

**James P. Wilmot Cancer Center  
Patient and Family Advisory Council  
Tuesday, October 6, 2009**

**Present:** Mary Pat Allen, Trish Bieck, RN; Gary Heusler, Karen Humbert, Mark Kokanovich, Catherine Lyons, RN; Carol Mullin, Jodie Phaneuf, Carol Reed, Carmen Signorino, Laurie Stone, Catherine Thomas, Shirley Thomson, Dave Vigen, Leslie White, Patricia Zampi, Georgiana Zicari

**Absent:** Michael Donnelly, Mike Ellis, Melinda Finn, George Kimmich, Mary Beth Pelkey, Tom Sciolino, Donna Sweeney, Susan van der Stricht

**Meeting Minutes Taken By:** Amy Baker

**Approval of Minutes from September 8, 2009 (M. Kokanovich)**

- All PFAC members approved the meeting minutes from September 8<sup>th</sup> with no changes.

**Announcements/ Updates (M. Kokanovich/G. Zicari)**

- **Cancer Center Board Retreat-** the Board Retreat was held on Thursday, October 1<sup>st</sup> for a half day. Dave Vigen commented that this was a very uplifting worthwhile retreat that provided an excellent exchange of information, ideas and plans for the future of our Cancer Center. Topics discussed included: 1) recruitment and retention, 2) faculty development, 3) excellence in clinical care, 4) translational research, over-arching theme was involving the Board in some of the challenges facing the WCC.

**Cancer Center Updates**

**Operations/ Patient Care (C. Lyons):**

- **Dr. Berk's Video message:** Catherine Lyons encouraged all PFAC members to take a look at our Medical Center website when they get a chance and view the video from our CEO, Brad Berk. It is his first video message since his bicycle accident. Dr. Berk is very focused on his recovery and has made tremendous progress since his accident.
- **Dr. Okunieff leaving U of R:** It was announced that Dr. Paul Okunieff will be leaving the University of Rochester and has accepted a position as director of the Florida's Shands Cancer Center in Gainesville, Florida. Dr. Yuhchyan Chen is currently the acting Chair for the Department of Radiation Oncology. A national search is being initiated to replace Dr. Okunieff.
- **Certificate of Need:** The hospital has applied for a Certificate of Need (CON) to add more beds to the hospital. A component of this will involve adding 30 beds to the Cancer Center building.

- Catherine Lyons noted that we have the capacity in the Cancer Center to add three additional floors onto our building. An inpatient unit of 30 hematology/oncology beds will be built in a 2 year timeframe. There will be additional beds added in the hospital. We are awaiting approval to do this. All new rooms will be private rooms with private baths.
- The original plan (PRISM) was to build a tower with pediatric beds and ICU beds as well as imaging sciences. The state of our economy did not allow us to proceed with this project.
- **EPIC Project:** The EPIC project is the new electronic medical records system that is being put into place. In 1 ½ years, we anticipate that all paper records will be gone. Mark Kokanovich was asked to participate in a video of how the new system will help patients. Some of the benefits of the new system will include the following:
  - Full medical record electronically that will be portable
  - Patient portals will be available for patients to find their lab work and will allow them to advise staff of any changes that may be needed to their records.
  - Patients can submit their medication lists or updates via the new electronic system.
  - The new system will help with phone issues (patients calling in for medications, etc.)
- This project is being paid for by operations and stimulus (approximately \$40 million).
- Shannon Phillips who has worked closely with Catherine Lyons will be joining the EPIC project beginning November 1<sup>st</sup> for the next 4 years. She will help to build clinical hematology/oncology.
- Our current pharmacy supervisor will be leaving to work on the EPIC project. A recruitment search will be initiated for this position.
- **Patient Satisfaction:** In September, patient satisfaction rates were above 90% with a current overall rate of 93%, which is the highest score we have had since initiating the survey. The Breast Center had a steady increase in patient satisfaction from 88-91%. Hematology/Oncology had a rate that rose above 90% for October. Radiation/Oncology had a big drop in patient satisfaction in August due to issues with wait times and side effect management. A contributing factor included difficulty getting patients in to be seen in a timely fashion with the number of physicians out on vacation.
- Patient satisfaction scores dropped in regards to chemotherapy wait time and pharmacy wait time this month due to increased volume. We are continuing to work on this issue.
- Dr. Aram Hezel, one of our new physicians, has started seeing patients as early as 7 am, which has increased our efficiency.
- A Telecommunication consultant is working on an assessment of our phone system and how we can improve it. An update will be given at the next PFAC meeting in this regard.

### **Volunteer Report (C. Thomas):**

- The Bladder Cancer Support Group will meet monthly and had their first meeting last month. There was a great turnout with over 20 participants.
- Anyone who wishes to donate their time/talent for musical events should let Catherine Thomas know (i.e. - piano, soothing instruments). Patients have made several comments that they enjoy the music that is played in the lobby on the piano and find it very soothing. There has been an issue on the 3<sup>rd</sup> floor with employees' offices being located directly above the lobby with the noise level of the music being

played while they are on conference calls or concentrating on daily activities. Employees have requested that music be played between the hours of 11 am and 1 pm for this reason. We are trying to make every effort to center our focus around our patients and their comfort while still allowing employees to be able to focus on their work.

