

Genesis Cancer Care Institute - *2014 Annual Report*



**Improving lives as a leader in
comprehensive cancer care**

Cancer Care Institute
1351 West Central Park
Pavilion 1, 1st Floor
Davenport, IA 52804

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Genesis Cancer Care Institute

The Genesis Cancer Care Institute delivers cancer care with the next generation of cancer-fighting technology with a focus on services for cancer patients and their families. With the technology, resources and support at the Genesis Cancer Care Institute, we can guide the way through your cancer journey.

Summary of Services

Oncology Certified Nurses (OCN)

This achievement reflects dedicated time and effort spent building the qualifications and knowledge to meet the Oncology Certified Nurse competency standards and demonstrates their personal commitment to quality cancer care. Genesis has OCN Nurses in both our inpatient and outpatient areas.

Oncology Program Coordinators Nurse Navigation

These nurses provide patient navigation and coordination of care and serve as a primary point of contact for patients throughout the cancer care continuum. For sites other than breast 563-421-1030. The Center for Breast Health Navigators, 563-421-7656.

Genetics Counseling

Cancer risk assessment, genetic counseling and testing services are the process to identify and counsel people at risk of familial or hereditary cancer syndromes. Identifying patients increased risk of developing cancer because of a family history of cancer or a known hereditary cancer syndrome can have a dramatic effect on early detection and cancer outcomes. An ARNP provides Genetics Counseling. 563-421-7625.

Palliative Care Program

Palliative Care programs are committed to improving quality of life, supporting decision making and attending to the management of pain and symptoms. The benefit to the patient is having the assistance of a multi-disciplinary team in identifying, clarifying and communicating their goals for care and having those goals met.

Palliative Care specialists work with a patient's primary physician to deliver care while the patient is receiving other treatments, at all stages of illness. 421-4400.

Genesis Low Dose CT Lung Screening

“I just know if it hadn't been for that CT scan, I wouldn't have been diagnosed with lung cancer until it was too late to save my life”.

The U.S. Preventive Services Task Force recommended screening for lung cancer with Low-Dose Computed Tomography (LDCT). There is evidence that screening can reduce lung cancer and prevent deaths. In 2014 the Cancer Care Institute partnered with Genesis Philanthropy to provide CT Lung screenings for high-risk patients following NCCN guidelines regardless of socioeconomic status. All patients must meet established program guidelines. No charge for any patient that fits the criteria regardless of insurance coverage and requires a physician order. To learn more about this program, contact 563-421-1030.

Outpatient Infusion Services

Adult patients requiring parenteral therapies on an outpatient basis including, but not limited to: transfusions of blood products, hydration IV's, parenteral pain management therapies, antineoplastic chemotherapies, administration of parenteral antibiotics, management of central lines (ports, passports, Hickman catheters, Groshong catheters), phlebotomy for labs as well as therapeutic phlebotomy, insertion and care of PICC catheters and patients requiring plasmapheresis exchanges procedures. 563-421-1908.

Oncology Dietitian

Registered Dietitians offer nutritional counseling and support to both inpatients and outpatients as part of maintaining health and well being during active cancer treatment and afterward. 563-421-1900. The Dietitian's blog can be viewed here:

[Dietitians Blog](#)

Research Nurse

A registered nurse who is nationally credentialed as an Oncology Nurse assists in all aspects of the clinical trials process. 563-421-1908.

Oncology Social Worker

Social Workers are involved in the care of our oncology patients. Oncology Social Workers have a Masters degree in social work and are trained in individual and family counseling. They provide a broad range of services including emotional support, coping skills, cancer education and advocacy. They also assist with financial concerns, home care services, transportation, long-term care and other community resources. Oncology Social Workers can be reached at 563-421-1082.

