



2011 Wellmont Oncology Annual Report

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Cancer can truly be an overwhelming diagnosis. However, through earlier diagnosis and advanced treatment options, Wellmont Health System's cancer centers offer a better chance to live a long, healthy life. Our board-certified physicians use the latest innovations to rid the body of cancerous cells while keeping nearby cells alive and healthy.

Of course, many questions come with a cancer diagnosis. Compassion and support, along with the latest treatments, pioneering cancer research, comprehensive education and integrated prevention programs, are why patients and their families rely on Wellmont's oncology services for care.

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Mission

We deliver superior health care with compassion.

Vision

We will deliver the best health care anywhere.

Values

- Integrity
- Respect
- Compassion
- Empowerment
- Innovation



NATIONAL ACCREDITATION PROGRAM FOR BREAST CENTERS





National Accreditation Program for Breast Centers

The National Accreditation Program for Breast Centers, a program administered by the American College of Surgeons, recently granted full accreditation for three years to Bristol Regional Medical Center. A surveyor found that Bristol Regional's breast center program excelled in all 27 standards rated by the national organization.

Holston Valley Medical Center earned the same accreditation last year, becoming the first hospital in the state to do so. Bristol Regional and Holston Valley are currently the only two Northeast Tennessee hospitals with breast center of excellence designations. "The NAPBC recognizes and applauds your center's commitment to providing the highest-quality evaluation and management of your patients with breast disease," the organization said in a letter to Dr. Sue Prill, medical director of the Bristol Regional program.

Dr. Prill said she appreciates the external validation of the breast center programs by this national organization.

"A diagnosis of breast cancer is one of the scariest experiences a woman or man can have," she said. "We aim to ease these fears with a multifaceted program that treats our patients with premier medical equipment and has the touch of compassionate and professional physicians, nurses and other highly trained staff."

Dr. Jim Phillips, imaging director at Holston Valley's breast center and a board-certified radiologist, said accreditation affirms the hospital's commitment to excellence.

"This accreditation is a validation of what has been going on for a good while," Dr. Phillips said. "It confirms our whole program is on track and we are doing what we should be doing."

Dr. Prill echoed these statements, saying the NAPBC's goal is "to provide better care, more consistent messaging, evidenced-based treatment options and better access for all women."

Other features of the breast centers include a multidisciplinary team of

physicians and staff members who discuss post-operative and newly diagnosed patients.

"We continue to work together to provide the best, most comprehensive care for patients diagnosed with breast cancer," Dr. Prill said. "By following the national standards for breast care, we are able to achieve the high standard of care these patients deserve and have come to expect from Wellmont."



NAPBC

NATIONAL ACCREDITATION PROGRAM FOR BREAST CENTERS

Pictured: Dr. Ibrahim Nakhoul, Dr. Sue Prill, Dr. Byron May and Dr. John Fincher

Multidisciplinary Cancer Care Model



Wellmont utilizes multidisciplinary treatment conferences to streamline treatment and minimize patient confusion.

During the conferences, each newly diagnosed case is discussed among all involved physician disciplines. The care team then arrives at the best treatment options, which are tailored to each patient's case and circumstances.

These conferences aim to expedite treatment and to empower patients to make well-informed treatment decisions with their physicians.

Team members include the following:

- Medical oncologist
- Radiation oncologist
- Surgeon
- Radiologist
- Pathologist
- Oncology nurse
- Nurse navigator
- Social worker
- Financial counselor
- Pharmacist
- Physical therapist
- Dietician
- Genetics counselor
- Clinical trials coordinator

This team meets three times per week for conferences at Bristol Regional and Holston Valley.



Conference subject	Facility	Time	Day	Location
Breast and GI conference	HVMC*	Noon–1 p.m.	Tuesday (weekly)	HVMC, Heritage Room
Breast conference	BRMC†	7:30–8:30 a.m.	Tuesday (bi-weekly)	BRMC, Azalea Room
Lung conference	HVMC	Noon–1 p.m.	Wednesday (weekly)	HVMC, Heritage Room
Tumor board	BRMC	Noon–1 p.m.	Friday (weekly)	BRMC, Poplar and Azalea Rooms

* Holston Valley Medical Center

† Bristol Regional Medical Center

Patient Navigation: Guidance for Patients



“Think of me as the air traffic controller. I ensure that the patient moves through the care process quickly, accurately and knowledgeably. In addition to scheduling treatments and appointments, I introduce the patient to all supportive care resources and information, such as social workers, nutritionists or massage therapists. I can also facilitate second opinions, if that’s what the patient wants.”

