

# BayCare Cancer Report | 2018



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### **Mission**

BayCare Health System will improve the health of all we serve through community-owned health care services that set the standard for high-quality, compassionate care.

### **Values**

The values of BayCare are trust, respect, responsibility, excellence and dignity, and reflect our responsibility to achieve health care excellence for our communities.

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# Message from Leadership



Matt Novak

The BayCare Cancer Network is pleased to publish its first system-wide 2018 Annual Report, which outlines the recent activities and accomplishments of our Cancer Network across four counties.

As a health system, we recognize the great need in our community to decrease preventable cancers, increase early detection and support those who are fighting cancer. Our collaboration with the American Cancer Society (ACS) has included clinical programs, patient education, screening initiatives and more than a dozen community events where our team members showed their passion for the fight against all cancers.

Through our partnership with the ACS over the past year, our health care system embraced several initiatives with the following results:

- Overall, we contributed more than \$224,000 to support the American Cancer Society’s mission to save and celebrate lives.
- We involved more than 1,000 team members in local fund-raising events including Making Strides Against Breast Cancer, Real Men Wear Pink, Cattle Barron’s Ball and Relay for Life.
- We supported ACS efforts through volunteer boards, event committees and advocacy efforts.

There are many other outstanding programs and accomplishments to share, and you’ll find details about some of our 2018 highlights throughout this booklet.

I’d like to thank all the individuals who serve on our boards throughout the year, along with the loyal medical professionals who care for our cancer patients. With their leadership and support, we’re confident in our ability to fulfill our mission and set the standard for high-quality, compassionate cancer services in our community.

Matt Novak  
BayCare Oncology Service Line Leader

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# About the BayCare Cancer Network

## Who We Are

Founded in 1997, BayCare is a not-for-profit organization that operates an integrated, health care delivery system in the Tampa Bay area of Florida. With hundreds of access points, BayCare provides a full continuum of care through its inpatient, outpatient, imaging, diagnostic, behavioral health, laboratory and wellness services. Being the leading provider of cancer care, BayCare offers more locations for cancer screening than any other health system in Tampa Bay.



## Our Cancer Network

BayCare Behavioral Health  
BayCare HomeCare  
BayCare Laboratories  
BayCare Medical Group  
BayCare Outpatient Imaging  
BayCare Surgery Centers  
BayCare Urgent Care

## Our Hospitals

Bartow Regional Medical Center  
BayCare Alliant Hospital  
Mease Countryside Hospital  
Mease Dunedin Hospital  
Morton Plant Hospital  
Morton Plant North Bay Hospital  
St. Anthony's Hospital  
St. Joseph's Hospital  
St. Joseph's Children's Hospital  
St. Joseph's Women's Hospital  
St. Joseph's Hospital-North  
St. Joseph's Hospital-South  
South Florida Baptist Hospital  
Winter Haven Hospital  
Winter Haven Women's Hospital