Oncology Rehab

Oncology Rehab consists of two distinct programs:

- Cancer outpatients who are referred due to muscle weakness, loss of balance, fatigue and gait abnormalities. This affects quality of life and increases patient risk of falls. The goal of this program is to strengthen muscles, perhaps help patient obtain an orthotic for better walking, decrease risk of falls with better balance.
- Lymphedema Management Program. Lymphedema, a complication of cancer treatment, is an abnormal accumulation of lymphatic fluid and may cause swelling mainly in the arm or leg. The goal of the program is to help decrease swelling and allow for the patient to manage their condition through use of light manual lymphatic massage, bandaging, remedial exercise and skin care. 563-421-1470.

Spiritual Care Support

Staff chaplains are available to personally minister to patients and their families and friends. Spiritual Care support can be reached at 563-421-7970.

Radiation Oncology Specialists

Radiation oncologist: Consults with patients, establishes and executes treatment, evaluates treatment and follow-up.

Physicist: Calibrates radiation oncology equipment and specifications of therapy equipment; performs acceptance testing and QA; measures, analyzes and tabulates beam data; reviews patient charts; provides radiation safety education.

Dosimetrist: Plans treatment and calculates dose, measures radiation, assists physicist with quality control testing and other staff with treatment plans.

Radiation therapist: Responsible for proper simulation and delivery of radiation, use of equipment, implementation of treatment plan, quality assurance and education.

Oncology Certified Nurse: Provides care during the initial consultation, throughout the treatment course, and on a post-treatment basis. They assist patients with managing possible treatment-related side effects, and they also coordinate any additional appointments, resources and ancillary support needed.

Kenneth H. McKay, M.D., Center for Breast Health

In 2013 the Kenneth H. McKay, M.D. Center for Breast Health was awarded the National Accreditation Program for Breast Centers (NAPBC) three year accreditation and participates in the National Quality Measures for Breast Centers Program (NQMBC). This is a national program that identifies quality care measures for breast centers. These measures are continually evaluated and monitored to increase the quality of breast health care provided by our breast center.

Using the latest diagnostic technology and treatments, the Kenneth H. McKay, M.D., Center for Breast Health (CBH) is dedicated to the care and treatment of women with breast cancer. We remain committed to provide our patients with highly-trained technologists and registered nurses. CBH physicians are dedicated to the care and treatment of women's health in a coordinated effort with both highly specially trained Radiologists and Surgeons.

Digital mammography became available at all locations in October 2007. Digital mammography uses an x-ray beam that is captured on specially designed digital detectors. The digital detector converts the x-ray beams into electronic signals, which are then sent to a computer. The radiologist can review the digital mammogram on a high – resolution computer monitor.

Services provided at various locations:

- Digital Mammography
- Breast Ultrasound and Automated Ultrasound
- Breast MRI

- Breast Biopsy
- Bone Density Scanning
- Genetic Screening

Radiation Therapy

The Genesis Cancer Care Institute offers comprehensive services for cancer prevention, detection, diagnosis, treatment, and recovery. We provide our community with leading edge, cancer-fighting technologies, as well as extensive social, emotional, and educational support to our patients and their loved ones.

Genesis is only the second Iowa hospital and the first in the region to offer the TomoTherapy Hi-Art treatment system. Our Cancer Care Institute is also home to the Varian Trilogy with the Brain Lab ExacTrac Robotics 6D System and the Philips Brilliance Large Bore CT Simulator.

In 2013, 326 new patients were seen at the Genesis Cancer Care Institute while we had 21 patients returning for additional radiation therapy treatments. A total of 8708 radiation therapy treatments were administered using external beam therapy. Our most recent addition to services at Genesis Cancer Care Institute is our Prostate Seed Implant program. We began with our first implant patient in March of 2012 and the successful program has administered 15 prostate implants in 2013.

Genesis Radiation Treatments - 2013

Varian Trilogy	5207
TomoTherapy	3501
Prostate Seed Implants	15

Oncology Program Coordinators *Nurse Navigation – Your one-one guide through complex cancer care*

You've gotten the news from the doctor and it's not what you wanted to hear. You've been diagnosed with the big "C" and your world has been turned upside-down in an instant. You have been given an overwhelming amount of information about your cancer and treatment options, and you have no idea what to make of all this. Then you meet your Cancer Nurse Navigator.

