

Standard 1.8: Monitoring Community Outreach

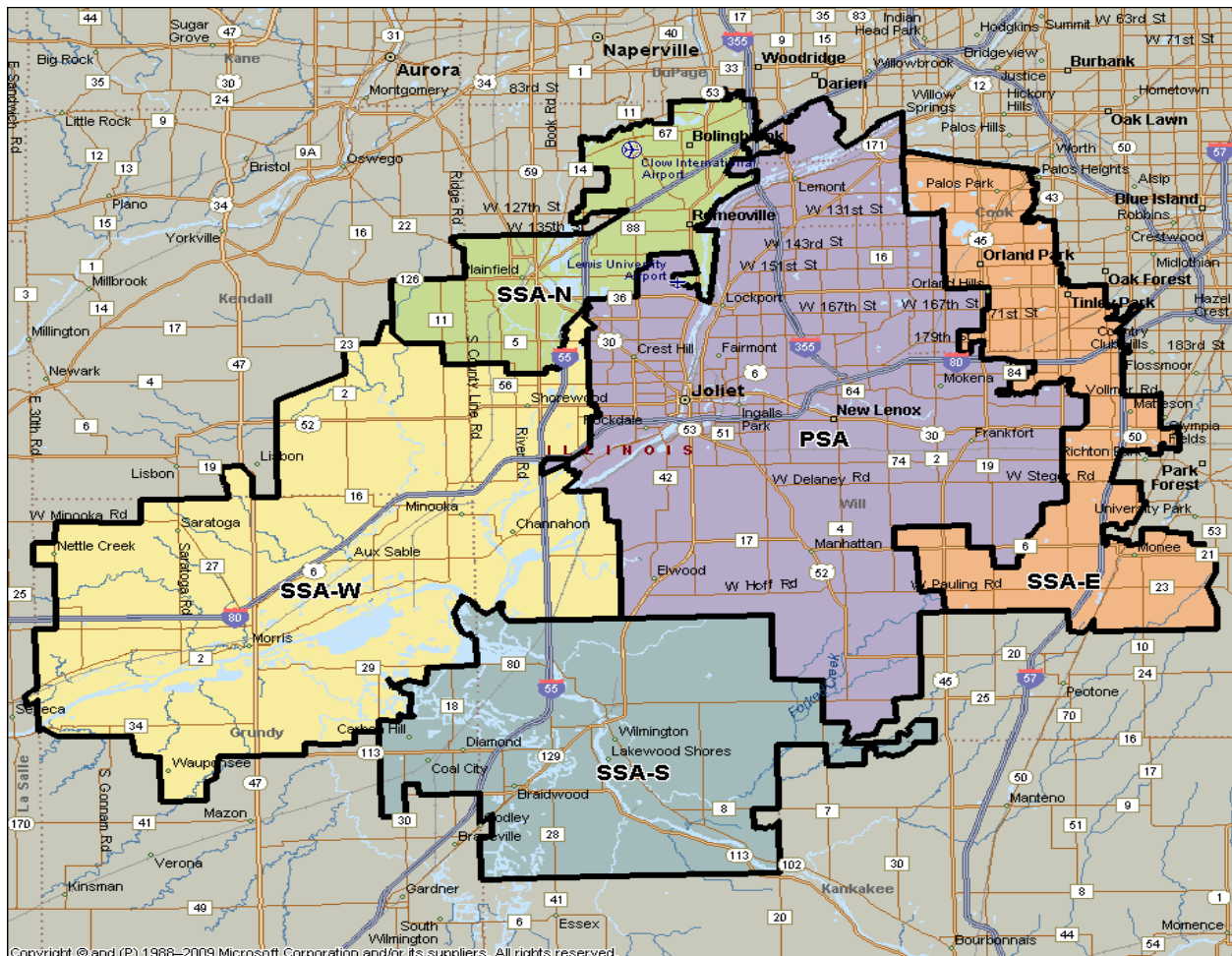
2016 Cancer Committee Community Outreach Report

(1/1/16-12/31/16)

Submitted by Tracy Simons, Director of Marketing/Community Relations

Purpose: To provide health education on cancer and access to screenings to the community to reduce diagnosis of late stage cancers (breast, prostate, colon, lung, skin) and encourage healthy behaviors to reduce common risk factors associated with cancer. Screenings are performed under evidence-based national guidelines and promoted based on identified community need.

