryngologists Samer Bahu, MD and Bashar Succar, MD; dentists Patrick Ainslie, DDS, Craig Spangler, DDS, and Nisha Yusuf, DDS, and dental residents Adam Garfinkle, DDS, and Erin Vieira, DDS.

St. Joseph Mercy Port Huron

Breast Cancer Awareness

Local hair stylist Anna Morrison started what now has become the Pink Hair for Hope trend in Port Huron when she worked for Younkers Department Store a number of years ago. A couple years later, she looked for avenues to raise awareness after the loss of her mother to cancer. Today, Anna continues the trend by hosting events at Oasis Hair Company that benefit the Mercy Pink Ribbon Fund and visits the hospital on other key days in October to provide the popular pink hair to staff, physicians, volunteers, patients and visitors.

20th Annual Cancer Care Symposium Success

Congratulations are extended to the Mercy Regional Cancer Center for hosting a very successful 20th Annual Cancer Care Symposium. Approximately 55 participants, including speakers, physicians and allied health care professionals took part in the outstanding presentation, titled "Hematologic and Gynecologic Malignancies". The symposium featured state of the art evaluation, testing and treatment options presented by cancer care experts. The program also outlined future trends in the management of these types of cancer.

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.

Mercy Cancer Network Steering Team

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