

2021

HOLZER CENTER FOR CANCER CARE  
Annual Report

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# COMMITMENT TO COMMUNITY

It is with great pleasure to present the 2021 Holzer Health System Annual Report of cancer activities and programs. This report includes a summary of the advancements accomplished from all entities of the cancer center.

Since 1937, Holzer has been accredited with the Commission on Cancer (CoC), a quality program of the American College of Surgeons, the only national accreditation program that recognizes cancer centers for their commitment to providing comprehensive, high-quality, and multidisciplinary patient-centered care. This accreditation ensures that our cancer program provides comprehensive

care from a knowledgeable, committed staff with superior services and state-of-the-art technology. Holzer's successful CoC accreditation is possible through the Holzer Cancer Committee, a diverse group of highly trained physicians and staff dedicated to continually improving our cancer program.

We look forward to the future as Holzer Center for Cancer Care continues to focus on proficiency, compassion, and program development.

*Friendly Visits, Excellent Care; Every Patient,  
Every Time*

ACoS CoC  
Liaison Physician



**Divya Arora, MD**  
Radiation  
Oncology

## 2021 ACCOMPLISHMENTS

Despite the continued barriers with Covid-19 during 2021, the staff of the cancer center made noteworthy accomplishments toward improving the health and wellness of our community.

- Virtual education and prevention to the community
- Enhancing quality care and refining processes to improve out patient's experience
- Striving to increase clinical research
- Providing educational opportunities to physicians

# CoC's FIVE ELEMENTS OF SUCCESS

The Holzer Center for Cancer Care's commitment to improving care models the CoC's five elements of success.

- 1 The clinical services provide state-of-the-art pretreatment evaluation, staging, treatment, and clinical follow-up for cancer patients seen at the facility for primary, secondary tertiary, or end-of-life care.
- 2 The cancer committee leads the program through setting goals, monitoring activity, evaluating patient outcomes, and improving care.
- 3 The cancer conferences provide a forum for patient consultation and contribute to physician education.
- 4 The quality improvement program is the mechanism for evaluating and improving patient outcomes.
- 5 The cancer registry and database is the basis for monitoring the quality of care.

S  
SPECIFIC



Implementation of a virtual support group for cancer patients, survivors, and family members. Initially, videos will be uploaded monthly on the cancer center portion of the Holzer website, with the goal of transitioning to a live virtual support group.

M  
MEASURABLE



Number of participants (viewers) will be measured.

A  
ACHIEVABLE



This goal will be achieved with the assistance of the Holzer marketing department and the Director of Chaplaincy. The marketing department will video, upload, and monitor the number of participants. The director of Chaplaincy will present on appropriate cancer-related topics. Other Holzer staff members will present on topics as well.

R  
RELEVANT



Due to the Covid-19 pandemic, monthly support group at the Holzer Cancer Center was discontinued. Support is crucial for this population, and a virtual support group is essential to provide this service.

T  
TIME-BOUND



The plan is for the first video to be uploaded to the Holzer website in April of 2021. The goal is to transition to a live virtual support group by December 2021.

# S.M.A.R.T GOAL

Specific goal was established by the Cancer Committee in order to improve our cancer program.

## STUDY

Investigating early-stage lung cancers and delay in treatment if patients are deemed a non-surgical candidate at an outside facility. It is imperative that patients undergo a thoracic surgery referral as soon as possible. If they are not a surgical candidate, it is crucial to start non-surgical treatment to prevent a delay in treatment and advancement in cancer staging. A subcommittee completed problem solving, as well as review and further evaluation of the referral process to determine a plan for improvement.

## IMPROVEMENTS INCLUDE:

1

Virtual visits with a cardiothoracic surgeon

2

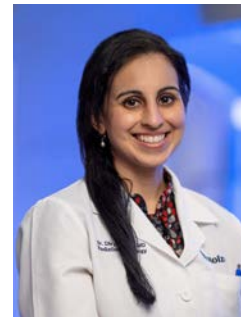
Virtual Visits set up in the cancer center for patients that do not have internet service or do not feel comfortable doing a virtual visit from their home.

3

Cancer center providers prepare a checklist prior to virtual visits to ensure the cardiothoracic surgeon has everything they want for the video consult.

# PHYSICIANS AND PROVIDERS

Our oncologists treat all major adult cancers and hematological disorders. The Medical Oncologists are proficient in the delivery of routine intravenous chemotherapy and oral chemotherapies, as well as having extensive knowledge in immunotherapy, targeted therapies, and combined chemotherapy and radiation. Our radiation oncologist is competent in the delivery of stereotactic radiation surgery, and works closely with a dosimetrist and medial physicist in order to provide precise radiation therapy. All oncologists also refer qualifying patients for clinical trials to optimize care and treatments.