At Genesis Cancer Care Institute, a registered nurse serving as a Cancer Nurse Navigator provides one-on-one assistance with the patient and their loved ones to help them understand the complex information that is part of cancer treatment. These navigators specialize in helping the patients move or "navigate" through the health care system throughout the continuum of care, from diagnosis, through treatment and survivorship. They also help the patient build relationships with their healthcare team by maintaining effective communication and providing truly patient-centered care.

How can a Cancer Nurse Navigator Help?

The Genesis Cancer Nurse Navigators are trained in the necessary skills to assist with the following:

- Guiding the patient through the health care system to eliminate the confusion associated with multiple tests, appointments, procedures and treatments.
- Directing patients and families to valuable educational resources, such as the Genesis Cancer Treatment & You an online classes.
- Providing information and access to hospital, community and/or national resources, such as our Genesis Cancer Resource Room, local support groups, Gilda's Club and the American Cancer Society.
- Education and reinforcement of information the patient has received about their diagnosis, the recommended treatments, side effects and survivorship.
- Identifying barriers that may keep patients from getting the care they need, including transportation, financial, or support issues.
- Referrals to supportive care services including the cancer dietitian, cancer social worker, spiritual care, cancer rehabilitation, and clinical trials.

The Genesis Cancer Care Institute Nurse Navigators are available to help **any** cancer patient in need.

Clinical Research

Genesis Cancer Care Institute participates in cancer research also known as clinical trials. Clinical trials may test new drugs, new approaches to surgery or radiation therapy, new combinations of treatment, or new methods such as gene therapy or targeted

therapy. Local oncologists bring cancer patients advanced medicine by offering clinical trials covering a wide range of areas such as breast, colon, lung, kidney and prostate cancer as well as others. These trials are conducted by recognized research organizations affiliated with the National Cancer Institute and through the pharmaceutical industry. The Genesis research affiliations with the National Cancer Institute include:

- SWOG through an affiliation with Loyola University Medical Center
- NRG Oncology through an affiliation with the University of Iowa
- Cancer Trials Support Unit (CTSU)
- Pharmaceutical Industry Studies

Patients receiving cancer care at Genesis Cancer Care Institute have the benefit of participating in state-of-the-art research protocols without leaving the local community.

The development of more effective cancer treatments requires that new and innovative therapies be evaluated with cancer patients. Each clinical trial is designed to find new or better ways to treat cancer patients. In oncology, clinical trials are especially important because, in the absence of high cure rates, nearly all therapeutic approaches are the result of clinical trials. A clinical trial is one of the final stages of a long and carefully constructed cancer research process.

George Kovach, M.D, Iowa Cancer Specialists, is the Principal Investigator.

Patients are monitored closely by physicians at the forefront of cancer research and may be the first to benefit from new treatments. In addition, both the study's sponsor and the Genesis Health System Institutional Review Board, a group of people who review research to protect patient rights and welfare, monitor research patients' safety.

A research or clinical trials nurse is an integral member of the Genesis multidisciplinary team that implements the clinical trials. The research nurse is responsible for teaching the patient about the trial, implementing the physician's orders as described in

the protocol and evaluating patient responses and toxicities. Patients who are eligible for a clinical trial and choose to participate are followed closely by the research team and data on their case is carefully recorded.

Community Outreach

Genesis Cancer Care Institute staff reaches out to the local community to provide education and health screenings for a variety of types of cancer. In 2014 Genesis provided the following free screenings:

- Colorectal Screening (prevention) through a grant "Iowa Get Screened" from the Iowa Department of Public Health
- Skin Screening
- Pulmonary Screening
- Care For Yourself and The Voucher Program
- Genesis Cancer Care Institute Low Dose CT Lung Cancer Screening program

Each year Genesis Cancer Care participates in a screening and prevention program based from a Community Needs Assessment. In 2014 Colorectal was selected as the prevention program and the screening was the Low Dose CT Lung Cancer screening. Through the program to date there have been approximately 325 lung cancer screenings. A follow up process is in place for any positive result through the prevention and screening programs.

