

Hope and Healing....close to home

A New Marshall Cancer Center Campus

PROPOSAL TO THE BOARD OF SUPERVISORS
Regarding Tobacco Settlement Funds
April 8, 2014

It's cancer. In an instant, those two words forever change the life of the patient and all who know them. With half of all American men and one-third of all women developing cancer in their lifetimes, it is a diagnosis that has profoundly touched nearly everyone in our country and community. Cancer has no bounds, reaching into the depths of our community and homes – whether it's the cashier in our local grocery store, a school teacher or coach, a beloved grandmother, a young father, single mother, teen athlete, or small child. Cancer shows no prejudice, and cares little about the lives it disrupts or the losses it creates in our community.

As a longstanding civic leader, you understand the importance of having high quality care that is close to home. Marshall Medical Center, one of the last independent hospitals in the state, fills this critical role by responding to the specific needs of our community. At Marshall Medical Center alone, more than 350 new cancer cases were diagnosed in 2013, including 69 new breast cancer patients. With the growth of the Western Slope of El Dorado County and the aging baby-boomer population, those numbers are expected to increase dramatically in the coming years. In addition, there is an ever-increasing need to serve our Medi-Cal patients. For these low-income patients, Marshall is often their only choice for many services, including cancer care.

These sobering facts are driving an important new initiative to consolidate and expand Marshall Medical Center's premier cancer diagnostic and treatment program into a comprehensive and modern campus that will support all those who live and work in El Dorado County.

Phase 1 of the new campus is expected to cost \$8 million currently needed to:

- reconfigure the 8,440-square-foot building;
- relocate off-site cancer services to this convenient, consolidated location;
- expand key services and treatment areas;
- purchase a PET/CT scanner for diagnostic purposes; and
- install a linear accelerator for patient treatment.

To date, Marshall has secured the real estate and equipment for Phase 1 and raised \$7.4 million from physician, employee and community giving campaigns combined with other local support.

Marshall's current Cancer Program is a symphony of Marshall Out-Patient Services and Community Partnerships pooled together to provide services based on the individual needs of each patient. Current services include:

- Board-certified hematologists and oncologists
- Nationally-certified oncology nurses
- Specially-trained and certified "navigator" staff members who work closely with patients and physicians to help patients stay on track with their treatment options and timelines
- Radiation oncology

- State-of-the-art diagnostic imaging services including CT, MRI, digital mammography with CAD, and combination PET/CT scanning
- Surgical services
- Comprehensive Chemotherapy/Infusion Center dedicated to treating patients as outpatients, disrupting their lives as little as possible
- Pharmaceutical services and pathology
- Nutrition and home care support services
- Cancer Care Conference (Tumor Board) and Cancer Registry
- Marshall Cancer Resource Center featuring education, outreach, social services, printed and online resources, and support groups
- Stereotactic needle biopsies
- *Mammogram Assistance Program offering no cost mammograms to anyone in need in El Dorado County*
- Transportation Assistance Program – particularly helpful for elderly, rural and indigent patients undergoing treatment who cannot afford the cost, or are unable to drive themselves to appointments and treatment

The demand for Marshall’s life-saving cancer diagnostic and treatment services is expected to grow significantly as the area’s population expands and ages. Yet, Marshall’s current Cancer Program is fragmented due to the physical challenges brought on by the program and the community’s rapid growth. Multiple locations and facilities where many services have outgrown their useful space are now obstacles for patients to overcome, often adding undue confusion and frustration in their journey of cancer care. These physical barriers also often create transportation and logistical challenges for patients, their families and caregivers, while impeding Marshall’s mission to expand services for future needs and quality care.

Fortunately, there is a solution. By reconfiguring and expanding one of Marshall’s Cameron Park campus buildings, they can consolidate all cancer care specialties into one location, allowing for more efficient quality of care for the community and even better outcomes for each patient – today and tomorrow.

The plan calls for completely remodeling the Cameron Park Medical Group Building #400 to serve as the hub for cancer diagnostic and treatment services for El Dorado County. Instead of being forced to travel by car to different locations for cancer services, patients will be able to come to one site to receive the outpatient care they need all within walking distance – whether it’s hematology/oncology clinic, chemotherapy/infusion center, radiological and other imaging services, lab work, ambulatory surgery, nutrition counseling, support groups, or gathering resources and information about their cancer treatment.

