COMING SOON:
New Regional Cancer Care Center

FOCUS SITE: COLON CANCER

Patient Sharon Price with nurse Selina Ruffin, RN.

Baptist Health Paducah Center for Cancer Care  •  BaptistHealthPaducah.com/cancer
Friends,

Baptist Health Paducah has provided quality cancer care since 1967, assembling highly-trained expert staff, investing in the latest technology and providing compassionate care to people with cancer and their families. Now, as we approach our 50th anniversary of cancer care, we embark on a new chapter to take our programs and services to the next level.

In September, we broke ground on a new $18.3 million Regional Cancer Care Center. Construction is expected to be completed in fall 2017 on the two-story 44,000-square-foot center. It will feature a serene healing atmosphere with private chemotherapy rooms and family space, lab and physician offices. The existing 12,000-square-foot radiation therapy center, adjacent to the new construction, will be renovated.

This unique center, unprecedented in our region, has been designed to pull all of our services together in the most convenient and comfortable new environment for our patients and their families.

Since 2001, Baptist Health has been the Paducah area’s only nationally-accredited multi-disciplinary cancer center, treating about 1,200 patients a year, including approximately 110 outpatients daily for radiation and chemotherapy.

The radiation oncology department, the first in Kentucky to be accredited 17 years ago, was recently re-accredited for three years by the American College of Radiology. Additionally, the hospital was awarded Women’s Choice seals as among America’s Best Hospitals for Cancer Care and America’s 100 Best Hospitals for Patient Experience.

Each year, we are pleased to provide you an update on cancer care. This 2015 Oncology Report provides a comprehensive review, including survival rates, and compares our local outcomes to state and national standards.

Over the next several pages, you will see evidence of our commitment to quality care. You will learn about our staff, technology and services. In every number and statistic, we are committed to bringing hope and healing to each one we are privileged to serve.

Sincerely,

William A. Brown, FACHE
President, Baptist Health Paducah
ABOUT THE CANCER PROGRAM AT BAPTIST HEALTH PADUCAH

The Regional Cancer Care Center is another step in providing for the patients we are privileged to serve.

Adjacent to the new center, Baptist recently invested $3.1 million in new technology that can shorten radiation treatments from weeks to days. Stereotactic radiosurgery (SRS) and stereotactic body radiation therapy (SBRT) are available through the new Varian Trubeam linear accelerator, which replaced one of two linear accelerators (Stereotactic means imaging markers are used to guide the beam of radiation to the precise spot needing treatment).

With five medical oncologists, a radiation oncologist and a variety of surgical specialists, including brain and spine surgeons, advanced expertise is available locally, along with the advanced equipment.
The hospital’s cancer program has a history of outstanding achievement, including more than 25 years of Tumor Conferences, weekly meetings between physicians and other healthcare team members to discuss individual cases with the goal of healing. In addition, Baptist Health Paducah is one of only three Kentucky hospitals with national accreditation for radiation oncology; and it has the area’s only Breast Imaging Center of Excellence, a designation awarded by the American College of Radiology for accredited mammography, stereotactic breast biopsy, breast ultrasound and ultrasound-guided breast biopsy.

Since it first installed cobalt radiation in 1967, the hospital has a tradition of offering the latest treatment and diagnostic equipment, ranging from da Vinci robotic surgery in 2009 to 3-D mammography in 2014. Most recently, Baptist Health announced expanded availability of clinical trials through the National Cancer Institute (NCI).
According to the Colon Cancer Alliance, colon cancer is the third most commonly diagnosed cancer and the second leading cause of cancer deaths in men and women combined in the United States (1). For Baptist Health Paducah, colon cancer is the fourth most commonly diagnosed cancer. The American Cancer Society estimates 136,830 people are diagnosed annually, with 50,310 dying from colon cancer in the United States (2). Baptist Health Paducah has approximately 50 new colon cancer cases annually which represent 6 percent of all new cancer cases.