The Genesis Cancer Care staff participates in numerous community and company health fairs throughout each year. Educational materials and one-to-one contact with staff are provided at both screenings and health fairs. "Cancers We Treat" located at www.genesishealth.com/services/cancer provides general information about treatments and support services for cancer patients and their families.

Genesis Cancer Care Institute partners with many other cancer-oriented community groups. These include, but are not limited to:

- American Cancer Society
Relay for Life
Look Good/Feel Better
Casting for Recovery
- Gilda's Club of the Quad Cities

Intimate Conversations
with Nicholas Sparks
Noogiefest
Transitions Classes

- Susan G. Komen Quad Cities Affiliate Q. C. Race for the Cure
- Tobacco Free Quad Cities
- Iowa Department of Public Health
- Local Support Groups - Breast, Prostate and Brain



Author, Nicholas Sparks visits the Genesis Infusion Center

- Are under age 40 that has breast symptoms, either self-reported or discovered on a clinical exam.
- Have a self reported income at or below 250% of federal poverty level.
- Are under-insured or uninsured. Those with Medicaid or Medicare Part B are not eligible.
- Eligibility is not contingent on US citizenship.

Local programs have the autonomy to modify these guidelines to align their eligibility pool with the IDPH grant funds allotted to their program area.

Scott County Breast and Cervical Cancer Early Detection Program Care for Yourself - Scott County

(Formerly known as the "MAPS" Program) is now coordinated in conjunction with the Clinton and Jackson County Care for Yourself Program through Genesis VNA.

Since program inception in July of 1996, IDPH has contracted with the Scott County Board of Health, who in turn subcontracts to Genesis Medical Center to provide day-to-day program management and coordinate services. Locally, the program is referred as Care for Yourself - Scott County, formerly known as "MAPS." For several years, Scott County has been the 2nd largest program in Iowa, surpassed only by Polk County.

The local coordinator reports to the Scott County Health Department and the Genesis Cancer Care Institute director. BCCED programs throughout eastern Iowa and western Illinois work very closely to coordinate services and transfer clients as state/county residency changes. Much of the success of our program in Scott County is due to the strong relationships built within the community and across the state. We are extremely indebted to our large provider base that has generously agreed to accept program reimbursement for covered services as payment in full.

National Breast and Cervical Cancer Prevention & Treatment Act (BCCPTA)

NBCCEDP legislation does not include provisions for financial assistance for cancer treatment. In December of 2000, Congress passed the National

The National Breast and Cervical Cancer Early Detection Program (NBCCEDP)

The National Breast and Cervical Cancer Early Detection Program (NBCCEDP) were federally legislated in 1990 and are administered by the Centers for Disease Control and Prevention (CDC). Its goal is to reduce deaths from breast and cervical cancer by providing screening, diagnostic and case management services to eligible women.

Program eligibility varies by state within guidelines set by CDC. Client services are provided through contractual relationships with healthcare providers, labs, mammography facilities and hospitals. Genesis Medical Centers at Davenport, DeWitt, Illini, Aledo and Genesis Health Group are providers for both the Iowa and the Illinois BCCEDP.

Iowa Breast and Cervical Cancer Early Detection Program (Care For Yourself)

The Iowa program has been funded since 1993 by a grant from the Iowa Department of Public Health (IDPH). Unlike other states, Iowa receives little state funding to augment the federal funds.

Assistance to pay for mammograms and computer-aided detection has been provided by the four Komen Affiliates in Iowa, either through IDPH directed grants or locally-targeted grants. IDPH currently contracts with 26 Boards of Health for statewide implementation and local program management. Most Iowa coordinators accept women who meet all of the following criteria:

- Are age 40 and over

Breast and Cervical Cancer Prevention & Treatment Act which provides limited funding to a state's Medicaid program when the state agrees to accept BCCEDP women for breast or cervical cancer treatment.