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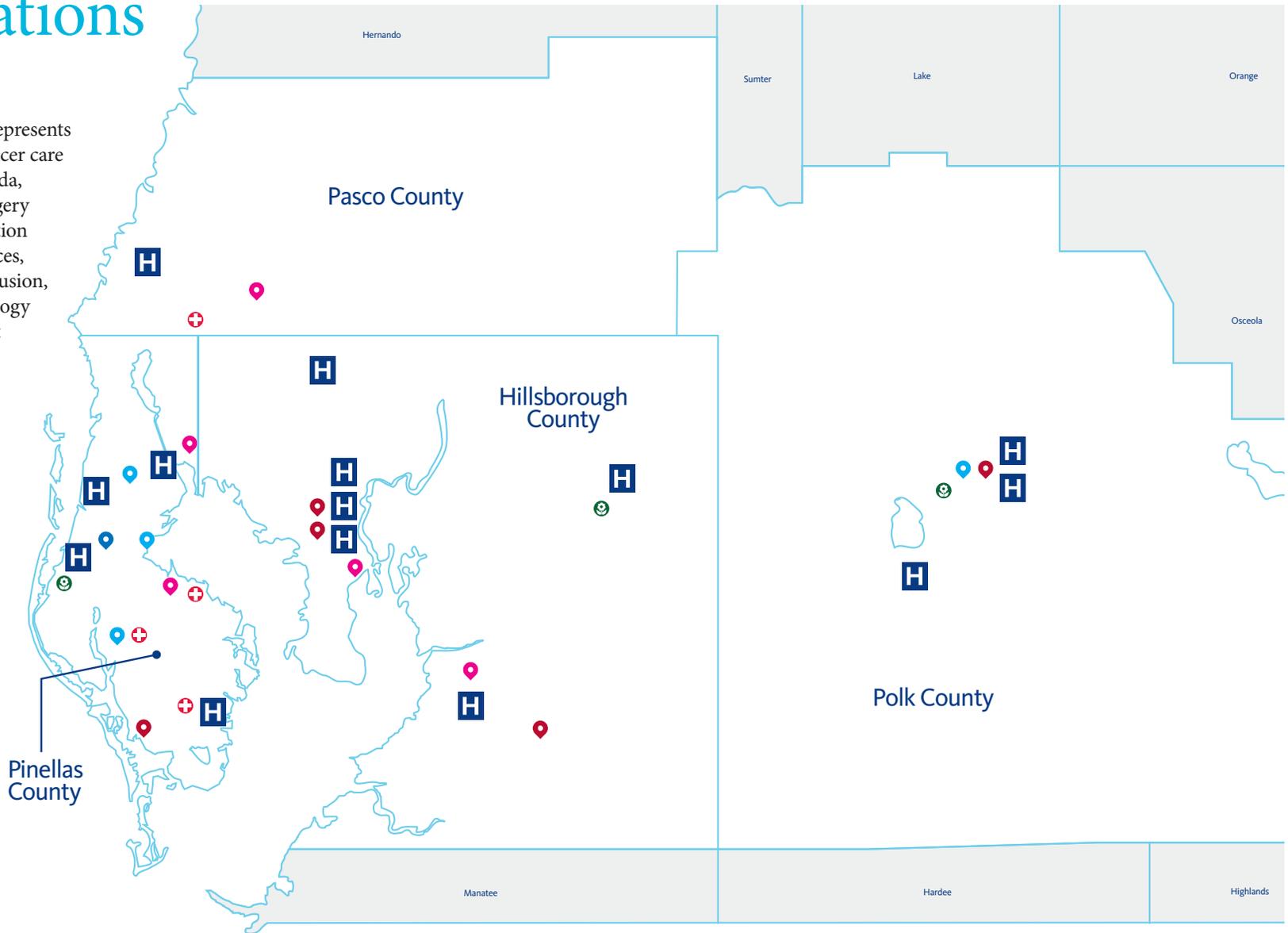
“As a health system, we recognize the great need in our community to decrease preventable cancers, increase early detection and support those who are fighting cancer.”

~ Matt Novak  
*BayCare Oncology  
Service Line Leader*

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# Our Locations

BayCare's Cancer Network represents a four-county, integrated cancer care system in West Central Florida, encompassing hospitals, surgery centers, breast centers, radiation services, mastectomy resources, cancer treatment centers, infusion, chemotherapy centers, oncology physician offices, and patient resource and support group locations.



- KEY:**
- H **Hospitals**  
(can include breast centers, cancer treatment centers, support group locations, oncology physician offices and patient resource centers)
  - **Cancer Treatment Centers**  
(can include infusion/chemotherapy centers and radiation oncology)
  - **Breast Centers**
  - 😊 **A Place for Her**
  - + **BayCare Surgery Center**
  - **Support Group Meeting Location**

# Fighting Cancer in Our Hospitals

## Hillsborough County, Florida

### BayCare Hospitals

- St. Joseph's Hospital
- St. Joseph's Children's Hospital
- St. Joseph's Women's Hospital
- St. Joseph's Hospital-North
- St. Joseph's Hospital-South
- South Florida Baptist Hospital

In 2018, St. Joseph's Hospital embarked on a construction project to support new radiation therapy technology, which will lead to stereotactic radiosurgery (SRS) and stereotactic body radiotherapy (SBRT) treatments. The oncology program also expanded its outpatient nutrition program and added guided imagery courses to enhance support programs.

### Lung Cancer Screening and Prevention Programs

Lung cancer is the leading cause of cancer death in both men and women. St. Joseph's Hospital continues to promote our lung screening program to increase community awareness, and ultimately identify lung cancer patients at an earlier stage for treatment interventions.