On average, the lifetime risk of developing colon cancer is about 1 in 20 (5 percent). However, this varies widely according to individual risk factor (1).

Focus Site: COLON CANCER

DID YOU KNOW?

- Colorectal cancer is the No. 2 leading cause of cancer deaths among men and women in the U.S. combined.
- Colorectal cancer accounts for nearly 10 percent of cancer deaths in the U.S.
- 1 in 3 adults aged 50-75 are NOT up-to-date with recommended colorectal cancer screening.
- The median age at diagnosis is 69 years old.
- 1 in 20 (around 5 percent) men and women will be diagnosed with colorectal cancer in their lifetime.
- African-Americans are more likely to develop colorectal cancer. Screening rates are lower than average in this group so members are more likely to be diagnosed after the cancer has spread to other organs.

Source: www.Fightcolorectalcancer.org
Early detection
With regular screening, colon cancer can be found early, when treatment is most effective. In many cases, screenings can prevent colon cancer by finding and removing polyps before they become cancer (1).

Colon Cancer and Family History
People with a first-degree relative who has had colon cancer (parent, sibling or children) are at a two to three times greater risk of developing cancer than those without a family history (1).

Colon Cancer and Ethnicity and Race
Partly because of disproportionate screening, African-American men and women have a higher incidence rate and 45 percent higher mortality rate compared to Caucasians, Asians, Hispanics and Native Americans (1).

Baptist Health Paducah Ethnicity/Race
2006-2010 – Percentage of Colon Cancer Cases
Colon Cancer and Age
Nationally, 90 percent of new cases of colon cancer occur in people 50 years of age or older (1). At Baptist Health Paducah, 92 percent of colon cancer cases were in people 50 years of age or older.

Conclusions
Baptist Health Paducah has a higher percentage of colon cancer cases diagnosed at earlier Stages 0-2; fewer cases diagnosed at Stage 3; equivocal at Stage IV and Unknown Stage, compared to national statistics. This correlates with the higher survival rates for all stages of colon cancer at Baptist. Following the national trend, our facility has a disproportionately higher number of white patients compared to African-American and other races. Regarding age at diagnoses, Baptist is in line with the national percentages for the majority of patients diagnosed with colon cancer being 50 years of age or older.

SUMMARY/ ACTION
The Cancer Committee selected colon as the focus site for the 2015 Annual Report because colon cancer cases are consistently one of our Top 5 sites regarding number of cases. Also, it is one of the most preventable and curable cancers by early detection.

Baptist Health Paducah conducts a colon screenings every March. The screening includes a display of the walk-through Incredible Colon, as well as hospital and Kentucky Cancer Program representatives on hand to distribute literature and to answer questions.

In addition, questionnaires are administered and those determined to be at high risk for colon cancer are provided free occult blood tests. These tests are returned for processing by the laboratory and the results provided to the patients for follow-up.

Baptist needs to continue this important screening and provision of testing kits.

We need to expand advertising to reach the uninsured and underinsured in our community and step up efforts to reach areas of our community populated by minorities in order to educate them to the free screening and kit distribution. We also need to continue to work closely with the Kentucky Cancer Program to see if there are any state funds/programs available where we can refer individuals for assistance.

RESOURCES:
1. Colon Cancer Alliance
   www.ccalliance.org
2. American Cancer Society
   www.cancer.org
Health Fairs
Baptist Health Paducah provides educational displays, materials and screenings at community events. The Kentucky Cancer Program offers the Dermascan™ Unit to show how sun damage can lead to future skin cancers.

Social Media
Through social media, you can receive cancer education and learn about future cancer screenings. Like our FACEBOOK page at facebook.com/BaptistHealthPaducah.

Smoking Cessation
The Kentucky Cancer Program offers Plan to Be Tobacco Free classes to help people become non-tobacco users. The one-time hourly class is offered at Baptist Health Paducah and includes free resources available to help a person quit, medications available and how to appropriately use them, and individualized assistance with a quit plan. For more information or to pre-register for a class, phone 270.442.1310.