“Over the years, we’ve noticed that my role develops into a lifelong bond with patients and families, which is what we want at Wellmont for our cancer patients. I want to be there for the patients. No cancer patient needs to feel alone.”

~ LaCosta Brown, Cancer Patient Navigator

It is Wellmont’s belief that no patient should navigate the care process alone. They shouldn’t have to schedule their own appointments, wait an inordinate amount of time to see a physician or decipher the next steps in treatments. That’s why oncology patient navigators strive to ensure no patient gets lost in the system.

Patient navigators are in contact with the patient from the beginning to coordinate appointments, ensure adequate case presentation, and communicate and manage all medical attention. The navigators accomplish this through effective communication at the treatment team’s conference and on a one-on-one basis with the patient.

The navigators are also available to refer patients for the multidisciplinary conferences. To refer a patient, please call one of the numbers below.

Breast and GI Nurse Navigator

LaCosta Brown, MSN, CNL, OCN, CBCN
(423) 224-3547

Breast Nurse Navigator

Mary Coon, RN, BSN, OCN
(423) 844-2184

Lung Nurse Navigator

Donna Maultbay, RN, BSN
(423) 224-5524





New Growth and Technology

New location for Kingsport Hematology Oncology

Wellmont's Healing Environment for patients and its commitment to the local community recently converged at Kingsport Hematology Oncology's new location.

Kingsport Hematology Oncology moved in October from the Holston Valley Outpatient Center to the former BAE Systems administration building at the entrance of Holston Army Ammunition Plant on property owned by the Army. The replacement facility has provided Kingsport Hematology Oncology with much-needed additional space that has enabled the practice to greatly increase the number of exam rooms and infusion chairs.

Working in concert with city officials, Wellmont has helped kick start more development in West Kingsport. Kingsport Hematology Oncology is the first tenant in what the city has identified as an area for additional business growth.

"This is a fantastic facility that will serve our patients and staff well and allow Wellmont to continue its productive relationship with the city," said Denny DeNarvaez, Wellmont's president and CEO. "Wellmont is proud to play a pivotal role in the city's economic health through Holston Valley Medical Center, Kingsport's flagship hospital, and other facilities.

The former location for Kingsport Hematology Oncology contained about 20,000 square feet, of which about 8,000 was designated for infusion services. With the new facility, that number has jumped to about 33,000 total square feet, of which 11,000-12,000 square feet have been set aside for infusion.

Kingsport Hematology Oncology has increased the number of infusion

chairs from 30 to 42 and the number of exam rooms from 12 to 21.

Sue Lindenbusch, Wellmont's vice president of oncology, said the new infusion chairs offer heat and massage, which are particularly beneficial for patients.

"Cancer patients face a lot of changes during treatment," Lindenbusch said. "That includes a tendency to feel cold more easily. The warm blankets we typically have supplied eventually lose their heat, reducing their effectiveness, so we wanted chairs that provided more consistent comfort for patients so they could focus their energy on healing."

A plentiful supply of windows enables patients, physicians and staff to take in gorgeous views of Bays Mountain. Staff, which had been spread throughout the old facility, are now close to the clinical areas in the new location.

Lindenbusch is especially pleased Wellmont can provide space in the new building for the American Cancer Society. The national organization can use the space to dispense wigs and educational materials to patients.

"The American Cancer Society performs an important service to patients and their loved ones, so it's only fitting that we incorporate this excellent organization into our facility," Lindenbusch said. "Our

Healing Environment philosophy is about taking care of all needs of patients and families, so offering a community resource as valuable and respected as the American Cancer Society makes perfect sense."

Bristol Regional acquires da Vinci Surgery System

Bristol Regional Medical Center, already the region's leader in robotic medicine, now offers the da Vinci Surgical System for minimally invasive surgery.

Like Bristol Regional's CyberKnife Robotic Radiosurgery System, the da Vinci technology will significantly enhance patient care. Patients can expect less post-operative pain, less blood loss, less risk of infection and smaller incisions.