The 2010 National Lung Screening Trial (NLST) showed 20 percent fewer lung cancer deaths among smokers who were screened with low-dose CT scans. We currently provide these scans to smokers in our community in hopes of detecting lung cancer in its earliest stages.

We've been encouraged by our results to date:

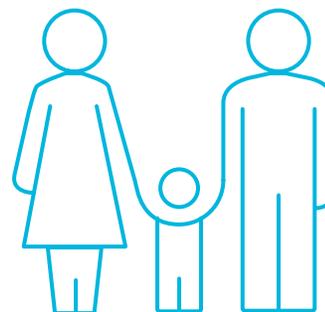


**375** patients

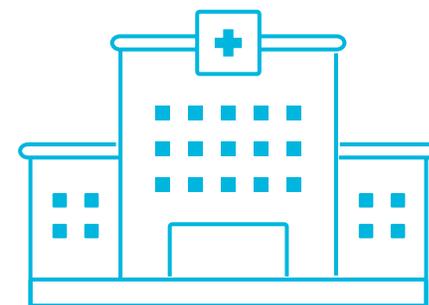
From January through September 2018, 375 patients received low-dose CT scans to screen for lung cancer.

**37** attendees

St. Joseph's Hospitals organized a CEU program with the Area Health Education Centers (AHEC) on how to motivate patients to stop smoking.



St. Joseph's Hospital has continued efforts in partnering with AHEC/Tobacco-Free in assisting patients and families to stop smoking.



**21** cessation classes

Number of community smoking cessation classes hosted by St. Joseph's Hospital.

## Polk County, Florida

### BayCare Hospitals

- Bartow Regional Medical Center
- Winter Haven Hospital
- Winter Haven Women's Hospital

The Cassidy Cancer Center at Winter Haven Hospital features an inpatient oncology unit as well as outpatient services, plus physicians' clinics, dedicated infusion and radiation therapy areas, and specialized surgical oncology services, including:

- Diagnostic radiology
- Interventional radiology
- Nuclear medicine
- Medical oncology
- Surgical specialties
- Thoracic and pulmonary specialists
- Radiation oncology and pathology services

Our oncology Nurse Navigator guides patients throughout their individual cancer care journey and is an advocate for patients, family and caregivers. The Nurse Navigator provides education, coordinates office visits and treatments, and connects patients with support groups and other available resources. The program has a full-time data management registry that

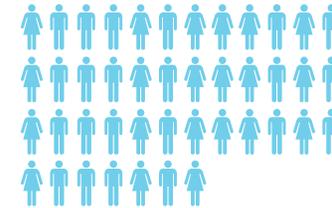
provides data on cancer incidence in our treatment area which assists us in building our program to meet the current needs of our patient population. The registry records significant elements of each cancer patient's history and treatment(s), for malignant, precancerous and specific benign conditions. Registry services are also provided for cancer cases that are diagnosed or treated at Bartow Regional Medical Center.

The patient history data provides useful information in advancing our understanding of cancer. Our Oncology Data Management department collects and manages data about cancer patients, assisting physicians in every aspect of patient care, from investigating the cause of cancer, to making the diagnosis and tracking the effectiveness of treatment. Lifetime follow up with our patients is conducted annually and patient information is always kept confidential. Only aggregate data is analyzed and published.

### Year-Round Melanoma Screenings

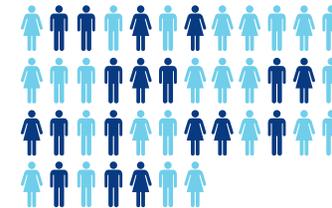
Living in Florida can be paradise. But spending time in the Florida sun has a serious downside—an increased risk for skin cancer. Melanoma is the most life-threatening form of skin cancer. This is why Winter Haven Hospital felt the need to educate the community and offer free skin exams at the Winter Haven Women's Hospital this year. Representatives from our Customer Service Center were on-site to help participants with physician referrals and financial resources.

