



"People don't care how much you know, until they know that you care."

-Theodore Roosevelt



Cancer Care Services Annual Report 2014

the right care. right here.

We Care.



The Outer Banks Hospital is committed to providing high-quality care for our patients, including those who have been diagnosed with cancer. This year, The Outer Banks Hospital's Cancer Care Program began the process of becoming accredited by the American College of Surgeons Commission on Cancer. Being accredited ensures that our program provides high-quality patient-centered care.

While we are on course to achieve accreditation, the real meaning is in the journey. I applaud the efforts of The Outer Banks Hospital Cancer Committee—the dedicated group of individuals who are working hard to achieve our goal. Each and every member has answered the call of duty to our patients so that the right care is right here. Providing this level of cancer care in our community is essential to lessen the travel and financial burden on families dealing with a cancer diagnosis.

Further, the journey does not end once we receive our accreditation; it has only just begun. Our commitment really shows in the care that our staff provides to patients every day. Our physicians, oncology nurse navigators, clinical staff and Hands of Hope staff and volunteers become your first and best advocates when you are facing a cancer diagnosis.

Patients with cancer sometimes should and do receive care elsewhere. The Outer Banks Hospital provides care navigation to the cancer center of your choice and ongoing treatment such as cancer surgery, chemotherapy, radiation. We also offer support services like pain management, nutrition and resources for financial help.

Your care, quality of life and wellness are our mission. To that end, I look forward to announcing in the very near future that our Cancer Care Program has achieved accreditation from the American College of Surgeons Commission on Cancer.

Ronnie Sloan, President
The Outer Banks Hospital

On the cover: Nags Head resident Pam Stilphen. Read her story on page 7.



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The Outer Banks Hospital, Inc., is a joint venture between Vidant Health and Chesapeake Regional Medical Center.

Cancer Committee

Dr. Gohar Arslan, Chair
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Hospitalist, The Outer Banks Hospital

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Marie Neilson
Hands of Hope Coordinator, The Outer Banks Hospital

Jaclyn Dickreide, RD
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Amy Feltz
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Angie Goetsch, OTR/L, CLT
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Jaime Rovinelli, CTR
Vidant Health Cancer Registry

Denise Schnabel
Medical Staff Coordinator, The Outer Banks Hospital

Pat Sylvia, RN
Ambulatory Medical Unit, The Outer Banks Hospital

Lauren Zaritsky, LCSW
The Outer Banks Hospital



From left to right: Dr. Roger Lever, Co-Chair, Hospitalist, Outer Banks Hospital; Dr. Gohar Arslan, Chair, Vidant Oncology – Outer Banks; Dr. Charles Shelton, Physician Liaison, Outer Banks Hospital Radiation Oncology Center.

Outer Banks Hospital Cancer Care Staff



From left to right: Robin Hearne, RN, Director; Marie Neilson, Hands of Hope Coordinator; Donna DeFera RN, OCN Oncology Nurse Navigator.

Cancer Care Partners

Vidant Health Cancer Care Services
UNC Lineberger Cancer Center



We Care About Quality.

Our journey to accreditation includes demonstrating the quality of care we already provide and constantly enhancing our services as the technology and art of cancer care evolves. Below, you have a chance to look with us and at us under the microscope.

High-Quality Care Navigation: Reducing Barriers to Care

Cancer care can be complex and confusing. High-quality cancer programs employ patient navigators to help reduce barriers for patients so they can get the care they need, when they need it.

The Outer Banks Hospital employs one cancer care nurse navigator. During 2014, our navigator helped 77 newly diagnosed cancer patients during 1,268 patient appointments and reduced 1,569 barriers to care.

In January 2015, a second nurse navigator will join our staff to serve the needs of our community.

Reducing Barriers to Care

Jan. - Oct.
2014

Coordination of Care	586
Appts/Medical Records Coordination	396
Psycho-Social/Education	280
Financial Support	176
Transportation	77
Temporary Lodging	38
Appointment Rescheduling	16
Total	1569

High-Quality Healthcare Professionals: Nursing Care

High-quality cancer programs employ nurses with specialized knowledge and skills. The Outer Banks Hospital Cancer Care Program has a policy in place to evaluate oncology nursing skills and to provide support for continuing education. Oncology nursing competency is evaluated annually and reported to the Cancer Committee.



Meet some of the highly-quality oncology nurses and staff who care for patients receiving chemotherapy in the Ambulatory Medical Unit at The Outer Banks Hospital. Back row, left to right: Robin Hearne, Director Cancer Services; Deb Parsons, RN; Jacque Lewandowski, Quality Review Specialist; Beverly Jones, RN; Holly Froehlich, RN; Kathleen Davidson, RN. Front row, left to right: Chanel Keeton, RN; Patricia Sylvia, Charge RN; Jessica Peregoy, Quality Review Specialist. Six nurses work in this area and 100% have completed the oncology education hours required of high-quality cancer programs. Sixteen percent of the staff are Oncology Nurse Certified and this number will increase in 2015.

“People don’t care how much you know, until they know that you care.”