By consolidating the Cancer Program onto one campus, it also allows Marshall to develop and enhance their cancer services to meet the future capacity needs in an efficient and cost effective manner. In the new infusion center alone, Marshall will be able to expand individual stations and common areas to accommodate an additional 1100 treatments per year, including:

- ✓ **8 additional infusion stations** with confidential space for patient privacy. This will bring the total number of infusion stations from 12 to 20.
- ✓ Expand the “**fast track**” **treatment area** for treatments taking less than 20 minutes, as well as injections and lab draws; thereby, being mindful of a patient’s and their family’s time.

- ✓ Add an **urgent care/bed area** for chemotherapy patients who may fall ill, where they can be monitored and cared for while arrangements are made for a direct admit to the hospital. This decreases the need for transportation to the Emergency Department, while providing additional comfort to the patient.
- ✓ Expand a **patient refreshment/common area** for added comfort during long treatments and to provide a place they can share with other patients and families.

Staying on the Forefront: State-of-the-Art Diagnostic Equipment

Plans for the new Cancer Services Campus also include securing state-of-the-art equipment to ensure local patients receive the diagnostic and treatment services they need in the comfort and convenience of their own community.

Among the first and most critical pieces of equipment needed is a combined PET (Positron Emission Tomography) and CT (Computerized Tomography) scanner. PET/CT scanners are standard imaging tools that allow physicians to pinpoint the location of cancer within the body before making treatment recommendations.

In one continuous full-body scan, the highly sensitive PET scan detects the metabolic signal of growing cancer cells in the body, while the CT scan provides a detailed picture of the internal anatomy to reveal the location, size and shape of abnormal cancerous growth, such as tumors. When the results of PET and CT scans are “fused” together, the combined image provides complete information on cancer location, size and metabolism.

By purchasing their own combined PET/CT scanner, at a cost of roughly \$2.2 million, Marshall Physicians will be able to have ready access to the information they need to:

- Diagnose disease earlier when it is likely more treatable
- Determine the extent of disease, including accurate staging of the cancer
- Determine the cancer’s location for biopsy, surgery or treatment planning
- Assess response to and effectiveness of treatments
- Provide precise treatment and monitoring
- Detect residual or recurrent disease
- Avoid unwarranted invasive diagnostic procedures

With the high-tech images that the PET/CT scanner provides, patients are given a better chance for a good outcome. Plus, it provides for early detection for recurring cancer, revealing tumors that might otherwise be obscured by scar tissue that results from surgery or radiation therapy.

During 2013, progress in Cameron Park included the following resources that are currently being used to diagnose, treat and serve our cancer patients:

- The installation of a new Linear Accelerator;
- Completion of a new treatment area that houses a new PET CT Scanner;
- New state of the art mammography equipment;
- New Oncologists that specialize in breast, colon and head and neck cancers;
- Integration of oncology specialized electronic medical record system;
- Enhanced standard of care through the addition of an oncology pharmacy team;
- Provision of an “Introduction to Chemotherapy Class” for new patients;

- Additional cancer navigator staff hours added to assist patients through their journey;
- Coordination of vital transportation services for all cancer patients.

Next steps in Phase I include:

- Reconfiguring the 8,440-square-foot building in Cameron Park;
- To relocate off-site cancer services to this convenient, consolidated location; and
- Expanding key services and treatment areas.

Phases II – IV are estimated to cost over \$4million over the next 5 – 8 years.

Commitment to Benefit the Entire Community

It is widely known that beyond normal health care services, the medical population needs local cancer services, treatment options, and the ability to provide ongoing transportation for patients. This project will stimulate our local economy through local contractors and the employment of construction trades to complete the Center.

With the help of our community, we have already raised over \$900,000 of philanthropic support combined with \$3.4 million from Marshall Medical Center and \$3.1 million from Radiological Associates. *We respectfully request additional funding from the Tobacco Settlement Funds in the amount of \$800,000 to serve all the residents of the El Dorado County, especially those who are sick and cannot afford to travel to services for treatment out of this county.*

As the only center in our community serving the needs of the entire population, all of this will enhance Marshall Medical Center’s ability to provide the latest, state of the art cancer care locally, which is so important to the patients and their families - especially when undergoing radiation or chemotherapy treatment.

We thank you for your continued commitment to serve our community and its healthcare needs.

Respectfully submitted by,

James Whipple, CEO
Marshall Medical Center

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The Cancer Center Campaign Cabinet