## 2018 Melanoma Screenings at a Glance



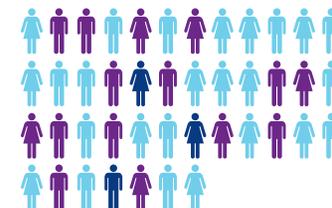
# 43

People received skin cancer screenings



# 18

Were identified to have suspicious lesions



# 15

Were referred to a community dermatologist for follow up

## North Pinellas County and Pasco County, Florida

### BayCare Hospitals

- Mease Countryside Hospital (MCH)
- Mease Dunedin Hospital (MDH)
- Morton Plant Hospital (MPH)
- Morton Plant North Bay Hospital (MPNBH)

The Morton Plant Mease cancer programs aided over 3,200 newly diagnosed cancer patients in 2018. In addition to treatment of cancers, our cancer program provides screening and prevention programs, such as our Mammogram Voucher Breast Cancer Screening Program and low-dose CT scan lung cancer screening program. Our Melanoma Monday screening continues to reach many in our community, with a participation rate of 245 this year.

Recently, we participated in a joint study led by a collaboration of the Commission on Cancer and the American Cancer Society, evaluating means to assess patients' perceptions of their own well-being. The goal of this study was to assess the effectiveness of measures which have been found to improve patient-provider communication, decrease symptom severity and improve outcomes.

We're currently expanding our palliative care program to include outpatient services that will lead to an enhanced quality of life for our cancer survivors.

### Clinical Quality Improvement in Immunotherapy Process

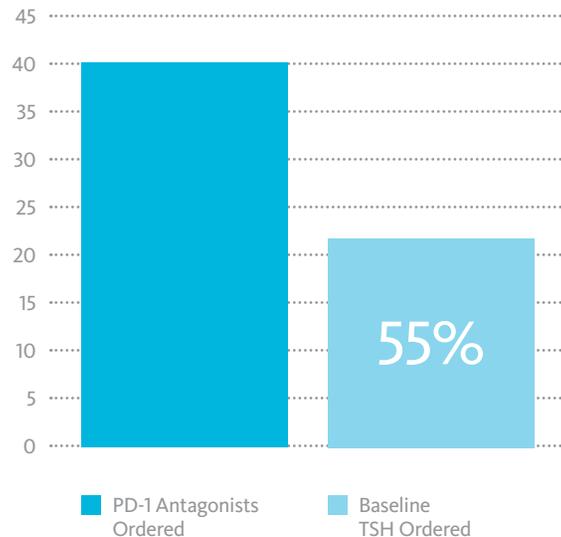
In reviewing recommended drug protocols, a team at Morton Plant Mease set out to determine if patients who received the programmed cell death protein 1 (PD-1) inhibitors had been baselined and monitored on their thyroid-stimulating hormone (TSH) levels, per the recommendation from the drug labeling.

Using a retrospective approach, the team studied patients from four hospitals (*Morton Plant Hospital, Mease Countryside Hospital, Mease Dunedin Hospital and Morton Plant North Bay Hospital*) who had received either PD-1 inhibitor nivolumab or pembrolizumab more than three times in 2017. The

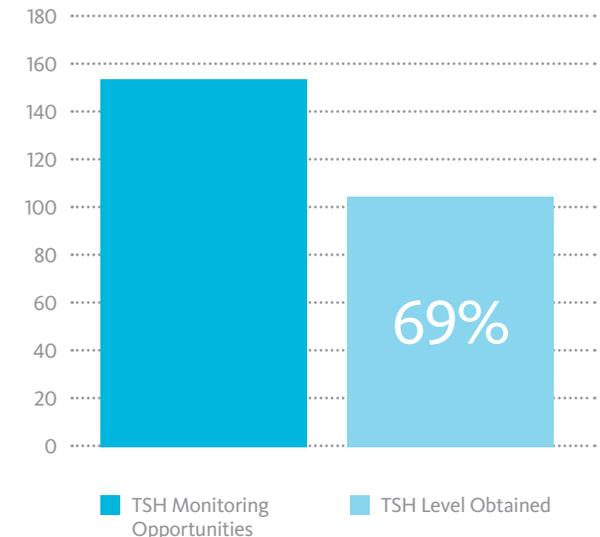
research question was to measure how many patients had received a TSH draw once every 28 days or less while receiving treatment with a PD-1 inhibitor.

Based on the results below, the study concluded that many of our patients receiving immunotherapy at Morton Plant Mease hospitals are treated without a baseline TSH or ongoing TSH monitoring at standard intervals. Those patients who didn't have baseline TSH drawn didn't correlate with patients who missed monitoring opportunities with ongoing treatment. Consequently, to improve clinical quality, orders were updated with clear instructions for TSH monitoring (*i.e. drawn TSH Q28 days for nivolumab and Q21 days for pembrolizumab*).