Kentucky Cancer Program Show
A new program airs monthly on Paducah 2, a station hosted by West Kentucky & Community Technical College. Baptist Health Paducah doctors and employees are interviewed about various cancer topics. The programs are archived at http://tvwestkentucky.kctcs.edu/videoclips/ky_cancer/

Treatment and Emotional Support

**American Cancer Society Information Center**
Trained specialists assist cancer patients, their families and the public 24/7 at the American Cancer Society’s toll-free number: 1.800.227.2345. Specialists provide current information on housing, financial assistance, support groups, American Cancer Society programs and other local resources. Cancer information also is available online at cancer.org.

**Cancerport**
The third Tuesday of every month, Cancerport, a breast cancer support group meets at Baptist Health Paducah radiation therapy department at 5:30 p.m. with dinner provided. The Kentucky Cancer Program and Baptist Health Paducah have partnered to offer this support group to the community. Cancerport has been a long standing breast cancer support group that offers different topics each month and peer support along with professional support. To be added to the monthly mailing list, please phone Kentucky Cancer Program at 270.442.1310.

**I Can Cope**
The American Cancer Society’s I Can Cope program is an online educational program for people facing cancer – either personally, or as a friend or family caregiver. It provides information about cancer diagnosis and treatment and offers practical help in coping with emotional issues. The I Can Cope program highlights issues, including pain control, nutrition and finance management for cancer patients. To register for the program, visit cancer.org/icancope.
Local Cancer Resource Guide
The Kentucky Cancer Program provides the PATHFINDER, an easy-to-use online tool that links cancer patients and their families to a variety of cancer resources in their area, as well as state and national resources. The guide is available at www.kycancerprogram.org by clicking on the Pathfinder link located on the homepage. For more information, phone the Kentucky Cancer Program at 270.442.1310. The American Cancer Society Personal Health Manager (PHM) is an organizational portfolio for newly diagnosed patients with information relevant to their type of cancer. The tool helps them make educated health decisions and connects them to local resources and services. The kit is a file folder that provides space for patients and caregivers to record physician contact information, appointment times, test results, medicines and insurance information.

Look Good...Feel Better
The American Cancer Society’s Look Good...Feel Better is a beauty program for women who are going through or recently completed treatment offered monthly at Baptist Health Paducah. ACS-trained volunteer cosmetologists teach makeup techniques, skincare and options related to hair loss, such as wigs, turbans and scarves. The American Cancer Society provides wigs, bras and other prosthetic items, and each participant receives a free cosmetics kit. To register, phone 1.800.227.2345.

National Cancer Institutes (NCI) Cancer Information Center
NCI’s central Web site, cancer.gov, has extensive information on cancer prevention, diagnosis, treatments, statistics, research, clinical trials and news, as well as links to other NCI Web sites. Trained cancer control specialists are available at the toll-free hotline (1.800.4.CANCER) to answer questions and provide cancer education materials.

Paducah Regional Ostomy Support Group
The support group meets the first Monday of each month in the atrium classroom in Doctors Building 2 at 7 p.m., facilitated by Bonita Cloyd, RN. To be added to the mailing list, please phone the Kentucky Cancer Program at 270.442.1310.

Reach to Recovery
The American Cancer Society volunteer visitation program matches breast cancer survivors with those concerned about breast cancer. Whether the person has been diagnosed with breast cancer, had surgery or found a suspicious lump, a Reach volunteer lends an ear, shares resources and offers emotional support. To schedule a visit, phone 1.800.227.2345.

Road to Recovery
Through this program, the American Cancer Society provides cancer patients with transportation to and from medical facilities for treatment. Volunteer drivers help keep them on their regular treatment schedule. To schedule a ride, phone 1-800-227-2345.