## **Divya Arora, MD - Radiation Oncology**

### MEDICAL EDUCATION

- » University of South Florida College of Medicine, Morsani College of Medicine - Tampa, Florida

### RESIDENCY

- » *Radiation Oncology*: Baylor Scott and White, Texas A&M Temple, Texas

### BOARD CERTIFICATION

- » American Board of Radiology, Radiation Oncology - Specialty



## **Utpal Bhanja, MD - Hematology / Oncology**

### MEDICAL EDUCATION

- » University of Calcutta, India

### RESIDENCY

- » *Internal Medicine*: Columbia University College of Physicians & Surgeons - New York, New York

### FELLOWSHIP

- » *Medical Oncology/Hematology*: Columbia University College of Physicians & Surgeons - New York, New York

### BOARD CERTIFICATION

- » American Board of Internal Medicine; Medical Oncology; Hematology



## **Khawaja Hamid, MD - Hematology / Oncology**

### MEDICAL EDUCATION

- » Sind Medical College - Karachi, Pakistan

### RESIDENCY

- » St. Vincent's Medical Center - Bridgeport, Connecticut
- » St. Elizabeth's Hospital - Utica, New York

### FELLOWSHIP

- » *Medical Oncology*: Providence Medical Center - Southfield, Michigan

### BOARD CERTIFICATION

- » American Board of Internal Medicine
- » American Board of Medical Oncology
- » American Board of Medical Specialties



## **Wendi Hanna, C-FNP - Cancer Care**

### MEDICAL EDUCATION

- » Master of Science in Nursing, Kaplan University

### BOARD CERTIFICATION

- » American Nurses Credentialing Center



## **Alice Dachowski, MD - General Surgery**

### MEDICAL EDUCATION

- » Washington University School of Medicine - St. Louis, Missouri

### RESIDENCY

- » University of Cincinnati Medical Center - Cincinnati, Ohio

### INTERNSHIP

- » University of Cincinnati Medical Center - Cincinnati, Ohio

### BOARD CERTIFICATION

- » American Board of Surgery
- » American College of Surgeons
- » National Board of Medical Examiners

CP<sup>3</sup>R:  
CANCER  
PROGRAM  
PROFILE  
REPORTS



### Quality Measures for Lung, Breast, and Colon Cancers

The Commission on Cancer (CoC) tracks each case submitted by our hospital. Those cases that meet the criteria for the described measures are reviewed to ensure quality treatment is met. With new rapid quality reporting system, cases are sent to the CoC on a monthly basis, with results of the measures given each month. This proactive system confirms that the most valuable treatment is being given on a timely basis.

#### CoC MEASURE

Radiation therapy is administered within 1 year (365 days) of diagnosis for women under age 70 receiving breast conserving surgery for breast cancer

Standard to Meet

90%

HCCC Rate

100%

Tamoxifen or third generation aromatase inhibitor is recommended or administered within 1 year (365 days) of diagnosis for women with AJCC T1cN0M0, or stage IB - III hormone receptor-positive breast cancer

90%

100%

At least 12 regional lymph nodes are removed and pathologically examined for resected colon cancer

85%

91%

Surgery is not the first course treatment for cN2, M0 lung cases.

85%

88%

# CANCER REGISTRY REPORT



**Cancer is a reportable disease in every state in the United States. For every patient diagnosed with this disease, all physicians, dentists, laboratories, and other health care providers must collect, process, and report each malignant case through a certified tumor registrar (CTR). The Holzer Center for Cancer Care CTR operates under the direction and guidance of Holzer's Cancer Committee.**

## » What is the Cancer Registry used for?

Cancer Registry data is used by the Department of Health, county and local health departments, patient and public interest groups, researchers, and the public for health planning and evaluation, as well as for research, incidence patterns, and trends for southeast Ohio.

The Cancer Registry plays an important role in research to identify the causes of cancer. Researchers often use the data collected by the registry to identify higher incidences of cancer with specific exposures and/or particular geographical areas.

## » How does the registry protect privacy?

All information reported to the Ohio Department of Health and the National Cancer Data Base is confidential and strict procedures are enforced to protect patient privacy. For all records sent to the state and national organizations, all patient indicators have been removed.

## » What is a cancer conference?

HCCC offers a cancer conference each month at Holzer Health System, allowing multidisciplinary physicians to determine the most effective care for the most challenging cancer cases, as well

as providing education for all in attendance. It is monitored by one of our clinical pathologists and Cancer Conference Coordinator, Dr. Sohail Qayyum, to ensure these conferences meet the CoC goals. All in attendance receive 1 CME for each conference.

## » What information is collected about patients with cancer?

The cancer registry collects data on the demographics, anatomic sites and sizes of tumors, the stages at diagnosis, the cell types of cancer, treatment information, and annual follow up. All malignant cancers are reported except Squamous and Basal Cell Carcinomas and in situ malignant tumors from the cervix, prostate, vulva, vagina, and anus. All brain and nervous system tumors are also collected, even those that are benign.