National eligibility guidelines mandate that the woman be uninsured, a US citizen, under age 65 and received screening services paid with funds from the BCCEDP. Iowa's BCCPTA also includes women who had breast-related screening or diagnostic services paid by a Komen funded program. At the current time, women in Iowa and Illinois receive full Medicaid benefits under the BCCPTA, not just coverage for their cancer care.

BCCPTA is one of two Medicaid options that the Iowa legislature has permitted to have access to Presumptive Eligibility (PE). PE allows women immediate, temporary access to Medicaid benefits. The Scott County BCCEDP coordinator, as an agent for Genesis Medical Center, an authorized PE Medicaid provider, processes BCCPTA applications for women from throughout eastern Iowa. Referrals are then made to the Department of Human Services when Medicaid coverage is needed beyond the PE time limit.

Guidelines are always subject to change based on demand and available funding. For more information regarding the Breast and Cervical Cancer Early Detection Program, please contact 563-421-1913 or 563-244-4925.

The Voucher Programs (VP)
Funded by a grant from Susan G. Komen for the Cure-Quad Cities Affiliate

Programs administered by Genesis Medical Center, Davenport, Iowa

Genesis Medical Center holds a grant from Susan G. Komen for the Cure-Quad Cities Affiliate for administration of a program whose primary purposes are to promote early detection and to eliminate cost as a barrier to receiving mammography screenings. The VP has been in place under this arrangement since January 1, 2001.

The program covers mammograms, screening or diagnostic; computer-aided detection associated with mammography; breast ultrasound, manual or automated and 3D image reconstruction associated with automated ultrasound. Services continue to be provided by imaging facilities and radiologists throughout the service area who agree to accept program reimbursement as payment in full. Reimbursement continues to be based on Iowa Medicare Part B rates and may vary annually according to available funding and demand for assistance.

Currently, the only eligibility guideline is that the voucher recipient resides within the 8 counties of the Affiliate's service area and has a self-reported need for assistance.

For the Voucher Program, please contact 563-421-1921 or 563-421-1908.

Support Services

Camp Genesis - A specialty camp that is a collaborative effort of Genesis Health System, Gilda's Club Quad Cities and the Scott County Family YMCA where children and teens directly impacted by a cancer diagnosis in their family may attend a week-long residential camp for free. Campers participate in a lot of fun activities: swimming, horse-back riding, shooting bows and arrows, campfires, and much more. Another unique component to this camp is the opportunity for each child to explore and express through different games and activities how cancer impacts their life in a daily group time with a Gilda's Club staff or representative. The July 2014 Camp Genesis hosted 60 campers.

Cancer Resource Center – An important part of the cancer journey includes seeking information about cancer diagnosis, treatments, and symptom management. The Genesis Cancer Resource Center, located within the Cancer Care Institute, is a library of information on a multitude of topics. The Genesis website, www.genesishealth.com/services/cancer also

includes a wide variety of links in a convenient format, designed for easy navigation.

End of Life – Hospice is specialized care for people at the end of life that treats the physical, emotional and spiritual needs of the central family. These services take place in the patient’s home, nursing home or home-like setting. For more information, please call 563-421-4663.

Lung Screening - The Genesis Cancer Care Institute low dose CT Lung Cancer Screening Program was conceived to promote early detection and treatment of lung cancer and to help improve survival rates.

Look Good, Feel Better - The latest cancer treatments are not always prescribed by doctors. This free program helps cancer patients improve their appearance and self-image by teaching hands-on techniques to overcome the appearance-related side effects of chemotherapy and radiation. For more information, please call 888-227-6333.

Support Groups – Our support groups and networks provide opportunities for cancer survivors and their loved ones whether newly diagnosed or after years of survival. *Education information is available on our website.*

www.genesishealth.com/services/cancer

Volunteers – Our volunteers are a very important aspect of our patients' social and emotional care and are available in our inpatient and outpatient areas.

Cancer Registry

The Cancer Registry was established in 1986 to collect data for all hospital patients diagnosed and treated at the facility for cancer.