Patients will also benefit from fewer days in the hospital and a faster return to normal activities.

Holston Valley Medical Center is currently in the process of acquiring a da Vinci system as well, so that patients at both hospitals may receive the most technologically advanced care.

"Our new office really offers a much nicer experience for our patients. Although cancer treatment is never easy, we now have the space and the amenities to make treatment visits for our patients a little easier and more comfortable."

*Dr. Edwin McElroy,
Kingsport Hematology Oncology*



Outreach and Support

In addition to its advanced treatment options, Wellmont remains committed to aiding cancer care through prevention and awareness.

In an effort to share expertise and resources, Wellmont has partnered with community, state and national cancer-related organizations such as the American Cancer Society, Tennessee Cancer Control Coalition, Susan G. Komen for the Cure and regional health departments.

Men's and Women's Health Days

Wellmont, working with regional health departments, participated in the annual Men's and Women's health days, which helped the community's underserved.

In 2011, 344 men and women participated in Men's and Women's Health Days, and 64 percent of them were new to the program and 60 percent were uninsured with incomes of less than \$20,000 per year. During the Health Days, Wellmont provided screenings for prostate, cervical and skin cancers, as well as education sessions.

Susan G. Komen for the Cure

During October, Wellmont participated in several Susan G. Komen for the Cure fundraisers, including the Tri-Cities Race for the Cure, Golf for the Girls tournament and a Bleed Pink blood drive.

Wellmont's Tri-Cities Race for the

Cure team was the top fundraiser in the local health organization category. Money raised for the local affiliate of Susan G. Komen for the Cure has been awarded to Wellmont in the form of grants for free screening and diagnostic mammograms. An additional grant gives underinsured and uninsured women access to genetic testing and counseling.

The race followed a month-long breast cancer awareness campaign, including a system-wide Pink Out day on Oct. 21 and a Golf for the Girls tournament, which raised \$12,000.

Additionally, Marsh Regional Blood Center's Bleed Pink blood drives raised \$950 for the Tri-Cities affiliate of Susan G. Komen for the Cure and an additional \$950 for Wellmont oncology patient assistant funds.

Women's Cancer Survivor Retreat

Wellmont's annual Women's Cancer Survivor Retreat offers cancer survivors an opportunity to heal their minds and spirits.

The Women's Cancer Survivor Retreat at Jubilee House in Abingdon, Va., continued to grow in 2011. Participants engaged in art therapy, music therapy, yoga and education sessions. The retreat also afforded the women the chance to partake in relaxing massages and manicures.



Health Days program by the numbers

33

percent of participants with household incomes of less than \$10,000

60

percent of uninsured Health Days participants

64

percent of first-time Health Days participants

87

cervical cancer screenings performed

100

mammograms performed

124

colorectal cancer screenings performed

198

skin cancer screenings performed

344

Health Days patients seen

Group name	Meeting time	Location
Survive and Thrive	Tuesdays, 6:30–8 p.m.	HVMC, oncology library
SISTERS	First Thursday of each month, 6:30–8 p.m.	HVMC Outpatient Center, 2nd floor
Breast Cancer Support Group	Third Tuesday of each month, 6:30 p.m.	Euclid Avenue Baptist Church, Bristol, Va.
Nu-Voice Club Support Group	Fourth Tuesday of each month, 2 p.m.	BRMC, Elm Room
Camp Caterpillar Children's Grief Camp	Annual spring event, TBD	TBD

Genetics, High Risk and Clinical Trials

Genetics and high risk

For some patients, a cancer diagnosis is the greatest shock of their lives. Others, however, spend years expecting and fearing cancer because it has happened to several members of their families, often at young ages. For those patients, Wellmont offers genetic counseling and testing, as well as a high risk clinic, to give help and hope to families at increased risk for cancer.