Community Served: Primary and Secondary Service Areas



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Identified areas of community need

- **Will County Community Needs Assessment and Strategic Plan 2010-2016**
http://www.silvercross.org/images/stories/docs/Part%20I%20MAPP%20Assessment%20and%20Strategic%20Plan_reduced.pdf
- **Will County Community Health Status Assessment Report 2013**
http://www.silvercross.org/images/stories/docs/Will_County_Community_Health_Status_Assessment_Report.pdf
- **Silver Cross Hospital Community Benefit Plan 2014-2016** (attached)

Silver Cross Hospital continues to promote cancer prevention, screening and treatment through the following communication channels (samples available upon request):

- Websites: www.silvercross.org/, IMatter.silvercross.org, www.uchospitals.edu/cancercenter-sch, www.midwestroboticsurgery.org
- Women's Health Blog (IMatter.silvercross.org)
- Direct Mail: Silver Cross Experience Community Newsletter
- Weekly e-blasts to patients and friends of Silver Cross Hospital
- Newspaper ads and articles/press releases
- Online display and search engine marketing
- Brochures and flyers
- Radio commercials and interviews
- Silver Cross Telephone On Hold Message
- Social Media (Facebook, Twitter, You Tube, Instagram, Pinterest)
- *I Matter* rewards program
- Internal communication: email, newsletters, flyers, posters
- Physician Offices and the University of Chicago Medicine Comprehensive Cancer Center at Silver Cross
- Educational booths in public areas of the hospital and community events (chambers of commerce, churches, schools, sporting events, etc.)
- Community Health Lectures and Screenings

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Community Outreach Activity Summary

Breast Cancer

Breast Cancer Awareness Month

- Every Wednesday in October
- Breast Cancer Support Group members staffed a table in the Silver Cross Hospital Lobby distributing breast cancer prevention information

Breast Cancer Support Group

- Held monthly in Silver Cross Center for Women's Health
- Partnership with American Cancer Society
- 12 new members joined in FY15
- 44 members in total

Friends and Family of Breast Cancer Survivors Support Group

- New support group in 2016
- Held monthly in Silver Cross Center for Women's Health
- Partnership with American Cancer Society
- 3 new members joined in FY15
- 3 members in total

I Matter Program

- Health awareness program that rewards women for taking care of themselves with discounts at over 100 local business for getting their annual mammogram and other health screenings
- I Matter members received bi-monthly educational emails with information about breast health and upcoming education events and screenings
- In 2016, 550 new *I Matter* members received a welcome kit which included information about breast self-exams, mammography and access to services
- Total membership at the close of 2016 was 4,092.

Multi-Disciplinary Breast Conference

- Every Tuesday
- Held in the University of Chicago Medicine Comprehensive Cancer Center at Silver Cross Hospital
- At the Conference, physician specialists representing general surgery, medical oncology, radiation oncology, radiology, plastic surgery and pathology reviews radiological images and pathology slides on state-of-the-art equipment and develops a consensus recommendation. The team documents the recommendations and a certified breast nurse navigator provides the recommendation to the patient's doctor within 24 hours.

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- 248 patient cases reviewed in 2016

Articles printed in our Newsletters, Online and Local media

(Note: Most printed in more than one publication – only share one copy of each article)

Breast Cancer Survivor Paying it Forward as a Volunteer at Siona Health Care Boutique at the University of Chicago Medicine Comprehensive Cancer Center at Silver Cross

<http://www.silvercross.org/about-us/news/2091-breast-cancer-survivor-paying-it-forward-as-a-volunteer-at-siona-health-care-boutique-at-the-university-of-chicago-medicine-comprehensive-cancer-center-at-silver-cross>

Silver Cross Breast Cancer Patient Draws Her Way through Treatment

<http://www.silvercross.org/about-us/news/2087-silver-cross-breast-cancer-patient-draws-her-way-through-treatment>