Data collection of cancer diagnosis and treatment is an important part of successful cancer program to

- Monitor patient care outcomes.
- Cancer data is used by doctors and researchers to learn more about causes of cancer
- Treatment choices are based on accurate cancer data
- Cancer screening programs can be implemented by where to direct funds based on cancer data

A Certified Tumor Registrar (CTR) collects demographics, pathology, radiology, and treatment information on each cancer patient diagnosed and treated at the Genesis Cancer Care Institute. All information recorded in the cancer registry is maintained on a confidential basis and is reported to the State Health Registry of Iowa (SHRI) and the National Cancer Database (NCDB). The State Health Registry also provides help with the follow-up of cancer patients, data collection training, quality control and continuing education programs.

In 2014, there were 760 new cases were abstracted. Of those cases 460 were analytic cases with initial diagnosis and/or first course of treatment done at Genesis – Davenport campus. An additional 300 cases were non-analytic cases of recurrent and progressive disease diagnosed and initially treatment at another facility or seen only in a medical oncologist’s office or identified by pathological report only.

The top sites abstracted at Genesis-Davenport in 2014 was breast, lung, colorectal, prostate, and the urinary system.

Site - 2014	Analytic	Non Analytic
Breast	232	41
Lung	111	18
Prostate	89	51
Colorectal	57	24
Urinary Bladder	16	34
Lymphomas	30	14
Kidney	37	1
Thyroid	30	0

Patient Volumes by Cancer Site and Sex 2014 Analytic Patients

Site	Male	Female
Oral Cavity	2	2
Digestive System	56	44
Respiratory System	53	58
Melanoma	12	9
Breast	3	229
Genital System	89	24

Urinary system	34	23
Brain	12	10
Thyroid	3	27
Lymphoma	17	13
Myeloma	1	5
Leukemia	4	5
Mesothelioma	1	1
Other	13	10
Total	300	460

Monitoring Compliance with Evidence-Based Guidelines

The Commission on Cancer requires each year, a physician member of the Genesis Cancer Committee to perform a study to assess whether patients within the Cancer Center are evaluated and treated according to evidence-based guidelines. Analytical patients treated at Genesis for brain tumors were evaluated for this study in 2014. The study does show patients treated for brain tumors were within NCCN guidelines for the treatment received at Genesis.

	Glioblastoma Multiforme	Anaplastic Astrocytoma
Average survival of the patients alive	45 months	38 months
Average survival of the patients deceased	11.2 months	30.5 months

Genesis Health System Locations:

Center for Breast Health Imaging Services:

- 1228 East Rusholme, Suite 210, Davenport, Ia, Genesis East Campus
- 2140 53rd Ave, Bettendorf, Ia
- 1970 East 53rd Street, Davenport, Ia
- 801 Illini Drive, Silvis, IL
- 1118 11th Avenue, DeWitt, Ia

Infusion Center:

- 1351 West Central Park, Davenport, Genesis West Campus

- 801 Illini Drive, Silvis, IL
1118 11th Avenue, DeWitt, IA

Oncology Inpatient Unit:

1401 West Central Park, Floor 3E,
Genesis West Campus

Radiation Oncology:

1351 West Central Park Pavilion I,
Genesis West Campus

Oncology Rehabilitation:

1351 West Central Park Pavilion I,
Genesis West Campus

Gilda’s Club:

1351 West Central Park, Pavilion 1,
Genesis West Campus

Additional Certifications

Genesis Medical Center is accredited by:

American College of Surgeons - Commission on Cancer (ACoS-COC)

The Joint Commission on the Accreditation of Healthcare Organizations (JCAHO)

Magnet Recognition Program®

Mammography Quality Standards Act (MQSA)

National Accreditation Program for Breast Centers (NAPBC)



NATIONAL ACCREDITATION PROGRAM FOR BREAST CENTERS

Vision: Genesis will be a national leader in health care quality and safety, recognized by all as the best place in the region to receive care ... practice medicine ... and work.