Baseline TSH with PD-1 Antagonists (MPH+MCH)



Ongoing TSH Monitoring with PD-1 Antagonists (MPH+MCH)



## South Pinellas County, Florida

### BayCare Hospitals

#### ■ St. Anthony's Hospital

St. Anthony's Hospital celebrated several improvements to programs and processes in 2018. With patient satisfaction in mind, the Radiation Therapy Department set a goal to reduce the time lapse between when the radiation therapy patient was first simulated for treatment planning and when they actually began the therapy. They were able to achieve their goal and go from four days in 2017 to an average of three days in 2018.

In addition, St. Anthony's Hospital set a goal to establish a solid base of genetic counseling referrals with physicians and hospital personnel, increasing the current activity by 50 percent. Through a combination of physician visits, publications and educational material, the genetic counselor met the goal and counseled 218 patients (*across BayCare*) for Lynch syndrome, BRCA1 and BRCA2 and more.

#### **Breast Cancer Screenings: Get Your Pink On!**

Because it isn't always easy to fit in the time for a mammography during the week due to work and other family commitments, St. Anthony's Hospital held a very successful "Get Your Pink On" Breast Health Day on October 24 and again on October 26.



For these events, BayCare team members were allowed time off during their work shift to visit the breast center and have their mammography done. Fifty-six spots were allotted so that there'd be very little wait time for team members. There were 46 (82 percent) who had mammography performed during that time with 10 team members cancelling at the last minute for various reasons. Overall this was a very successful event and St. Anthony's has discussed turning this into an annual event with expansion planned.

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# Process Improvement Around BayCare

## Catching the Fall Risks in the Outpatient Population

In 2018, a quality study was initiated at St. Anthony's Hospital Cancer Center (*and later extended across BayCare*) to identify outpatients undergoing radiation therapy who were at risk for falling as they attended daily treatment sessions at the Cancer Center.

In order to identify and monitor patients through changing treatment dynamics and prolonged treatment timeframes, a quality improvement committee developed a new screening process, whereby outpatients are screened by questionnaire at their initial encounter. The questionnaires are then reviewed by a therapist to immediately identify any known fall risks. This screening questionnaire is repeated on each visit, and any patient with a high score is evaluated by a physical therapist to determine their fall risk level.

In addition, measures are now in place to prevent falls, including identifying the outpatients with an alert symbol within their EMR on each fall risk patient's profile and implementing an intervention plan to meet individual needs. The process is reviewed in a daily time-out for every outpatient. A reassessment occurs following significant clinical change in patient's condition.

## New Standard of Care for the Hearing Impaired

A quality improvement opportunity was identified in the radiation therapy department at St. Anthony's Hospital to determine a method for communicating

with hearing impaired outpatients being treated for left-side breast cancer when the deep-breath-hold method was ordered by the physician.

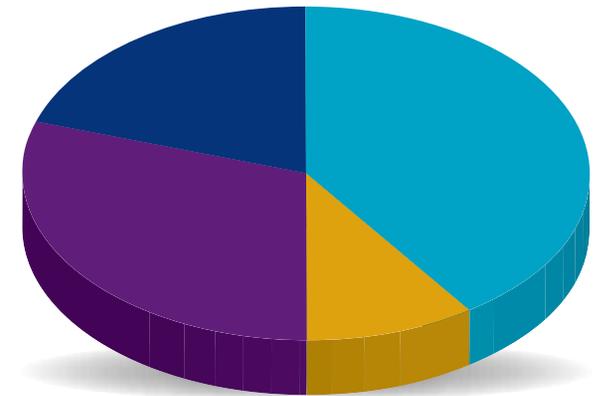
Through an American Sign Language interpreter, the patient was instructed to take a deep breath and hold her breath when the therapist dimmed the light, and to exhale and breathe normally when the lights were turned back to full brightness. The radiation dose was delivered while the outpatient was holding her breath. Due to the program's success, radiation centers across BayCare adopted this process as the standard of care.

## Genetic Counseling at BayCare

BayCare now offers genetic counseling services to cancer patients currently receiving treatment in BayCare hospitals across four counties. Generally, genetic counselors perform initial risk assessments to obtain medical history for the patient and close family members. Medical history is reviewed in detail to determine if the risk for developing a certain disease is high enough to merit genetic testing. Counselors also help patients and their families understand genetic testing, how diseases can be inherited, what testing will involve and what the risks might be so that they can make a confident decision about whether to undergo testing.