- Carol Riccardi won the volunteer award through Friends of Strong.
- Annual Survivor Day at the Zoo was a success and 3 volunteers participated in that event.
- Approximately 150 patients have participated in the use of our new golf cart.
- Monday morning will be used for recruiting volunteers/networking and a community network will be held at night.
- The Infusion Center has implemented the new healthier food changes; however perishables have been discarded frequently. It was decided to start placing 2 orders per week to eliminate waste. Project Search students have also begun working in the Infusion Center and Record Room.
- A fifth rounder will be starting next week and is in training. He is an 18 year survivor and we are pleased to have him as an addition to our rounding team.
- It was noted that the Young Adult Survivor Group has had a low turnout. A suggestion to increase attendance would be to try and have a doctor or nurse speak at one of the group meetings. This group is currently being advertised on TV.

#### **Public Relations- (L. White):**

- Publicity will soon begin for the Rochester Philharmonic Orchestra, who will be performing a holiday concert in the Cancer Center atrium on December 18<sup>th</sup> at 1:30 pm. They performed last December and were very well received.
- The embroidery guild (needlepoint club) has made hearts with awareness ribbons and donated them to the Cancer Center. The hearts will be given to ambassadors to hand out.
- The Democrat and Chronicle will feature the first outpatient bone marrow transplant survivor next month. The Dialogue newsletter will be distributed in early November and will also feature the bone marrow transplant survivor (Mr. Wheeler).
- Lung cancer awareness month will be the month of November.

#### **Marketing Initiatives (J. Phaneuf):**

- The Rhinos soccer game for breast awareness had a great turnout. Approximately 5,000 people attended. Tables were packed with people and a survivor from our Cancer Center was chosen to do the first kick at the game. Carol Reed, Catherine Thomas, and others came to the event to volunteer. Approximately \$3,700 was raised at this event.
- Breast Center Health Day was held on Saturday, October 3<sup>rd</sup>. Dr. Kristin Skinner and Sandy Sabatka both gave presentations. This was a lovely event—of note, our volunteer piano player was there and also a soloist, which was very well received.
- Making Strides Against Breast Cancer was held on Sunday, October 4<sup>th</sup>. There were 10,000 people that attended and this was a great event. We had a very large team.
- The Highland Breast Cancer luncheon is being held on October 7<sup>th</sup> and the Alessi Health Fair will be held next week.
- Employee postcards will be sent out as a reminder to get breast exams and letting employees know of all mammogram locations.

#### **Issues for Open Discussion/ Action**

### **Patient Education Task Force (L. Stone):**

- **Inpatient side:** the task force would like to put 4 distinct units on the website with information. We are waiting to see what suggestions will be. This would include pulling information from the Cancer Center and URMC sites and bringing them together.
- **Surgery side:** there was a post-esophagectomy video developed by Dr. Litle. She used mediaSite with pictures of staff members showing tube feedings, etc. as well as a PowerPoint slide presentation.
- **Outpatient side:** Marilyn Ling did a really nice voiceover on infection control with more pictures of volunteers in action, the resource room, as well as the chaplain's office. We will show this presentation to the group at our next PFAC meeting.
- Two patients and family members attended the radiation class that was held. We would like to get more patients/families there. The class is 1 ½ hours and went very well. The class is not mandatory. Michael Donnelly attended the class. The class involved a general overview and side effects.

### **Committee Assignments (M. Kokanovich/G. Zicari/C. Lyons)**

- At our next PFAC meeting, a description of the current standing of all of the committees will be discussed. An e-mail will be going out before our next meeting with details in this regard.

### **Integrative Oncology Program (C. Signorino)**

- The Integrative Oncology Program combines conventional treatment with complimentary therapies (not alternative therapies). This program was started with no funds, and a lecture series was started in the Resource Center. We would like to find donors to underwrite this program. The main goal of this program is to begin open communication with staff and patients. The program meets twice per month for a working group, in addition to an advisory group that meets three times per year and includes nurses, physicians, and medical students. Carmen noted that we would like to add a PFAC member to this program as well.
- In 2008-2009 the Integrative Lecture Series presented a series of 7 lectures on the following topics: labyrinth walk, cranial sacral therapy, Qi Gong, integrative oncology, meditation, palliative care, and massage therapy. Between 8 and 25 attendees provided feedback at one of the 7 lectures, for a total of 83 respondents. The evaluations were overwhelmingly positive.

### **Next Meeting:**

- **\*\*Our next PFAC meeting will be held on Tuesday, November 3, 2009 from 1:30-3:30 pm in the Cancer Center Conference Room # 2-0727\*\***