## » How long has Holzer's Cancer Registry been collecting and reporting cancer data?

Holzer Center for Cancer Care has been accredited with the CoC every three-year survey cycle since 1937 and the registry has 12,600 cases on file. Holzer Medical Center established the cancer registry in 1977 and has been collecting all required data since that time.

*Oncology Quality/  
Data Specialist*



**Sarah Ramsburg,  
CTR**



## Cancer Registry: Responsibilities

### A The Cancer Registrar's responsibilities are as follows:

- Identifies all patients having the diagnosis and/or treatment of cancer within Holzer Health System and enters each case into the cancer software system.
- Compiles registry reports utilizing the hospital's database and national and state statistics.
- Provides patient care evaluation studies each year and presents to the Committee.
- Assigns codes for cancer diagnoses utilizing ICD-9, ICD-10, and ICD-O coding and enters diagnostic, demographic, and registry data into the cancer registry software program.
- Assists oncology leadership in the development, measurement, and reporting of quality cancer data.
- Prepares the agenda and records minutes for the monthly Tumor Board conferences and quarterly Cancer Committee meetings.
- Participates in educational events annually to maintain certification status, including attendance at regional and national conferences.
- Performs TNM staging classifications.
- Follows cancer patients treated at HCCC for their lifetime.

### B Other aspects of this position include duties as the Quality/Data Specialist, such as:


- Coordination and management of the Cancer Committee meetings, including review of the 34 CoC standards for accreditation.
- Assistance in the development of the annual reports.
- Working closely with all 6 CoC coordinators to originate and implement services and write annual summaries.
- Responsible for all aspects of maintaining the system's oncology program in compliance with the CoC.
- Submission and maintenance of all documentation for the CoC and upload of completed information.
- Participating in marketing initiatives, including cancer prevention programs, screenings, and wellness fairs.
- Performing research studies, workload statistics, and projects, including solution proposals and actions for resolution.
- Advising Cancer Committee on changes in cancer patient population, referral patterns, trends in treatment modalities, evaluation of patient care, and other topics of interest to the Committee.
- Identifying methods of utilizing registry data through patient care evaluation audits and special research studies.

## 2021 FOLLOW-UP RATES

	Since 2004	Last 5 Years
Total New Patients in the Registry (Analytic Cases)	4665	1431
Less Deceased	1874	357
Number Living	1572	692
Patients Lost to Follow-Up	346	53
Percentage of Successful Follow-Up Rate	At least 80%	At least 90%
Holzer Rate as of December 31, 2021	89.6%	94.95%

The Commission on Cancer requires that registrars follow all cancer patients in their registry that have received first-course treatment for their lifetime. This information assists physicians when accessing patients who may return for check-ups, aids in early identification of recurrences, and helps to determine treatment. The overall successful follow-up rate since 2004 at Holzer Center for Cancer Care for 2020 was 89.6% (required minimum is 80%). The successful follow-up rate for the last 5 years was 94.95% (required minimum is 90%).

## FINANCIAL ASSISTANCE



In addition to facing physical suffering of cancer treatment, these procedures can also present serious financial difficulties for patients and their families, even for those with health insurance.

With the costs of cancer care clearly increasing and cancer patients now living longer than ever before, many insurance companies transfer more and more of the costs to the patients. These additional burdens can have negative effects on healing, both mentally and physically.

Today there are many support services available for patients with cancer. However, the majority of patients and even the healthcare providers are unaware of these services. To help patients pay for their cancer care, many drug companies, as well as nonprofit organizations and foundations, have developed financial assistance programs to offset the high cost of cancer care for patients. These financial assistance programs are designed specifically to help patients pay for medications, medical bills, and other expenses related to cancer care, such as travel to a cancer facility and hotel stays during treatment.

Eligible patients are assisted in finding alternate funding to ease this financial burden prior to a patient starting cancer treatment. The revenue cycle specialist verifies insurance benefits and determines an estimated out-of-pocket cost for the planned cancer treatment. Based on the diagnosis and medications ordered, available assistance programs, grants, or foundations that the patient would qualify for are found, and assistance is provided for the application process. Once approved, HCCC will continue to work with the programs to ensure payment is received for each treatment, taking a huge financial burden off of our patients.

## HCCC STAFF/ CANCER COMMITTEE



### HCCC STAFF

Our strongest asset at Holzer Center for Cancer Care is our staff. Our specialists blend their expertise together to provide a unified approach to optimal treatment and provide the very best comprehensive cancer care available anywhere.