In 2018, BayCare genetic counselors oversaw the Lynch syndrome screening program, which is a BayCare-wide protocol to screen colorectal, uterine and small bowel cancer resections for the most common hereditary form of these conditions (*Lynch syndrome*). They also followed up with necessary providers in cases of abnormal screens or young age of diagnosis.

## Genetic Counseling: January–November 2018



## Total number of counseling patients: 218

- Morton Plant Hospital: 88
- St. Anthony's Hospital: 21
- St. Joseph's Hospital: 66
- Winter Haven Hospital: 43

# Outreach Initiatives

## BayCare Cancer Survivor Event – 2018

On Saturday, May 12, BayCare and the Tampa Tarpons teamed up to honor and recognize cancer survivors and caregivers in our community during our annual BayCare cancer survivors event at George M. Steinbrenner Field in Tampa. More than 1,000 guests preregistered; 350 were cancer survivors. Our final count filled Steinbrenner Field with more than 1,700 attendees. With the help of more than 30 volunteers from across BayCare, we had an exciting evening that included honoring our survivors, a fun baseball game, concert and fireworks display.



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“This event was outstanding!  
Thank you so much for honoring us!”

~ Jane D., cancer survivor

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Player talking with a child on BayCare Bot



## Breast Cancer Campaign

BayCare's "In Our Hands" campaign generated awareness about the importance of mammograms in the early detection of breast cancer. Highlighted in bright pink accents, the campaign features personal testimonials of women overcoming the myths and their own fears about mammograms and the potential results they may yield. Cancer survivors tell their stories, emphasizing the importance of regular screenings.

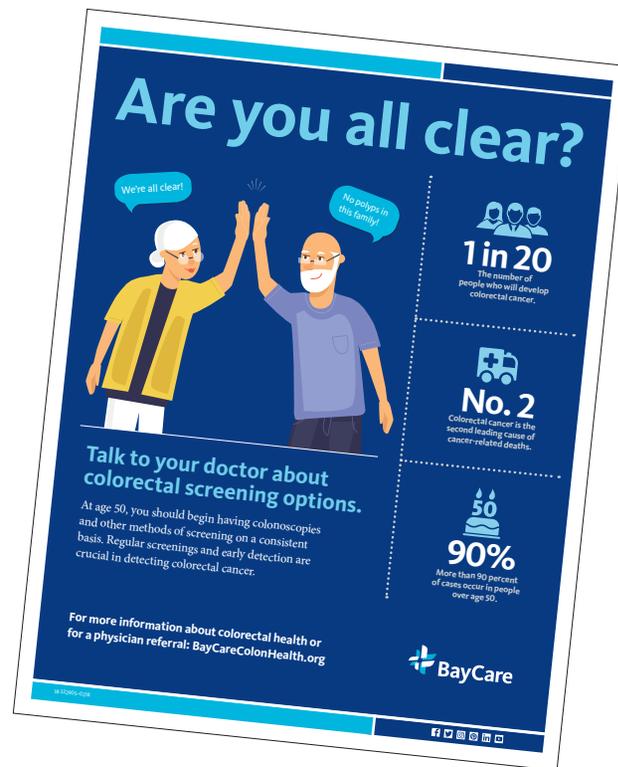
Based on 2018 numbers as of November 23, 2018, BayCare performed 74,246 breast screenings. Additionally, based on the U.S. Preventive Services Task Force Lives Saved Rate, BayCare saved 96 lives through breast cancer screenings.

## Colorectal Campaign

In 2018, the BayCare Cancer Network ran an education and awareness campaign surrounding colon cancer facts and the importance of screening after age 50. Using the "colon health family" to tell the story, BayCare promoted a series of online videos to emphasize how proper nutrition, regular screening and screening options play into colon health and early colon cancer detection. So far, BayCare has recorded over 250 combined video views of this educational material.

These tactics, combined with direct mail, social media ads and internal BayCare promotions, focused on making individuals comfortable with a traditionally uncomfortable discussion by making it part of a family dialogue.

The latest available reports show that BayCare recorded 109 physician referral requests through their online form.



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# 74,246

## breast screenings

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Based on 2018 numbers as of November 23, 2018, BayCare performed 74,246 breast screenings.