Genetic counseling and testing services have been offered through the office of Kingsport Hematology Oncology since 2004. As the number of genetic tests available continues to climb, there are increasing numbers of patients who choose to learn about their genetic risk for cancer so that they can preempt cancer before it starts. If a patient is identified as a genetic carrier for cancer predisposition, several options are available:

- Earlier and more frequent screening (such as mammograms or colonoscopies beginning at age 25)
- Chemoprevention (such as Tamoxifen)
- Prophylactic surgery (such as mastectomy and/or oophorectomy)

Wellmont employs the only board-certified and licensed genetic counselor in northeast Tennessee. Debbie Pencarinha, genetic counselor, is also the program director of the Breast CARE program that offers genetic testing and support for individuals with limited or no insurance. This year, the Breast CARE program was

awarded \$26,247.50 by Susan G. Komen for the Cure and \$8,000 by the Jim and Laura Rogers Foundation. The high-risk clinic also focuses efforts on offering the latest clinical trials and studies for individuals and families who carry a hereditary predisposition.

Clinical trials

Wellmont supports a unified network of oncology researchers throughout the region by evaluating new cancer treatments and offering significantly more trials than any other healthcare system in the region. The health system's aims address not only patients' physical, but also mental and spiritual needs to focus on overall quality of life. This process works with multiple disciplines, such as medical oncology, radiation oncology, surgical oncology as well as pathology and radiology to provide several clinical trial options. This approach provides a broad base not only for initial treatments but also for recurring and advanced cancers.

Holston Valley is a founding member of the Southeast Cancer Control Consortium. Its Community Clinical Oncology program, funded by the National Cancer Institute, has access to state-of-the-art cancer prevention and treatment clinical trials. This program, along with industry trials, allows Wellmont oncology to work with a variety of cancers such as breast, gynecology, prostate, lung and colorectal. In addition, Wellmont has been involved in trials to evaluate treatments such as Gleevec, Velcade, Avastin, Herceptin,

Tamoxifen and others that have been approved for use by the FDA.

Carefully conducted clinical trials are the fastest and safest way to find whether new drugs or treatments are both safe and effective. Wellmont oncology's goal is to provide access to such advances, and thanks to National Cancer Institute funding through the Southeast Cancer Control Consortium, community awareness and trial access has steadily increased over the last several years. Drs. Asheesh Shipstone and Sue Prill are both committed to leading their team in the fight against cancer. Through this leadership, Wellmont's clinical trial growth is consistently higher than standards set by the American College of Surgeons, as well as national averages.



Outcomes—Colorectal Cancer In-Depth Site Study

Colorectal cancer is the third most common cancer in both men and women. For 2011, the United States expects 101,340 cases of colon cancer and 39,870 cases of rectal cancer. Of those cases, 49,830 individuals may not survive.

Over the past two decades, the incidence of colorectal cancer has declined 2.9 percent in men and 2.2 percent in women. Additionally, the death rate has dropped 2.8 percent in men and 2.7 percent in women. This decline has been attributed to an increase in screenings that aid in the early detection of colorectal polyps, awareness of risk factors and improvements in treatments.

Individuals at a higher risk for colon cancer include people age 50 and older, those suffering from obesity, physical inactivity, inflammatory bowel disease, Type II diabetes, a diet rich in red meat, high alcohol consumption and possibly those with a diet poor in fruits and vegetables. Genetic conditions such as familial adenomatous polyposis, hereditary non-polyposis colorectal cancer or a family history of colorectal cancer can also lead to increased risk.

Preventive screening for colorectal cancer is imperative primarily because the disease presents no symptoms in its early stages. Therefore, the

use of screening methods such as sigmoidoscopy, colonoscopy and radiological studies that allow for early detection of polyps is vital.

Screening recommendations for people age 50 or older include the following:

- Stool DNA tests at uncertain intervals
- Fecal occult blood test every year
- Fecal immunocytochemistry test every year
- Flexible sigmoidoscopy to be conducted every five years
- Barium enema every five years
- CT colonoscopy every five years
- Colonoscopy to be conducted every 10 years

Research in new and more effective ways of preventing colorectal cancer is also critical. Wellmont Health System is currently participating in the research study “NSABP P5: Colorectal Polyp Prevention Trial.” This study is exploring the use of statins as chemoprevention against colorectal cancer.

As colorectal cancer progresses, it may produce blood in the stools, change of bowel habits, abdominal cramping and weight loss. Anemia may be a result of continuous blood loss and can cause fatigue and weakness. At

this point, early detection becomes the priority and can be achieved using the procedures described above.