Siona Health Care Boutique Offers Specialized Products and Convenient Services for Cancer Patients at the University of Chicago Medicine Comprehensive Cancer Center at Silver Cross Hospital

<http://www.silvercross.org/about-us/news/2066-siona-health-care-boutique-offers-specialized-products-and-convenient-services-for-cancer-patients-at-the-university-of-chicago-medicine-comprehensive-cancer-center-at-silver-cross-hospital>

3D surface imaging minimizes risk for breast cancer patients undergoing radiation therapy

<http://imatter.silvercross.org/3d-surface-imaging-minimizes-risk-for-breast-cancer-patients-undergoing-radiation-therapy/>

Will County hospitals offer patients with breast cancer support, services

<http://www.theherald-news.com/2016/10/03/will-county-hospitals-offer-patients-with-breast-cancer-support-services/ao3o4jr/>

Yoga helps cancer patients manage side effects

<http://imatter.silvercross.org/yoga-helps-cancer-patients-manage-side-effects/>

Specialist Spotlight: Lymphedema Therapists

<http://imatter.silvercross.org/page/4/?s=breast+cancer>

Specialist Spotlight: Fighting Cancer One Patient at a Time

<http://imatter.silvercross.org/specialist-spotlight-fighting-cancer-one-patient-at-a-time/>

Colorectal/Gastrointestinal Cancer

Birthday Mailing

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- Postcard mailed to 12,633 individuals in our service area the month before their 50 or 60th birthday telling them it is time to get a colonoscopy
- Education on the importance of screening, when to have a colonoscopy and how to schedule an appointment

Colon Cancer Screening Kits

- Distributed throughout the year at community events, Silver Cross Senior Advantage Health Fair on 11/29 and primary care physician offices affiliated with Silver Cross Health Connection (our PHO). Kits can also be requested through our 24/7 bi-lingual call center and through the website: www.silvercross.org
- 545 kits distributed in 2016 (33% increase from 2015)
- 361 returned in 2016
- 2 of the 361 had positive results requiring follow-up testing. Calls were made to those patients with the results and a referral to a urologist.

Community Lecture

- Title: Healing Heartburn and Barrett's Esophagus
- Feb. 21, 2016
- Silver Cross Hospital Conference Center
- Speaker: Dr. Ashiah Shah, gastroenterologist, discussed the latest endoscopic treatments to eliminate chronic heartburn and preventing Barrett's Esophagus, which can lead to cancer.
- 23 attendees

- Title: Burning & Preventing Esophageal Cancer
- April 21, 2016
- Silver Cross Hospital Conference Center
- Speaker: Dr. Kamran Ayub, gastroenterologist and Medical Director of the Advanced Endoscopy Center at Silver Cross Hospital. Discussed the latest endovascular treatments to eliminate chronic heartburn and prevent Barrett's Esophagus which can lead to cancer.
- 39 attendees

Articles printed in our Newsletters, Online and Local media

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5 Ways to Prevent Colon Cancer

<http://imatter.silvercross.org/5-ways-to-prevent-colon-cancer/>

Routine Colonoscopy Finds Cancer, Robotic Surgery Speeds Recovery

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<http://imatter.silvercross.org/routine-colonoscopy-finds-cancer-robotic-surgery-speeds-recovery/>

Heartburn can cause Esophageal Cancer. Early Detection can Save Lives.

<http://imatter.silvercross.org/heartburn-can-cause-esophageal-cancer-early-detection-can-save-lives/>

Chronic Heartburn Sign of Esophageal Cancer & Barrett's Esophagus

<http://imatter.silvercross.org/chronic-heartburn-sign-of-esophageal-cancer-barretts-esophagus/>

Get Rid of Gall Stones through Your Belly Button

<http://imatter.silvercross.org/get-rid-of-gall-stones-through-your-belly-button/>

Silver Cross Senior Advantage hosts Health Fair Nov. 29 in New Lenox

<http://www.theherald-news.com/2016/11/22/silver-cross-senior-advantage-hosts-health-fair-nov-29-in-new-lenox/am11jue/>

Website

Launched new website in July 2016 which includes a section about Colorectal Surgery