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# 96

## lives saved

Based on the U.S. Preventive Services Task Force Lives Saved Rate, BayCare saved 96 lives through breast cancer screenings.

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The latest available reports show that BayCare recorded 109 physician referral requests for colorectal screenings through their online form.

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## Support Programs and Services

Ensuring our patients are cared for, we offer cancer patients, survivors, family members and caregivers support groups that seek to heal and support body, mind and spirit. Classes and sessions vary by location but there are some common threads that are replicated across the system for ease of access.

### Restorative Yoga for Cancer Patients

Yoga incorporates stress reduction techniques including regulated breathing, visual imagery, meditation and various stretching postures. Yoga may help cancer patients cope with the side effects of treatment and help improve quality of life during and after treatments.

### Cancer Exercise Programs

These classes incorporate low-impact cardiovascular training, strength, balance, coordination and flexibility exercises for all levels of fitness in a safe environment under supervision of a certified cancer exercise trainer. This program is for cancer survivors and/or their family; however, anyone with a chronic illness may participate.

### Smoking Cessation Class

This two-hour class provides valuable tools to help attendees quit using tobacco. Includes free nicotine replacement patches, gum or lozenges.

### Look Good Feel Better

Look Good Feel Better is a free program that teaches beauty techniques to women in active cancer treatment to help with the treatment's appearance-related side effects. Free cosmetic kits are provided for each participant according to their specific skin tone. Information on wigs and scarves is also provided. Look Good Feel Better is a partnership between the American Cancer Society, the National Cosmetology and the Personal Care Products Council Foundation.

### Lymphedema Management Program

Lymphedema is the accumulation of fluid that causes swelling of one or more body parts, usually the arms or legs. It can be caused by the removal of lymph nodes, radiation treatment, congenital abnormalities or chronic venous insufficiency. The program provides complete decongestive therapy (CDT) along with manual lymph drainage (MLD), compression therapy, skin care and guidelines, and a home maintenance program.

### Outpatient Rehabilitation Center

A wide scope of services is offered through the rehabilitation program for adults and children, from acute inpatient care to outpatient rehabilitation therapy, several days a week. Therapy treatment plans are individually designed to meet patients' needs, and the therapists develop a close working relationship with their patients.



## Events and Sponsorships

BayCare proudly teamed up with the American Cancer Society for another year of Making Strides Against Breast Cancer. Breast cancer is a cause that's so personal to many team members at BayCare and members of our community. We're thrilled about the difference our team members and their families will make by raising funds for and participating in the American Cancer Society's fight against breast cancer.

BayCare also participated in the 2018 Relay for Life event.



## BayCare by the Numbers

# Making Strides Against Breast Cancer 2018

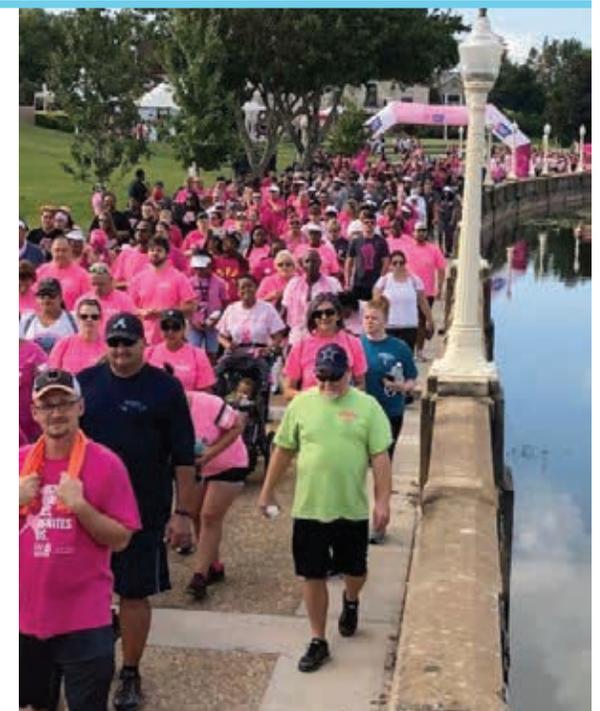
**\$71,233** Funds raised  
*(95% of goal \$75,000)*

**50** Teams

**569** Walkers

**\$16,000** Real Men Wear Pink  
*(106% of goal \$15,000)*

Results as of November 2018





[BayCare.org](http://BayCare.org)

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