

**James P. Wilmot Cancer Center
Patient and Family Advisory Council
Tuesday, February 3, 2009**

Present: Mike Ellis, Melinda Finn, Mark Kokanovich, Lynn Levandowski, Catherine Lyons, RN; Carol Matthews, Patti Murray, Mary Beth Pelkey, Jodie Phaneuf, Carol Riccardi, Donna Rodgers, Tom Sciolino, Catherine Thomas, Shirley Thomson, Susan Vanderstricht, Leslie White

Absent: Dan Altamura, Michael Donnelly, George Kimmich, Joan Mondello, Carol Mullin, Carol Reed, Donna Sweeney, Dave Vigren, Georgiana Zicari

Guest: Marianne Leahy, Director of Advancement Development

Meeting Minutes Taken By: Amy Baker

Approval of Minutes from December 2, 2008 (M. Kokanovich)

- o All PFAC members approved the PFAC minutes from December 2, 2008 with no changes.

Announcements/Updates (M. Kokanovich)

- o Mark Kokanovich noted that it is understandable that PFAC members have busy schedules/ other commitments and may not be able to make the monthly meetings at times. PFAC members should try and attend meetings as often as you can and continue to notify Amy Baker if you are unable to attend.
- o Mark expressed thanks on behalf of himself and the PFAC members to Catherine Thomas for reinstating the volunteer meetings on a monthly basis, as well as putting together the recent wonderful "thank you" breakfast for the volunteers.

Cancer Center Updates

Operations/Patient Care (C. Lyons)

- o Catherine Lyons noted that the University is having financial challenges with the current economy. Our current margin is allowing us to fund capitol, as well as keep the staff that we currently have. There will be no large scale layoffs to the best of our knowledge.
- o Major projects are on hold. The PRISM project is on hold indefinitely due to the difficulty to obtain loans and funding at this time.
- o Our organization is committed to quality and safety. However, there will be cuts and reductions, and anything that is over budget will need to be cut. We need to stay within our budget guidelines at this time. The goal is to enhance revenue and reduce any unnecessary costs.
- o **Electronic medical records system-** We will be proceeding with the state-of-the-art electronic medical records system, which is consistent with President Obama's health care initiatives and stimulus package. Most hospitals will be converting over to the electronic medical records system. There are three major systems (Semens, Eclipsys, and Epic) that have been under consideration for the new system we will use and we are down to two leading vendors. Demos of these systems have been done for faculty and staff and a final decision will be made soon in that regard. It is expected that it will take 18 months for the conversion to the new system. Catherine Lyons has asked Leslie White from Public Relations to work on distributing information to the rounders and staff about the new system and the timeframe for the conversion.

- **Recruitment-** We are aggressively recruiting faculty for the Cancer Center in the areas of surgical oncology, radiation oncology and hematology oncology (lung and GI cancer). There are two finalists that we presume will accept positions for lung and GI cancer.
- **Real-time locator system-** The real-time locator system pilot will be reinstated in the near future in Suite B of the Infusion Center. The new software for this system has become available and we can now try to do a pilot. Patients will be tagged so that staff can tell who is waiting to be seen. The pharmacy will be notified by the new system so that they can begin to mix medications for patients. Hospital equipment will be tagged so that it cannot be taken from the Cancer Center. More updates regarding the real-time locator system will be forthcoming.
- **Patient satisfaction results-** In regards to patient satisfaction for patients being able to reach office staff on the phone, we have received a score of 84 (on a scale of 1-5, that is a 4.5). This has greatly improved since Lynn Levandowski has made changes to our phone answering system. Our goal is to get above 90% patient satisfaction and although the scores have improved, we can still make them better. The biggest concern that patients seem to have in all areas of oncology is access to appointments and returned phone calls. Triage sheets are being reviewed to see the timeframe on call backs.

Volunteer Report (C. Thomas)

- Catherine Thomas was pleased to report that there are 11 new volunteers that have filled positions in the Breast Center and Radiation Oncology. There is one more position to fill in Radiation Oncology; Infusion Center is at full capacity. There are 2 new ambassadors, as well as 2 late night volunteers.
- We have openings for rounder positions. Interviews will be conducted carefully to be sure the right people are chosen for these positions. Compliments for rounders have recently doubled and concerns have lowered.
- Catherine Thomas distributed a copy of the calendars that are now available in the Patient & Family Resource Center that lists upcoming events and activities for each month. Donna Rodgers has volunteered to maintain these calendars for us. Calendars will be distributed in areas such as the Ambassador Desk, Infusion Center, waiting area tables, etc.
- On March 26th there will be a lung cancer support group in the Patient & Family Resource Center facilitated by Gilda's Club.
- A survey was conducted in regards to snacks for patients in the Infusion Center to see what other treatment centers are serving versus what we serve in our Cancer Center. Catherine Thomas spoke to the supervisors in the cafeteria for options for patients that are healthier choices and comparable to what we currently offer. They suggested sandwiches and possibly half sandwiches, as some patients would just like half. Options in this regard will be brought back to the PFAC members for discussion.

