

# Marshall Medical Center Community Cancer Program

A PROJECT WORTHY  
OF YOUR  
THOUGHT AND SUPPORT



Necessary for survival

# Destined to connect to the entire community



- Cancer affects self, family, friends
- Success of our program is contingent upon collaboration of hospital, physicians, and the community



# Destined to connect to the entire community



- **Changing Environment**

- **Demographics**

- ✦ Aging Baby boomers, 50 to 90 yr, Cancer peaks

- **Evolving medical diagnostic and treatment modalities**

- ✦ Genetics and DNA studies and modification
- ✦ Focused radiation therapy

- **Health Care Reform Legislation**

- ✦ Cost containment
- ✦ Evidence based medicine will align payment to guidelines
- ✦ Comparative effectiveness research



# Goals of the MMC Cancer Program



- Patient care must be the primary focus
  - Personalities are involved–Pt., Dr., schedulers
    - ✦ Working through the process is complex
  - \$ is a part of the equation
    - ✦ Cost of diagnostic and treatment events
    - ✦ Referrals
    - ✦ Treatment authorization
    - ✦ Insurance, presence, absence, payment patterns



# Goals of the MMC Cancer Program



- **Process is extremely complex**
  - Diagnostic and treatments endeavors are highly specialized and with time definitions
- **Guidance through the process leads to more effective care**
  - Proper sequence of events
  - Timely referrals
  - Appropriate team of care providers



# Goals of the MMC Cancer Program



- Evaluation of efficiency and effectiveness of the MMC Cancer Program
  - Comparison of local practice to national standards
  - We want to be competitive
  - Ongoing evaluation of our process
    - ✦ Time to travel the process for breast
    - ✦ Extent of lymph node samples in colon cancer
    - ✦ Accurate staging of cancers



# Goals of the MMC Cancer Program



- Community awareness of the cancer program
- Community utilization of locally available resources
  - Out of community referrals when necessary
- Community support of the program
  - Screening programs
  - Local support services
  - PR events



# Local Statistics



- El Dorado County Cancer Statistics, 2009
  - Includes Barton and out migration
    - ✦ 850 in El Dorado County
    - ✦ 135 Breast cancers
- MMC statistics relevant to cancer
  - ✦ 354 New cancer cases
  - ✦ 61 Breast cancers
- Out migration
  - ✦ Kaiser Hospital
  - ✦ Other private pay





# Resources



- Resources are in place for a strong oncology program
- Hospital
  - Intensive Care Unit
  - Experienced Med/Surg Units for oncology care
  - Operating Rooms
  - Infusion Center for chemotherapy
  - Pharmacy
  - Out Patient Surgery Center



# Resources



- **Medical Staff**

- Primary physicians and PCS Clinics with campuses in Placerville, Cameron Park, Georgetown, and El Dorado Hills
- Surgeons
- Medical Oncologists
- Radiation Oncologists
- Consultants
  - ✦ Cardiology, Endocrinology, Neurology, Nephrology, Gynecology



# Resources



- **Diagnostic Services**

- **Laboratory**

- **Imaging**

- ✦ X-ray, U/S, CT, MRI, PET, Nuclear Med
- ✦ Stereo tactic breast biopsy
- ✦ CT guided biopsies

- **Pathology**

- ✦ Pathologists on staff
- ✦ CAP protocol reporting as the standard of care



# Resources



- Treatment Facilities are in place for:
  - Surgery
  - Chemo-therapy
  - Radiation therapy
  - Psycho-social support for patient and family



# Resources



- Tumor Board

- Prospective case presentations
  - ✦ Multi-specialty representation
  - ✦ Detailed image presentations
  - ✦ Detailed pathologic presentations
- Discussions regarding options related for a patient
  - ✦ Often dialogue is passionate with opinion but with the individual patient welfare as the prime consideration
- Treatment recommendations for care
- Education



# Resources



- **Cancer Services Program**

- Accreditation of our program by the American College of Surgeons
- Cancer Registry and Statistical Analysis
- Social Services and Support Groups
- Patient Education
- Patient Navigator
  - ✦ Facilitates patient journey through the system
  - ✦ Communicates with the patient, doctors, and schedulers
  - ✦ Tracks the individual patient's progress for future analysis and self assessment of our program
- Community Services
  - ✦ Hospice
  - ✦ Partners In Care
  - ✦ Reach for Recovery
  - ✦ Ostomy care
  - ✦ Lymphedema care
- Grants



# Where we want to go



- **Facility**

- A Structure most likely at the Cameron Park Campus that communicates a meaningful program
  - ✦ Visible
  - ✦ Accessible
  - ✦ Comfortable



# Where we want to go



- **Community Support**

- Communication with local service organizations
- Communication with major businesses
- Communication with local government





# Where we want to go



- **Community Activities**
  - Expanded Screening Programs
  - Fund Drives
  - Representation at public events
  - Plan for changing trends
    - ✦ Breast Cancer
    - ✦ Colon Cancer
    - ✦ Lung Cancer
    - ✦ Prostate Cancer



# Where we want to go



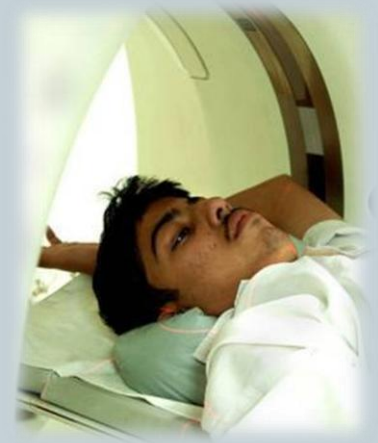
- Clinical Trials
- Expanded Resources
- El Dorado Hills “Full Service Clinic”
  - Lab
  - X-ray
  - Mammography
  - Off hour and Saturday services



# Considerations



- Consider the Competition
  - Sutter, Mercy, UC Davis, Radiology Associates of Sacramento
- Consider Alliances
- Consider how and where to compete
- Develop a strong strategy
  - Service line improvement
  - Improved facility
  - Become a center of gravity with visible results
  - Partnership with the community



# Considerations



- Where do you think this program fits in the scheme of things?
  - Money spent/ Money needed
  - Expected return
  - Comparison to other projects
    - ✦ Other key areas–Trauma, Cardiology, Ob, Orthopedics
  - Revenue generation via ancillary resources
  - Community need and benefit
  - Public Relations



# Considerations



- Where do you fit?
- How can you become involved?
- We need a reasonable facility, soon !!!!
- We need representation in the community when insurance programs are selected.
- We, the community, need this program to evolve rapidly if we are going to have a quality survival and compete in a meaningful way.