<http://www.midwestroboticsurgery.org/colorectal-surgery/>

Gynecologic Cancers

Community Lectures

- Title: Girl Talk-Pelvic Pain
- March 23, 2016
- Silver Cross Hospital Conference Center
- Drs. Nahla Mehri, urogynecologist; Anthony Rinella, spine surgeon; and Karen Grube; physical therapist with The Rehabilitation Institute of Chicago at Silver Cross, will talked about the signs symptoms and treatment for pelvic floor disorders including incontinence and vaginal prolapse.
- 7 people attended

Articles printed in our Newsletters, Online and Local media

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New Lenox Woman discomfort eliminated after innovative Single-Site™ robotic hysterectomy at Silver Cross

<http://www.silvercross.org/about-us/news/2133-new-lenox-woman-discomfort-eliminated-after-innovative-single-site-robotic-hysterectomy-at-silver-cross>

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Find Relief from Pelvic Pain!

<http://www.silvercross.org/198-e-blasts/1982-find-relief-from-pelvic-pain>

Robotic Removal of Ovarian Cyst leads to Pregnancy for Mokena Mom

<http://imatter.silvercross.org/robotic-removal-of-ovarian-cyst-leads-to-pregnancy-for-mokena-mom/>

Website

- Launched new website in July 2016 which includes a section about Gynecologic/Urogynecologic Surgery

<http://www.midwestroboticsurgery.org/gynecology-center/>

<http://www.midwestroboticsurgery.org/urogynecology-surgery-center/>

Lung Cancer

Multi-Disciplinary Lung Cancer Conference

- Every Tuesday
- Held in the University of Chicago Medicine Comprehensive Cancer Center at Silver Cross Hospital
- On the day of the Conference, patients meet briefly with one of the specialists who gather the medical information to share with the other cancer experts. That afternoon, the multidisciplinary group of community and University of Chicago Medicine specialists representing medical oncology, pulmonology, radiation oncology, interventional radiology, and thoracic surgery convene to review the patient's case including any related pathology and imaging reports available to them. The physicians then develop a consensus recommendation, discuss next steps, and present the suggested individualized treatment plan to the patient for their consideration. In addition, patients are partnered with a nurse navigator who guides them through the entire process. If any additional tests are recommended, the patient will have the opportunity to return the following week to discuss results and finalize the treatment plan. The group's recommendations are also shared with the patient's primary physician in order to enhance coordination of care.
- 150 patient cases reviewed in 2016

Community Lecture

- Title: Lung Cancer: Quick Coordinated Care can save your life
- March 3, 2016
- Silver Cross Hospital Conference Center

Standard 1.8: Monitoring Community Outreach

- Dr. David Cziperle thoracic surgeon and co-director of the Silver Cross Multi-Disciplinary Lung Cancer Conference, discussed diagnostic and treatment options for patients with lung nodules, lung cancer, and other chest-related abnormalities.
- 7 attendees

Articles printed in our Newsletters, online or local media

- AnnaMarie's husband smoked – until he got Lung Cancer
<http://imatter.silvercross.org/annamarie-husband-smoked-until-he-got-lung-cancer/>

Prostate Cancer

Prostate Cancer Screenings

- Sept. 11 & 28 in partnership with Advanced Urology Associates
- The screening included a digital rectal exam, in which a doctor feels the prostate gland through the rectal wall, and a blood test for the presence of a substance called prostate specific antigen (PSA).
- 50 individuals screened by a urologist
- 14 patients were referred for further testing

Articles printed in our Newsletters, online or local media

- Prostate Cancer Didn't Slow Down Plainfield Runner
<http://www.theherald-news.com/2016/10/26/prostate-cancer-didnt-slow-down-plainfield-runner/aw25tr8/>

Website

Launched new website in July 2016 which includes a section about Prostate and Kidney Cancer
<http://www.midwestroboticsurgery.org/prostate-and-kidney-cancer-center/>

Skin Cancer

Skin Cancer Screenings

- May 20, 2016 at the University of Chicago Medicine Comprehensive Cancer Center at Silver Cross Hospital
- 77 individuals screened by a dermatologist
- 29 patients with suspicious lesions were given copy of screening report and referred to the dermatologist that performed the screening
- 18 patients were suggested to have a biopsy

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