SPECIAL PROJECTS

‘Shine a Light on Lung Cancer’
Baptist Health Paducah hosted a lung cancer vigil on Nov. 5 as part of a national campaign sponsored by the Lung Cancer Alliance to bring hope and support to the lung cancer community. Lung cancer is the most common cancer treated at Baptist, as well as the most common cancer in the U.S. Speakers were cardiothoracic surgeon Nicholas Lopez, MD; nurse Betty Norwood, who lost her sister to lung cancer last year, and Jim Wright, pastoral care director.

Pink Glove Dance Contest
Baptist Health Paducah finished in second place in the Pink Glove Dance video competition for breast cancer awareness. Medline Industries Inc. presented the $5,000 second prize to the hospital’s breast cancer charity of choice, the American Cancer Society. The video, which conveyed the message that mammograms can save lives, received 62,121 online votes.

Relay for Life of McCracken County
Baptist Health Paducah employees raised more than $20,000 in 2015 for American Cancer Society research.

The Power of Pink
Baptist Health Paducah and the Kentucky Cancer Program hosted a special brunch on Friday, Oct. 30. More than 140 breast cancer survivors, caregivers and others interested in learning more about cancer attended. Speakers were radiation oncologist Peter Locken, MD; breast nurse navigator Terri Walters, RN, and survivor Mary Sherron.

“Lilly Oncology on Canvas”
An art exhibit, sponsored by the Eli Lilly pharmaceutical company, was displayed this fall at Baptist Health Paducah. Lilly Oncology sponsors the annual competition to help patients and their caregivers cope with the emotional effects of cancer. Along with the National Coalition for Cancer Survivorship, Lilly Oncology invites people affected by cancer in the U.S., Puerto Rico and Canada to submit art or narrative expressing life-affirming changes that result from their cancer journeys.
**COMMUNITY SCREENINGS**

Baptist Health Paducah offers regular educational events and screening opportunities for the community.

**Skin Cancer**

In cooperation with the Kentucky Cancer Program, dermatologists and their physician assistants screened 129 people for skin cancer on July 15. In all, 80 were referred to a physician, as noted below. Participating physicians and physician assistants were Hal Ford, MD, Evelyn Jones, MD, Lacy Boyd, PA, and Mindy Garrett, PA.

### Screening Results

<table>
<thead>
<tr>
<th>Problems Referred</th>
<th># referred</th>
<th>% of total participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actinic Keratosis</td>
<td>21</td>
<td>17%</td>
</tr>
<tr>
<td>Atypical Nevus</td>
<td>39</td>
<td>32%</td>
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<tr>
<td>Rule out Melanoma</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Basal-Cell Carcinoma</td>
<td>6</td>
<td>5%</td>
</tr>
<tr>
<td>Squamous-Cell Carcinoma</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>80</strong></td>
<td><strong>65%</strong></td>
</tr>
</tbody>
</table>

**Lung Cancer**

Lung cancer screening with low-dose computed tomography scans, and appropriate follow-up care, significantly reduces lung cancer deaths.

Medicare and insurance now covers low-dose CT lung screenings with a doctor’s order. The screening is available to those who meet these criteria:

- 55 to 88 years old (55 to 77 for Medicare)
- 30 pack-year smoker or former smoker who has quit within the past 15 years
- Asymptomatic

### Supporting Services

#### Oncology Registry

The Oncology Registry keeps a database of all cancer patients diagnosed and/or treated at Baptist Health Paducah since 1995. This information is vital for program improvements, administrative planning and the reporting of patient outcomes. It is a valuable resource for researchers from the national Cancer Institute and other agencies seeking to determine the most effective treatment methods. Accreditation by the Commission on Cancer of American College of Surgeons requires the registry to perform timely updates on cases. Registry personnel are trained to collect patient treatment information, provide statistical data as requested, participate in weekly tumor conferences and assist with community early detection programs.

The registry staff works closely with the American Cancer Society and the Kentucky Cancer Program. For more information, phone the registry at 270.575.2823.