## CANCER COMMITTEE

NAME	MEMBER STATUS	DEPARTMENT
Alice Dachowski, MD	Appointee	Surgery/Committee Chair
Divya Arora, MD	Appointee	CLP/Radiation Oncology
Steven Conley, MD	Appointee	Diagnostic Radiology
Khawaja Hamid, MD	Appointee	Medical Oncology
Raul Gagucas, MD	Appointee	Pathology/Cancer Conference Coordinator
Sarah Harrigan, MSN, MA, RN, OCN	Appointee	Cancer Program Administrator
Amity Wamsley, RN	Appointee	Nursing Clinical Coordinator
Sarah Ramsburg, CTR	Appointee	Tumor Registrar/Registry Quality Coordinator
Beth Buck	Appointee	Quality Improvement Coordinator
Teresa Stewart, RN, CHPN	Appointee	Survivorship Program Coordinator
Janette Workman, LSW	Appointee	Psychological Services Coordinator
Angela Ball, RN	Appointee	Clinical Research Coordinator
Karrie Swain Davison	Additional Member	Marketing Manager, Public Information Officer
Wendi Hanna, CNP	Additional Member	Genetics Assistant
Lori Siders, RD, LD	Additional Member	Nutrition
Stella Barrett, OTR/L	Additional Member	Rehabilitation
Nicole Koren	Additional Member	Low-Dose CT Program Coordinator
Jared Vernon, RPh	Additional Member	Pharmacy
Jamie Sisson	Additional Member	Pastoral Care

# COMMUNITY OUTREACH ACTIVITIES REPORT



As a Commission on Cancer accredited facility, the Holzer Center for Cancer Care is committed to community outreach and support services for cancer care. Community outreach services increase the public awareness of prevention activities, promote the benefits of early detection and encourage participation in screening programs.

Holzer continues to work on the assessment results of our seven-county area, which include access to care, substance abuse and mental health, access to opportunities for recreation and fitness, health promotion and chronic disease prevention, and maternal and infant health. Chronic disease is noted to leading to an increased incidence of cancer in our communities. Our health system worked within our communities to provide virtual health care options, including video visits, online resources, and social media channels to provide health information in addition to in-person activities.

EVENT	DATE
Jackson Cable Channel 15: Dr. Christopher Marazon - Wound Care Services	1/7
WSAZ Moms Everyday: Dr. Ramesh Chandra, Interventional Cardiology - Heart health	1/7
WSAZ Studio 3: Kyle Klein, PT, DPT - Falls Prevention/Holzer Therapy Services	1/12
Main Street TV (Jackson): Todd Fowler, MBA, FACMPE, Executive VP, Chief Operating Officer - COVID-19 Vaccine	1/14
WSAZ Moms Everyday: Christopher Marazon, DO - COVID Vaccine Information	1/19
Main Street TV (Jackson): Falls Prevention, Therapy	1/21
WSAZ Studio 3: Ergonomics/Wellness	1/26
Main Street TV (Jackson): Lisa Detty, MSN, RN, Chief Nursing Officer - Emergency Services, Cardiovascular Info	2/14
WSAZ Moms Everyday: Dr. Zehring - Inpatient Rehabilitation	2/26
Main Street TV (Jackson): Jennifer Spradlin, RN, BSN, Clinical Manager - health services, specialties in Jackson	3/23
General Mills Medical Series	3/26
Main Street TV (Jackson): Christy Massie, DNP - Primary Care services	4/1
Hug Your Heart	4/16
Main Street TV (Jackson): Dr. Martin - OB/GYN services	4/20
General Mills Medical Series	4/23
River Valley vs. Meigs baseball game	4/30
Wild Turkey Festival	5/5-8
Main Street TV (Jackson): Dr. Karen Wong, DO - Skin Cancer Screenings	5/11

2021 Virtual Science Awards	5/12
Free Skin Cancer Screening	5/15
Wellston City Schools Health Fair	5/18
Main Street TV (Jackson): Dr. Jason Cox, Orthopedics and Joint Replacement	5/25
Festival of Flags - Oak Hill	5/27-30
Main Street TV (Jackson): Dr. Renuka Kandula, Kara Knight - Urgent Care services in Jackson	6/11
Open House: Holzer Health at Fruth Pharmacy	6/16
River Recreation Festival - Gallipolis	7/3-4
Lawrence County Fair	7/9-16
Jackson County Fair	7/14-22
Hoop Project	7/16-17
Back-to-School - Kids Day - Jackson County Fair	7/19
Vinton County Fair	7/25-30
Pediatric Back to School Events (Gallipolis, Pomeroy)	7/31
Back-to-School Family Movie Night (Athens)	7/31
Gallia County Fair: 8/02 - 8/06	8/2-6
Healthy Kick Start Event participation (Gallia County)	8/14
Athens County Fair	8/9-14
Mason County Fair	8/9-14
Meigs County Fair	8/16-21
Main Street TV (Jackson): Dr. Phu Le, MD - Neurology Services	8/24
Ohio University Football tailgate	9/4
OHILLCO Coal Festival	9/6-10
Main Street TV/The Radio 96.7 (Jackson): Dr. Paul Ramey, DO - Flu Vaccinations	9/10