If colorectal cancer is detected, treatment may involve surgery, radiation therapy and chemotherapy. Frequently, one or more modalities are used depending on the location (colon vs. rectum) and how advanced the disease is at diagnosis. Occasionally, a patient with cancer in the colorectal area will see different medical specialists who work together in the diagnosis and treatment of the disease.

Holston Valley Medical Center hosts a weekly GI multidisciplinary conference where several medical professionals meet to discuss gastrointestinal cancer cases, including colorectal cancer, to make recommendations with regards to treatment.

While colorectal cancer continues to be a major medical problem affecting a large number of individuals, both the incidence and mortality rates of colorectal cancer are decreasing.



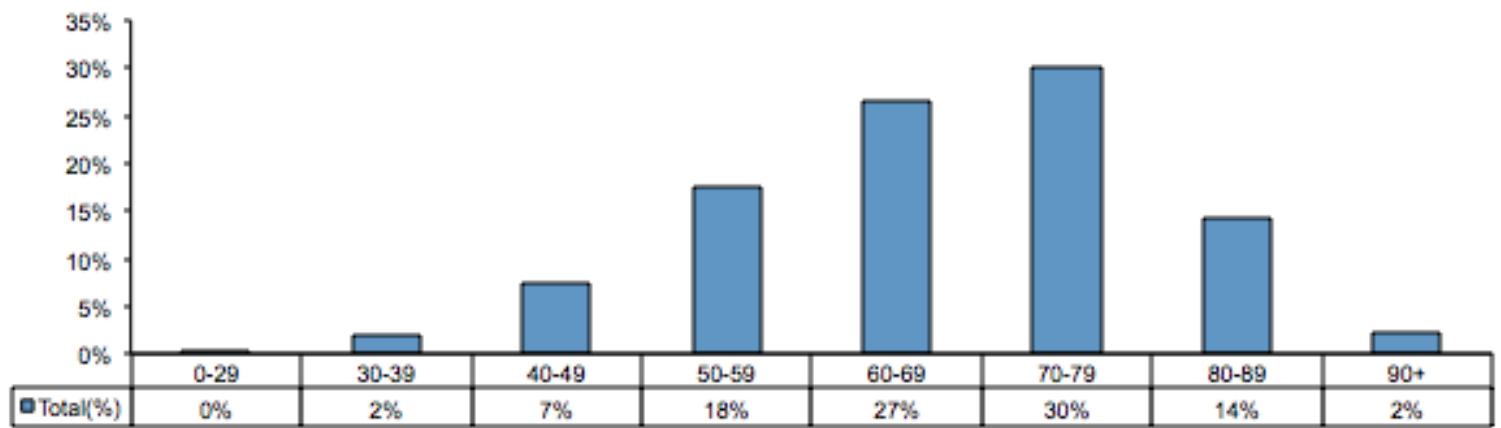
Outcomes-Colorectal Cancer at Wellmont

758 total cancer cases. Of those patients:

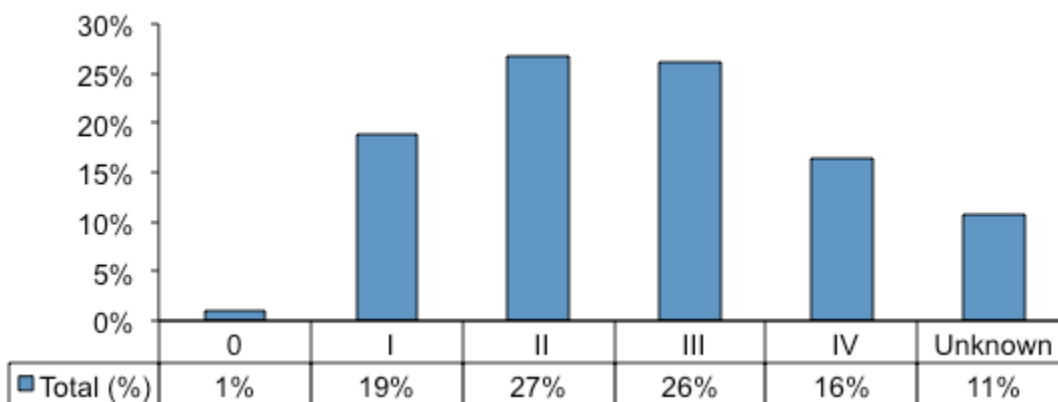
- 52% were men
- 48% were women
- 91% were over the age of 50