#### Radiation Therapy

Baptist Health Paducah Center for Cancer Care incorporates the area’s most innovative technology with an experienced and dedicated team trained to provide radiation treatment with compassion.

A Continuing Quality Improvement Program is in place to meet the high standards of the American College of Radiology and the American College of Surgeons accreditations. Program members coordinate efforts to ensure continuous improvements of patient care and outcomes.

Before a patient’s first treatment, he or she meets with a radiation oncologist to determine what kind of radiation will be most effective. The team includes a nurse practitioner, physicist, dosimetrist, registered radiation therapists and oncology certified nurses.

Radiation treatments cannot begin before simulation - a process by which the radiation treatment fields are defined, imaged and marked on the patient’s skin. Baptist Health Paducah uses the Brilliance CT Big Bore scanner to provide images for personalized treatment.

The goal is to create a pathway directly to the tumor to protect the patient’s healthy tissue, while providing the patient with as much comfort as possible to reproduce the same results every day. The treatment unit parameters are transported to the Eclipse Treatment Planning System to develop the physician-prescribed complex radiation therapy.

Often used for diagnostic purposes, CT, MRI and PET (Positron Emission Tomography) scans also are used in radiation treatment planning. These technologies offer a clear picture of the patient’s body which allows precision planning for treatment involving 3D, IMRT or IGRT treatments.

Treatment options include:

**Linear Accelerator** - The linear accelerator delivers the radiation treatment. It produces ionizing radiation to destroy cancer cells.

**Photon/Electron Radiation** - Photon radiation is used to reach deep tumors. Electron radiation is used for the outer layers of the skin. The physician decides which form of radiation based on the cancer type and location.

**IMRT (Intensity Modulated Radiation Therapy)** - This noninvasive procedure allows for pinpoint delivery of radiation therapy, resulting in better tumor control with less toxicity. Better control results in less damage to the healthy tissues and organs surrounding the tumor, increasing a patient’s chance of a better quality of life.

**3D Conformal Radiation** - This form of radiation therapy is best for irregularly shaped tumors or tumors close to healthy tissues and organs. The technique sculpts radiation beams to the shape of the tumor and can be viewed
in three dimensions, allowing the beams to deliver radiation to the tumor from several directions. Matching the radiation dose to the exact tumor dimensions allows a higher dose to be delivered, while limiting radiation exposure to surrounding healthy tissues.

**High Dose Brachytherapy** – Tiny radioactive sources, about the size of a grain of rice, are inserted in or around the cancer. The seeds are removed after several minutes. This offers greater accessibility to the site with shorter treatment time, improved patient comfort, more precise treatment capabilities and fewer side effects on normal tissue. It primarily is an outpatient service.

**IGRT (Image-guiding Radiation Therapy)** – IGRT treats prostate cancer and more by combining imaging and treatment capabilities on a single machine. Because tumors can move, IGRT allows doctors to see and track the tumor at the time of treatment. Very fine adjustments can be made to your position to pinpoint radiation therapy treatment protecting healthy tissue. This accuracy results in higher radiation doses to the tumor.

**Outpatient Chemotherapy** – Two oncology-certified nurses provide highly individualized, quality care in a convenient setting to more than 1500 patients yearly. Patients are encouraged to bring personal items from home to make the day more comfortable while watching their favorite TV programs in lounging chairs. Treatment services include chemotherapy protocols (oral and intravenous medication), blood transfusions, intravenous infusions, antibiotic therapy, therapeutic phlebotomies and hydration.

**Da Vinci Technology**
Baptist Health Paducah brought the first da Vinci robotic surgery to western Kentucky in 2009 and added a second robot in 2012, adding lung surgery to prostate, kidney and throat cancer procedures. Most patients experience less post-operative pain and a shorter hospital stay.