High-Quality Performance Improvement: **Time to Treatment Study**

Patients receiving chemotherapy are at risk for developing a condition called febrile neutropenia.

High-quality cancer programs have systems in place to educate chemotherapy patients about this common condition and to catch and treat it quickly.

During 2014, The Outer Banks Hospital Cancer Committee reviewed our data to determine the needs of patients who present to our Emergency Department for febrile neutropenia. As a result, we implemented an education program for chemotherapy patients about fever and neutropenia during their treatment in the Ambulatory Medical Unit.

Additionally, we learned that patients with cancer are at risk for a variety of side effects and often present to our Emergency Department for nausea, dehydration, pain, wound care and distress. In response, The Outer Banks Hospital began the Symptom Management Clinic to help patients proactively manage their cancer-related symptoms on an outpatient basis and avoid visits to the Emergency Department.

Since the creation of the Symptom Management Clinic, visits to our Emergency Department by patients with cancer have decreased.

High-Quality Patient Support Programs: **Patient Distress**

People diagnosed with cancer sometimes experience distress that interferes with their treatment. When distress is recognized and treated, a patient's quality of life and treatment outcome greatly improves.

High-quality cancer programs recognize and treat distress among their patients. During 2014, The Outer Banks Hospital began providing distress screening using the National Comprehensive Cancer Network (NCCN) distress tool. Screening began on May 1, 2014, and since that time, 112 patients were screened and 34 patients were referred for care to reduce their distress. Care includes, but is not limited to, referral to the Symptom Management Clinic, Hands of Hope Program and community organizations for financial support.

Hospitalist Dr. Christine Petzing speaks with a cancer patient during a Symptom Management Clinic appointment.



High-Quality Evidence-Based Clinical Care: **Radiation Therapy for Breast Conservation**

High-quality cancer programs follow national evidence-based guidelines for effective interventions. Guidelines for clinical care generally include the length of time from diagnosis to treatment, and treatment dosage and delivery regimens.

Of the 26 cases of breast cancer diagnosed at The Outer Banks Hospital during 2013, 18 patients were eligible for and chose to have treatment that would conserve their breasts.

During 2014, The Outer Banks Hospital studied the quality of our efforts to deliver breast conservation treatment for breast cancer. ▶

Breast Conservation Study Results

100% of patients received a combination treatment of limited surgery and radiation therapy of the correct dosage within the appropriate time frames in accordance with NCCN Guidelines for Radiation Therapy for Breast Conservation.

We Care About Preventing Cancer and Catching Cancer Early.

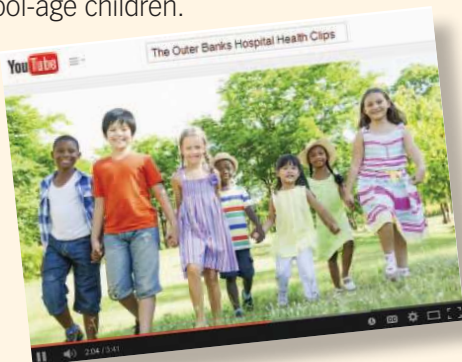
Preventing Cancer: HPV Vaccine

Although we are passionate about caring for our patients, we truly wish that there were no such thing as cancer. To that end, each year The Outer Banks Hospital Cancer Care Program will select a cancer prevention goal. For 2014, The Outer Banks Hospital Cancer Committee selected Human Papilloma Virus (HPV) vaccination as an effort to prevent cancer.

The HPV vaccine prevents several strains of the Human Papilloma Virus. HPV is the known cause of most cervical cancers in women. HPV Virus is also known to cause rectal and head and neck cancers in both men and women.

To date, only 8% of rising 8th grade students in Dare County are fully vaccinated against HPV.

The goal of the Cancer Committee is to increase the percentage of Dare County children who receive the HPV vaccine. Because HPV is a sexually transmitted disease, parents are leery of the vaccine. We are working to educate more parents about the fact that the HPV vaccine is designed to prevent cancer and that vaccinating children against HPV at a young age is important. We've shared the facts in both our monthly newsletter and via video on YouTube. During 2015, we will continue to educate parents of school-age children.



Early Detection for Cancer: Breast Health Program



The 2010 Dare County Community Health Assessment revealed that women who were diagnosed with breast cancer in Dare County were



more likely to die from it than women diagnosed in other areas of the state and nation. Knowing that early detection saves lives, The Outer Banks Hospital Development Council began raising funds through its Get Pinked! campaign to provide free screening mammograms for uninsured individuals and individuals whose insurance does not cover the cost of a screening mammogram.

Since October 17, 2011, The Outer Banks Hospital has provided nearly 1,000 free screening mammograms to women who might have otherwise gone without the lifesaving test. Two cases of breast cancer have been detected through this program and both patients are now receiving the care they need.

You can view The Outer Banks Hospital's Health Clip on the HPV vaccine by visiting www.youtube.com/watch?v=AsjXdJEGJTQ

We Care About Every Patient.