Age at Diagnosis 2005-2009

Wellmont Oncology, Colorectal

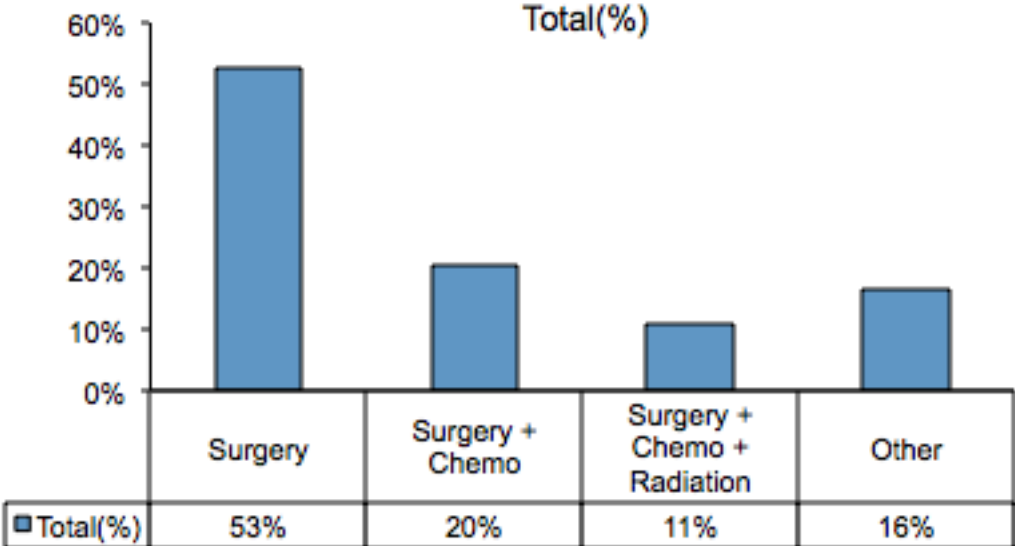


Stage at Diagnosis 2005-2009



Outcomes-Colorectal Cancer at Wellmont

Treatment by Modality 2005-2009



Outcomes

Tumor Site Origins

	TOTAL	%Col	%Cum
Primary Site			
Lung	1,420	21%	21%
Breast	1,094	16%	37%
Prostate	543	8%	45%
Colon/Rectum	500	7%	53%
Corpus Uteri/Ovary/Vagina	355	5%	58%
Melanoma	238	4%	61%
Hodgkin/Non-Hodgkin Lymphoma	307	5%	66%
Urinary Bladder	209	3%	69%
Pancreas	196	3%	72%
Thyroid	155	2%	74%
Kidney	133	2%	76%
Brain/Spinal Cord	90	1%	78%
Esophagus	81	1%	79%
Oropharynx	69	1%	80%
Liver	49	1%	81%
Lip/Oral Cavity	47	1%	81%
Stomach	42	1%	82%
Soft Tissue Sarcoma	39	1%	82%
Larynx – Supraglottis	31	0%	83%
Anus/Anal Canal	29	0%	83%
Larynx – Glottis	26	0%	84%
Testis	18	0%	84%
Small Intestine	17	0%	84%
Renal Pelvis/Ureter	17	0%	85%
All Other	1,044	15%	100%
Grand Total	6,749	100%	200%

Outcomes

Patient Base by County

	TOTAL	%Col	%Cum
County - Current			
Sullivan, TN	2,647	39%	39%
Washington, VA	851	13%	52%
Hawkins, TN	635	9%	61%
Wise, VA	398	6%	67%
Scott, VA	390	6%	73%
Lee, VA	245	4%	77%
Washington, TN	228	3%	80%
Russell, VA	228	3%	83%
Smyth, VA	173	3%	86%

	TOTAL	%Col	%Cum
County - Current			
Tazewell, VA	151	2%	88%
Buchanan, VA	145	2%	90%
Dikenson, VA	112	2%	92%
Greene, TN	82	1%	93%
Carter, TN	51	1%	94%
Harlan, KY	30	0%	94%
Hancock, TN	28	0%	95%
All Other	355	5%	100%
Grand Total	6,749	100%	200%





**Wellmont
Health System**