The system seamlessly translates the surgeon’s hand, wrist and finger movements into precise, real-time movements of surgical instruments inside the patient – reaching areas they could not reach with traditional surgery with minimal incisions.

Patient benefits include reduced trauma to the body, reduced blood loss and need for transfusions, less risk of infection, faster recover and less scarring.

**Medical Oncology Unit**
The second-floor medical oncology unit features 25 private rooms and two suites. The unit is staffed by five medical oncologists, two radiation oncologists and specially trained oncology nurses. Staff belongs to several hospital committees, including the Radiation Safety Committee, Cancer Committee, Integrated Quality and Practice Council and Oncology Nurses Society. The center is led by caring and compassionate staff who work to educate patients and families. Also available are social services, case management, chaplain and home care services.

**Tumor Conferences**
A team of healthcare professionals has been meeting weekly for 25 years in tumor conferences to review individual cases. The team interaction has advanced the skill and proficiency for all involved, including:

**Medical and Allied Health Staff –** Sharing the common goal of providing the best care possible, these professionals include physicians from surgery, medical oncology, radiation oncology, diagnostic radiology and pathology to discuss and contribute to complex cancer cases. Ten percent of the members of the cancer care team must attend tumor conferences. Allied health professionals also are encouraged to attend.

**Patients –** Tumor conferences provide a free consultative service to the patients. The committee of experts shares knowledge and expertise to help and heal patients.

**Clinical Trials**
Many treatments used today resulted from clinical trials. Clinical trials involving people are the final step in a long process that begins with research in a lab with animal testing. Strict guidelines called protocols are followed during clinical trials to offer high-quality cancer care. Clinical trial participation gives individuals the opportunity to volunteer to help others and improve cancer treatment. Participants may be the first to benefit from new treatments.

Clinical trial participation is available through local medical oncologists or by referral. For more information, contact a medical oncologist or the Baptist Health Paducah Oncology Registry at 270.575.2929.

**Lymphedema Therapy**
Lymphedema is a potential side effect of breast cancer surgery and radiation therapy that can appear in some people during the months or even years after treatment ends. Lymph is a thin, clear fluid that circulates throughout the body to remove wastes, bacteria, and other substances from tissues, while edema is the buildup of excess fluid. Lymphedema occurs when too much lymph collects in any area of the body. Physical therapists Holly Rodgers, PT, DPT, CLT-LANA, and Angie Lamb, PTA, CLT, are certified to offer lymphedema therapy at Baptist Health Rehabilitation. For more information, phone 270.534.1200.

**Palliative Care**
Providing excellent care at all stages of life is central to our vision at Baptist Health Paducah. Our palliative care program is devoted to providing family-centered care to those with chronic disease or life-limiting illness, whether the goal of therapy is curative, disease-modifying or comfort. Palliative care differs from hospice care. Unlike hospice, palliative care is intended for patients with life-limiting illnesses, not just those with imminently terminal conditions. The purpose of the palliative care program is to help patients experiencing chronic disease or serious life-limiting illness and their families through the course of their disease.

Our Palliative Care Team includes a certified palliative care nurse, social workers and chaplains, working in collaboration with the patient’s physician and hospital staff. Together, the team provides aggressive symptom management, supportive care and education to assist patients and their families. Phone 270.415.7695 for more information.
BAPTIST HEALTH PADUCAH 2015 CANCER COMMITTEE MEMBERS

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**ACoS Cancer Liaison**
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**Radiology Oncology**
Peter Locken, MD

**Radiology**
Paul Johnson, MD

**Pathology**
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Staci Anderson, Pharmacist

**Pastoral Care**
Jim Wright, Director, DMin, ACPE, APC, BCCI

**Kentucky Cancer Program**
Jamie Smith, Cancer Control Specialist

**American Cancer Society**
Ellen Schroeder, Health Initiatives Rep.

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**Registry Quality**
Donna Schmidt, CTR, Coordinator

**Cancer Program**
Michael Tutor, Oncology & Imaging Director

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