

**James P. Wilmot Cancer Center
Patient and Family Advisory Council
Tuesday, December 2, 2008**

Present: Michael Donnelly, Mike Ellis, Melinda Finn, George Kimmich, Mark Kokanovich, Lynn Levandowski, Catherine Lyons, RN; Carol Matthews, Carol Mullin, Jodie Phaneuf, Carol Reed, Donna Rodgers, Tom Sciolino, Shirley Thomson, Susan Vanderstricht, Dave Vigren, Leslie White

Absent: Dan Altamura, Joan Mondello, Patti Murray, Mary Beth Pelkey, Carol Riccardi, Dave Rodgers, Donna Sweeney, Georgiana Zicari

Meeting Minutes Taken By: Amy Baker

Approval of Minutes from November 4, 2008 (D. Vigren)

- o All PFAC members approved the PFAC minutes from November 4, 2008 with no changes.

Announcements/Updates (D. Vigren/ M. Kokanovich)

- o Mark Kokanovich recently sent out an e-mail to PFAC members regarding volunteering at the local malls for the WCC fundraiser. We will now be staffing for Fridays, Saturdays and Sundays only. Currently Eastview mall is booked, Marketplace mall is 50% booked and Greece ridge mall is not booked. Anyone interested in volunteering should contact Mark.
- o The Board member holiday party in the atrium of the Cancer Center was announced for Wednesday, December 3rd from 5:30-7 pm. PFAC members should have received invitations.

Cancer Center Updates (C. Lyons)

Operations/Patient Care

- o It was suggested to have Marianne Leahy from Development and Advancement come in to our next meeting to give an update on the WCC Advancement efforts.
- o Cathy distributed the "wish list" for donations for items that would benefit patient care and support. If you know of donors who are interested, have them contact Mary Ann.

Physician Recruitment/Economy Update (C. Lyons)

- o We are continually recruiting for new physicians. We are currently working on recruiting fellows that will be finishing their fellowship in the next year or two and asking them to stay and become faculty members. Dr. Jeffrey Allerton will be joining us as a new faculty member as of January 2, 2009. He will be coming to us from the Guthrie Clinic and will primarily specialize in lung cancer, as well as benign hematology.
- o As the economic crisis continues, we are working on enhancing revenue and decreasing costs in the hospital. We are looking for ways to conserve and reduce expenditures, while minimizing costs. Overtime and compensation will be cut down, but we are trying to ensure job security for our employees.
- o The PRISM construction project will be put on "pause" until we can get proper financing in place.

Press Ganey Survey Results/Update (C. Lyons)

- o Lynn Levandowski continues to work with our telephone system so that patients can speak to a live person when they call. The phone system has also been an issue in the Breast Center. They receive approximately 40 calls per day. The new system was implemented on October 28th. By implementing this new system, we hope to see improvement in our satisfaction scores.
- o Our overall outpatient satisfaction scores are pretty consistent. Radiation/Oncology was very consistent and stable. Hematology/Oncology had much higher numbers with approximately 50 responses per month (53% rated us very good and 39% rated us as good). Outpatient Hematology/Oncology scores have increased since the aforementioned changes were made in October by Lynn Levandowski. Way-finding scores have also increased slightly. Chemotherapy scores have gone up significantly. The overall assessment is that we have some decreased scores. Scheduling issues are dropping our scores (not significantly), but it is a cause for some concern.
- o The shortage of physicians has become an issue with patient satisfaction scores and scheduling. We are in the process of trying to recruit new physicians; however this has proved to be a difficult challenge. Relocating to Rochester can be a challenge in recruiting physicians as well.
- o It was brought to the attention of the PFAC members that patients are becoming confused with way-finding from the garage to the information desk. This may improve with the use of our new golf cart shuttle.

Volunteer Report (C. Thomas)

- o Catherine Thomas reported that the rounders reports for October and November were as follows:
 - October- 705 contacts; 90 compliments; 10 concerns (have been addressed)
 - November- 360 contacts; 30 compliments; 6 concerns (have been addressed)
- o Cathy has received compliments on our new benches that were purchased thanking us for giving the patients a sense of dignity and somewhere to rest.
- o Volunteers and quality of patient care provided by the nurses was extremely high rated.
- o Areas of opportunity include the following:
 - Volunteers needed beyond 4 pm
 - Bathrooms- sanitary discard needed and hooks. Seat covers are in most bathrooms.
 - Higher tables for children to do puzzles in Radiation/Oncology (children's furniture in Rad/Onc has been ordered).
- o Areas that have been addressed include the following:
 - Women's Expo- one volunteer has been recruited since our last meeting; 3 volunteers are currently pending.
 - We have two bins of current magazines that are being distributed to waiting areas.
 - Legacy project- we are putting together a plan of volunteers that are working on the legacy project and what they will do to help accomplish this.
 - School # 45 is having their students in grades 1-4 make holiday cards and ornaments to distribute to our patients.
 - There has also been an increased flow of traffic in the Patient and Family Resource Center.

Public Relations (L. White)

- o The new Dialogue newsletter has been distributed. It has a new look for the new building and marketing campaign. Highlights from the Dialogue include ASH research and second hand smoke exposure research.
- o The PR team is exploring the creation of sites similar to Facebook or other social networking sites for our Cancer Center to provide resources for children and teens.

Marketing Initiatives (J. Phaneuf)

- The marketing brochure will be available this week on Wednesday, December 10th. Jodie will be happy to distribute copies to anyone who is interested.
- The traveling trade show booth is in progress and marketing was asked to have this customized based on specific events. They have provided extra panels and can customize the booth.
- There have been budget cuts in marketing due to our economic conditions. General commercial campaigns have been taken out and marketing campaigns will remain minimal over the next 5-6 months.

Patient Education Task Force (S. Vanderstricht)

- **Steering committee membership-** we will be going with a smaller steering committee and will then add on more people as the committee progresses.
- **First meeting-** The steering committee met to come up with some ideas and research before the next meeting in January to come up with a master plan. We have one physician who would like to join the committee as a member. Subcommittees will also be developed.

Integration of Inpatients/Open Discussion (D. Vigren)

- Many people on our PFAC council have been through inpatient treatment. Dave Vigren asked council members if there are any issues that relate to inpatient care that we as a group can help with. Some suggestions from PFAC members included the following:
 - Exercise
 - Information on what to bring with you if you are going to be in the hospital for an extended stay (few weeks), etc.
 - Food- friends may be able to cook and bring in foods to inpatients.
 - Ease and accessibility to restrooms
 - Have ambassadors visit inpatients that are willing to accept them as visitors.
 - A possibility may be an inpatient subcommittee that can identify which patients would benefit from visits from ambassadors.
 - We can ask our hematology/oncology nurse coordinator to come in and talk to the PFAC members about things such as prioritizing inpatient beds, organizing appointments, etc.
- Melinda Finn has volunteered to help with this initiative. We will lay the groundwork for this after the holidays. There are not currently enough ambassadors in place to carry out this task efficiently yet.
- Melinda Finn noted that there is a publication called the "waiting room book" that has crossword puzzles, humorous anecdotes as well as humorous medical trivia that we should look into getting for our waiting areas. This book is full of things to keep patients minds distracted as they wait for appointments or treatments. We will ask the newspapers, as well as check with Leslie White, to see if they are able to provide these publications free to us.

Next Meeting:

- **Please note that there is no PFAC meeting in January. Our next meeting will be held on Tuesday, February 3rd from 1:30-3:30 pm in the Cancer Center Conference Room # 2-0727.**