"Always there for me"



Pam Stilphen

Once an employee of the Florida Keys Wild Bird Sanctuary in Key Largo, Florida, Pam Stilphen rescued, rehabilitated and ultimately released wild birds back into their habitat. She never tired of that role.

Caring makes a difference, and just like the birds, Pam found herself requiring it when she faced the overwhelming diagnosis of cancer... not once but three times. The

surgeries and treatments took their toll and Pam needed assistance in order to continue to live at home safely. Marie Neilson and the Hands of Hope volunteers provided the necessary services during her recovery, which included making meals, running errands, arranging transportation to and from medical appointments, and facilitating the process of obtaining special medical equipment. "I let Marie know the way I feel about her every time I see her," Pam says with a smile. "She's the backbone of Hands of Hope."

Donna DeFera, Nurse Navigator, helps with Pam's care by coordinating appointments and communicating information to all the members of Pam's healthcare team. Most notably, Donna arranged for a biopsy at a local oral surgeon's office because of a non-healing area in Pam's mouth. The biopsy was positive and she was immediately referred to her ENT physician for prompt treatment. That early detection and proactive response resulted in successful treatment.

"These are authentic, caring people and they're always there for me," says Pam. "I consider them my friends."

"Everybody wants to help"

Ruby Creason's red ruby earrings swing gently to the rhythm of her words as she speaks about her life over the past year. A Hatteras native, Ruby is thankful for the lifetime of good health before her cancer diagnosis in November 2013. While it was a shock, she and husband Ken immediately moved into action and made the decision to have her surgery at UNC. Dr. Peterson, Ruby's oncologist, "was wonderful," she recalls. But the moment she woke from the surgery, she wanted to get back home. "I knew I wanted my treatments to be back on the Outer Banks."



Ruby Creason

With the help of Dr. Peterson and UNC, Ruby and Ken made contact with OBH Nurse Navigator, Donna DeFera. "Donna was fabulous from the beginning," Ruby says with a smile. "She was so compassionate and caring...she made it all about me."

Donna set up appointments for Ruby's treatments and Hands of Hope Coordinator Marie Neilson, made arrangements for meals and accommodations for the couple when they were unable to travel back to Hatteras. "From Marie to Dr. Arslan to all the nurses and staff, everyone made everything as convenient and as easy as possible."

Two months into Ruby's treatments, Ken received news that a recent CT scan indicated the presence of lung cancer and in September, Ruby lost her husband of 27 years. "Ken received the same care and attention that I did," Ruby says now, "even from the lady in the front lobby." "They all have a calling. They're all there for you. Right when you walk in, everybody wants to help."

Hands of Hope Volunteers

Marie Neilson, Program Coordinator

Debbie Ashe
Nancey Atkinson
Bea Basnight
Robert Berback
Mary Bowden
Stephanie Bowers
Joan Brady
Jennifer Bridgers

Jacqueline Capecci
George Chase
Robin Chenoweth
Danny Couch
Misty Curles
Marion Duckett
Jean Evans
Ray Foote

Suzanne Godley
Chris Guthrie
Judy Hester
Janet Jordan
Tess Judge
Donna Krause
Fred Krause
Jim Landreth

Peg Landreth
Carol Moore
Barbara Morgan
Julia Morris
Amy Musil
Lyn Nelson
Nancy O'Shields
Helen Parlette
Lila Schiffman
Betty Selby
Cindy Thornsvard

Betsy Trimble
Nancy VanderWende
Charlotte White
Linda Willey
Jan Wilson



Our Community Cares about Cancer.

No one can do this work alone. Time and time again, the Outer Banks community has answered the call to care for people with cancer. The organizations in our community that care for people with cancer provide invaluable resources. Because we don't want to risk leaving someone out, they won't be listed here.

If you work or volunteer for an organization that cares for people with cancer, thank you! You are part of a community that truly cares.

That being said, The Outer Banks Hospital Development Council has made cancer care a top priority for a number of years. Net proceeds from the annual Gala have made all of the following possible.

- Construction of the Cancer Resource Center
- Construction of a chemotherapy mixing room for cancer treatment here at home
- Purchase of an ultrasound machine, used in diagnosing ovarian and breast cancer
- Lease of stereotactic biopsy equipment for diagnosing breast cancer
- Training for staff to provide Lymphedema Therapy
- Purchase of The Health Coach to provide free wellness and cancer screenings throughout Dare County

You can learn more about The Outer Banks Hospital Development Council by calling Amy Montgomery at 252.449.4516.



Members of The Outer Banks Hospital Development Council with "The Health Coach."



The Outer Banks Hospital
Development Council

Development Council Members (2014)

Stuart Bell, Chairman
Kay Butler Barefoot
Tim Cafferty
Carl V. Curnutte, III
Gail Hodges
Tess Judge
Sara Keener

Dee McManus
Linda Palombo
Jackie Szymanski
Cindy Thornsvar
Julie Walter
Margaret Wells
Linda Willey

Presenting the 10th Annual Outer Banks Hospital Development Council Gala!

BRAZILIAN CARNIVAL

February 7, 2015

*Net proceeds to benefit the health, wellness and cancer care services
provided by The Outer Banks Hospital.*