Ohio University Football tailgate	9/11
University of Rio Grande Self-Care Event	9/11
General Mills Health Fair	9/15
Dr. Michael Canady, MD, CEO - Ohio Department of Health Press Conference	9/16
Rocky Boots Health Fair	9/16
Jackson Football game	9/17
Emancipation Day Celebration	9/18
Jackson Apple Festival	9/21-25
City of Jackson Employees Health Fair	9/29
WSAZ's Your Community Connection: Dr. Jenna Barbour, MD - Flu vaccines, primary care services	9/29
Ohio University Football tailgate	10/9
Oak Hill City Schools Employee Health Fair	10/15
Well-O-Ween Jackson City Schools	10/20
Oak Hill High School Football	10/22
Ohio University Football tailgate	10/23
Drug Take Back Event (Gallipolis, Jackson, Pomeroy)	10/23
Main Street TV (Jackson): Dr. Rajesh Rajan, MD - Nephrology, Kidney Health	10/30
Free Hearing Screening - Proctorville	11/1-5
Pike JVSD Health Fair	11/02
Great American Smokeout promotion (social media)	11/18
Illumination of Hope Tree Lighting	11/18
Main Street TV (Jackson): Dr. Glenn Fisher, MD - Wound Care, Diabete	11/19
2021 Diabetes Awareness Walk	11/29
Gallipolis Christmas Parade	12/5
Main Street TV (Jackson): Erica Kegley, Outreach Manager, Psychiatric Services	8/13
Health During the Holidays	12/16
Holzer in Lights	12/23

## Mammography Outreach Overview

### Two Ongoing Print Trigger Campaigns (in-home):

1. Reminders - Last mammogram over two years
2. Birthday reminders - 40 years

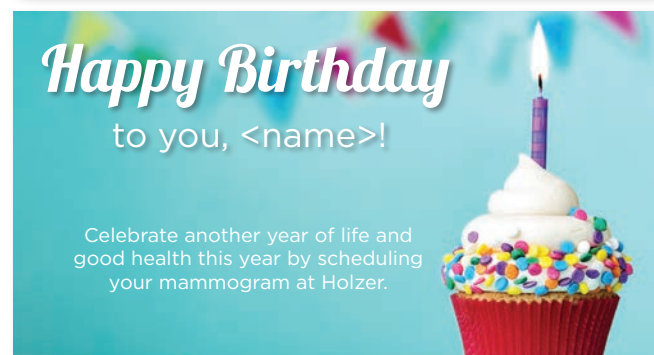
#### » Target Audience

- Patients, Friends and Family, and Pure Prospects
- Age Range: 39-74
- Service Area: Primary Service Area and Secondary Service Area

#### » Start Date: February 28, 2017 (monthly drop)

#### » Total Reach to Date - Calendar Year 2020: 50,586

#### » Response - Calendar Year 2020 (mammography encounters): **120 individuals (44 new patients)**



## Cervical Cancer Awareness Article



### Facebook

- Date: January 11, 2021
- Likes: 5
- Comments: 0
- Shares: 2
- Post Impressions: 1,451
- Post Reach: 1,398
- Post Engagement: 19

## Skin Cancer Awareness Video - "Skin Cancer 101"



### Facebook

- Date: January 12, 2021
- Likes: 21
- Comments: 3
- Shares: 12
- Post Impressions: 3,931
- Post Reach: 2,784
- Post Engagement: 264

# SOCIAL MEDIA OUTREACH

**Post Impressions:**  
The number of times your post was on screen.

**Post reach:**  
The number of people who saw any of your posts at least once.

Reach is different from impressions, which may include multiple views of your posts by the same people. This metric is estimated.

**Post Engagement:**  
The number of times people engaged with your post through reactions, comments, shares, views and clicks.

## Cervical Cancer Awareness Article



### Facebook

- Date: January 31, 2021
- Likes: 42
- Comments: 5
- Shares: 6
- Post Impressions: 3,684
- Post Reach: 3,370
- Post Engagement: 222

## World Cancer Day



### Facebook

- Date: February 4, 2021
- Likes: 5
- Comments: 0
- Shares: 2
- Post Impressions: 1,274
- Post Reach: 1,180
- Post Engagement: 27