Public Relations (L. White)

- Leslie White reported that she is working on publication detailing research is being conducted in the areas of follicular lymphoma, bladder cancer and brain surgery through a clinical trial.
- The annual Discovery Ball will be held on Saturday, April 18th.
- March is colorectal cancer month
- The latest issue of the Dialogue newsletter will be distributed in the early part of the month.
- We will be recruiting a couple of volunteers to drive our new golf cart on a regular basis. If you know of anyone who might be able to do this, you are encouraged to pass along names to Catherine Lyons, Mark Kokanovich or Catherine Thomas.

Marketing Initiatives (J. Phaneuf)

- Jodie Phaneuf noted that marketing efforts such as commercials and print ads, have slowed down in recent months due to the economy and mainstream marketing has also been reduced.

- Marketing is shifting its focus to large capacity areas with high revenue and high volume to help the hospital improve its financial posture.
- Efforts are being made to build relationships with referring physicians and primary care providers, as well as announcing new physicians that join the faculty as new recruits.
- Marketing is working with Dr. Kristin Skinner to put together a breast cancer survivor's event on April 23rd.
- The "Relay for Life" community event in June raised over \$100,000 for the American Cancer Society last year and we are hoping we can be there this year to help support this event.

Guest: Marianne Leahy, Director of Advancement, Wilmot Cancer Center

- Marianne Leahy is the Director of Advancement and Development for the James P. Wilmot Cancer Center. She joined the PFAC group to discuss her role and provide updates on several issues.
- **Goals-** The goal that the Advancement Office works towards is enhancing fundraising revenue for the Cancer Center. The number one priority is unrestricted funding for the Cancer Center.
- **New golf cart-** The Vietnam Veterans of America wanted to do something that would help our patients. Marianne was proud to announce that they will be completely funding a brand new golf cart for our Cancer Center and will be invited to attend our next PFAC meeting to present a check to our group. They are excited to begin an ongoing relationship with us.
- **Discovery Ball-** The annual Discovery Ball will be held on Saturday, April 18th this year at the Rochester Riverside Convention Center. "Save the date" cards will be going in the mail this week. There are tables and sponsorship tickets available and PFAC members are encouraged to contact Marianne Leahy if you are interested. Jennifer Miller will be honored this year at the Discovery Ball. She is a patient here and a survivor, who has two children and a very inspiring story.
- **Patient brochures-** Leslie White will look into getting a patient brochure that includes patient stories and contact info. for people to have.
- **Endowment fund/donations-** An endowment fund starting at \$50,000 can be done in memory of a loved one's name.
- Alumni can give a donation to their school or George Eastman. Funding can be designated throughout the University.
- **Personal donations-** Personal items such as DVDs, scrapbooking, supplies, etc. will need to go through Catherine Lyons to determine if we have a need for them or may be able to re-direct them to another area in need.

Issues for Open Discussion/Action (M. Kokanovich)

- **Special Events Committee-** Ron Maggio chairs the Special Events Committee, which is community driven. The Valentine's Day fundraiser will be held on February 11th at 6:00 pm at the Good Luck restaurant on Anderson Street off of North Goodman Street. It is in the old Fabrics and Findings building. The U of R acapella group will also be performing. There is a \$15 admission fee that includes drinks and hors d'oeuvres. Catherine Lyons' assistant, Hazel Pugh, has generously offered to put together gift baskets for this event. There are no advance sale tickets. This is a great way for volunteers to be involved and the community to raise awareness.

Patient Education Task Force (S. Vanderstricht/ L. Stone)

- Lori Stone and Susan Vanderstricht are co-chairs of the Patient Education Task Force, along with other PFAC members that have joined. The objective of this task force is to define the best practices in providing information and education to patients and families. Please see the attached slides from Catherine Lyons' presentation.
- The next step is to develop subcommittees for all treatment modalities and site of treatment.

- Staff has volunteered for each of the four different areas and Lori Stone is asking PFAC volunteers to join and pull groups together to look at how to provide education and how to provide it better. We need to involve as many people as possible to make a change.
- Sue Vanderstricht spoke with someone in the community who has agreed to make all different types of bags for us for \$1500-2000 per year for patients to carry their important items and belongings.
- A general survey will be conducted to get an idea as to if we are spending enough time on education, organization and whether the education is beneficial or not. Lori and Sue are looking for volunteers to bring the surveys to the inpatient/outpatient areas and ask questions, as well as provide documentation of findings. A suggestion was made to have volunteers from PFAC go up to 6-3400 and 8-1200 to explain who we are and what we do as a visiting program.
- Melinda Finn gave an update on the "waiting room book" to distribute in waiting rooms for patients. She will run this by Leslie White to see if ads can be placed and if this idea will be able to progress forward.

Next Meeting:

- **The next PFAC meeting will take place on Tuesday, March 3rd from 1:30-3:30 pm in the Cancer Center Conference Room # 2-0727.**