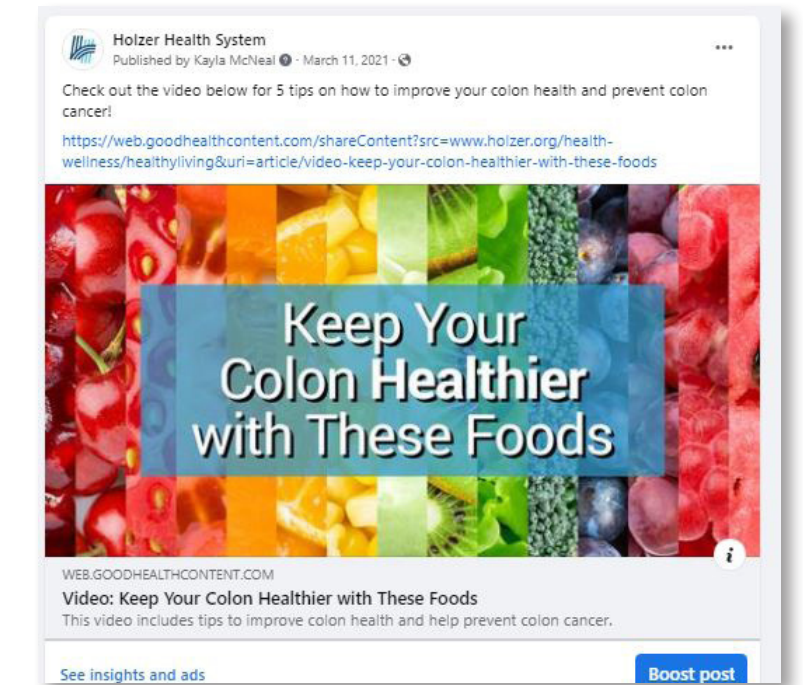
## Article: Colorectal Cancer Awareness Month - Colonoscopy



### Facebook

- Date: March 2, 2021
- Likes: 1
- Comments: 0
- Shares: 0
- Post Impressions: 1,004
- Post Reach: 950
- Post Engagement: 5

## Video: Keep Your Colon Healthier with These Foods



### Facebook

- Date: March 11, 2021
- Likes: 2
- Comments: 0
- Shares: 2
- Post Impressions: 1,175
- Post Reach: 1,115
- Post Engagement: 14

## Article: Colorectal Cancer Awareness Month



### Facebook

- Date: March 18, 2021
- Likes: 4
- Comments: 0
- Shares: 5
- Post Impressions: 1,307
- Post Reach: 1,240
- Post Engagement: 23

## Skin Cancer Screening Promotion



### Facebook

- Dates: April 24, May 1, May 8
- Total Likes: 2
- Total Comments: 0
- Total Shares: 12
- Total Post Impressions: 2,450
- Total Post Reach: 2,190
- Total Post Engagement: 25

## Skin Cancer Screening Promotion - Main Street TV with Dr. Karen Wong



### Facebook

- Date: May 11, 2021
- Likes/Loves: 10
- Comments: 2
- Shares: 3
- Post Impressions: Unavailable
- Post Reach: Unavailable
- Post Engagement: Unavailable

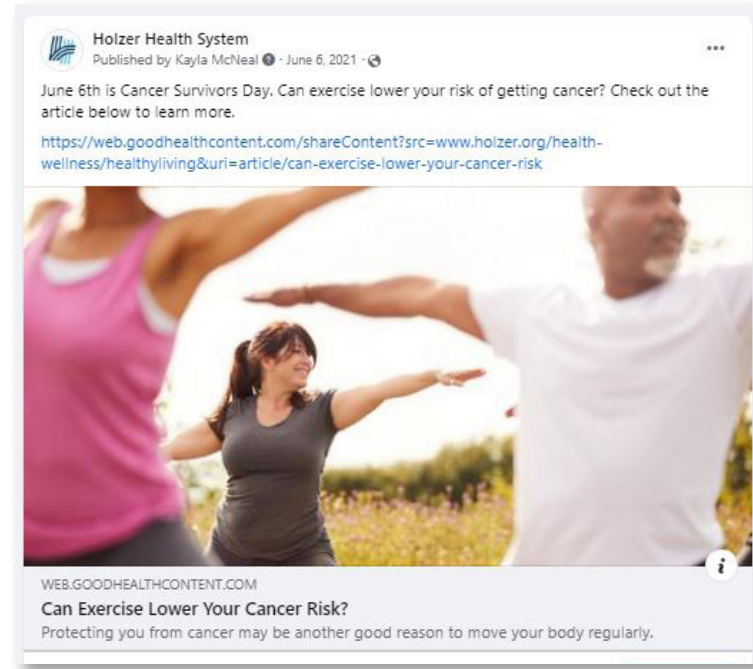
## Article: Skin Cancer Awareness Month & Event Promotion



### Facebook

- Date: May 13, 2021
- Likes/Loves: 8
- Comments: 0
- Shares: 6
- Post Impressions: 1,828
- Post Reach: 1,646
- Post Engagement: 73

## Article: Cancer Survivors Day



### Facebook

- Date: June 6, 2021
- Likes: 1
- Comments: 1
- Shares: 0
- Post Impressions: Unavailable
- Post Reach: Unavailable
- Post Engagement: Unavailable

## Article: Prostate Cancer Month



### Facebook

- Date: September 3
- Total Likes: 0
- Total Comments: 0
- Total Shares: 0
- Total Post Impressions: 815
- Total Post Reach: 757
- Total Post Engagement: 3

## Article: Thyroid Cancer Awareness Month



### Facebook

- Date: September 5, 2021
- Likes: 3
- Comments: 0
- Shares: 0
- Post Impressions: 884
- Post Reach: 835
- Post Engagement: 4

## Article: Gynecologic Cancer Awareness Month

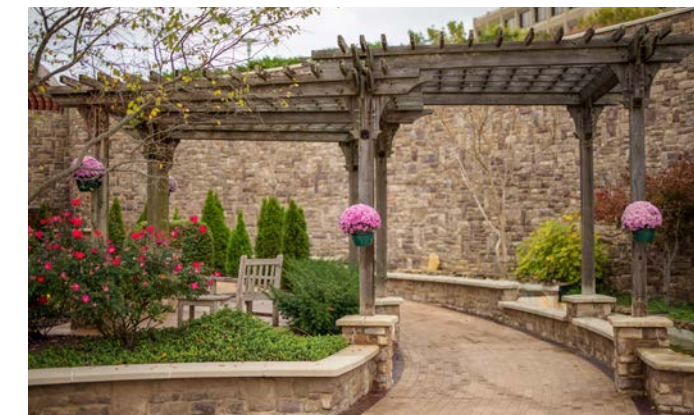


### Facebook

- Date: September 8, 2021
- Likes: 1
- Comments: 0
- Shares: 0
- Post Impressions: 793
- Post Reach: 744
- Post Engagement: 1



# Event: Holzer Center for Cancer Care Healing Garden Dedication



On Wednesday, September 22 the Holzer Center for Cancer Care dedicated their newly remodeled Healing Garden to long time Holzer colleague and friend, Kenny Coughenour. Holzer Heritage Foundation funded the renovations for the Garden, which is available for patients, staff, and community members as a peaceful space for reflection.

“Kenny had a great love for God, family, Holzer, and the Buckeyes,” shared Brent Saunders, Chairman, Board of Governors, Holzer Health System. “We are proud to dedicate this Garden to his memory.”

Attendees to the Dedication were encouraged to wear Ohio State gear as Coughenour was a strong supporter of The Ohio State Buckeyes. Coughenour worked for Holzer for more than 25 years in a variety of roles, and his children, Ashley and Brandon, are current employees of Holzer Health System. Holzer Health System would like to thank those who were able to attend and encourage our communities to visit the Healing Garden.



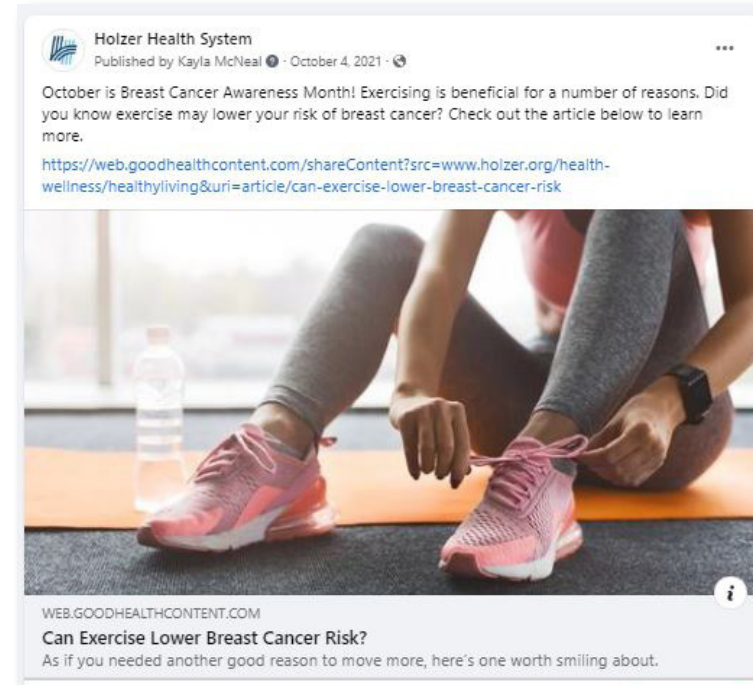
## Holzer Center for Cancer Care Healing Garden Dedication



### Facebook

- Event Date: September 22, 2021
- Post Date: October 8, 2021
- Likes/Loves: 174
- Comments: 6
- Shares: 16
- Post Impressions: 6,964
- Post Reach: 6,139
- Post Engagement: 729

## Article: Breast Cancer Awareness Month



### Facebook

- Date: October 3
- Total Likes: 0
- Total Comments: 0
- Total Shares: 0
- Total Post Impressions: 873
- Total Post Reach: 858
- Total Post Engagement: 0

## Breast Cancer Awareness Education Post



### Facebook

- Date: October 9, 2021
- Likes/Loves: 4
- Comments: 0
- Shares: 10
- Post Impressions: 2,404
- Post Reach: 1,988
- Post Engagement: 41

## National Mammography Day



### Facebook

- Date: October 15, 2021
- Likes: 4
- Comments: 0
- Shares: 1
- Post Impressions: 1,338
- Post Reach: 1,275
- Post Engagement: 13

Article:  
Holzer  
Celebrates  
Breast  
Cancer  
Survivors



Above photos are of Kendra Park with her mother, breast cancer survivor, Lana Riffle.



We celebrate my mom being a cancer survivor every year and are beyond grateful to have her with us. My mom said she always viewed pink as a soft girly color, but now sees it as a symbol of strength.”

October is Breast Cancer Awareness Month. Breast cancer is the most common form of cancer among women aside from various types of skin cancer. According to the American Cancer Society, there are currently 3.8 million breast cancer survivors in the United States. Kendra Park knows one of those survivors well.

“My mom, Lana Riffle, was diagnosed with stage 2 breast cancer when she was 48-years-old,” Park said. “She found the lump with a self-assessment due to some pain she was having, followed by a mammogram and biopsy.”

Park said her mom had the choice of having a lumpectomy done, but she chose a bilateral mastectomy. After her mom’s pathology report came back, her care team recommended doing a longer-term oral treatment versus chemotherapy. As part of her treatment, her mom was a clinical trial participant to help treat her breast cancer.

Breast cancer awareness month is strongly associated with the color pink. Park shared that this time of year is special for the entire family because, thanks to treatments and care, her mom is still with them and “Think Pink” is now a phrase with much more meaning for her and her loved ones.

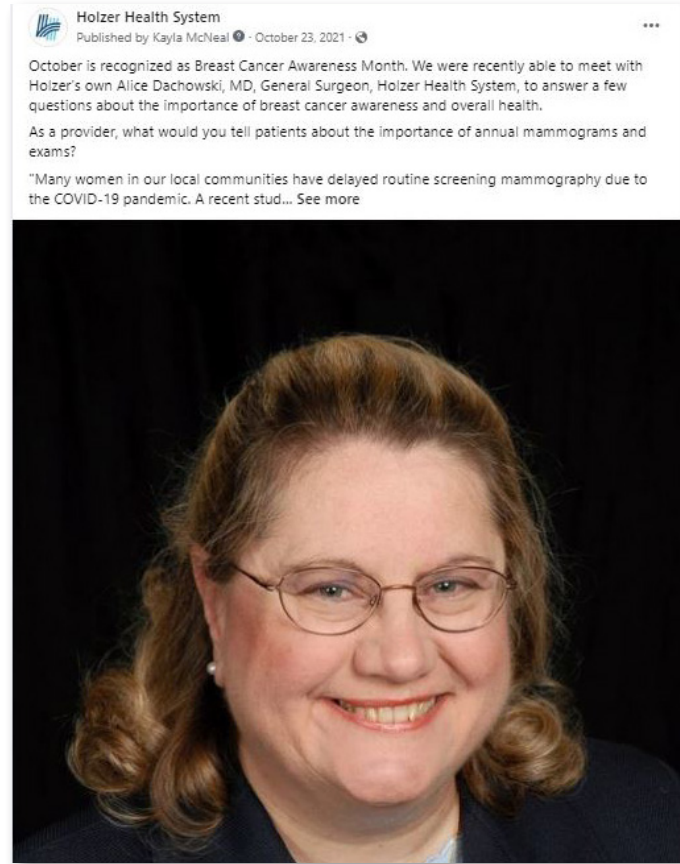
“We celebrate my mom being a cancer survivor every year and are beyond grateful to have her with us,” Park said. “My mom said she always viewed pink as a soft girly color, but now sees it as a symbol of strength. Fighting this fight is not easy physically, mentally or emotionally.”

There is no way to prevent breast cancer; there are ways you can lower the risk. The American Cancer Society lists the following as some ways to keep your body healthy and prevent your risk:

- Maintain a healthy weight.
- Be physically active.
- Stay up to date with screenings.
- If there is a family history of breast cancer, consider genetic testing.
- Talk with your doctor regularly about your health.

“My sister and I have had genetic testing done and do mammograms every 6 months,” Park said. “My mom had a conversation with a fellow cancer survivor, and her advice was to catch cancer before it catches you. I believe that saved her life and could save others.”

## Article: Breast Cancer Awareness Month - Dr. Alice Dachowski



### Facebook

- Date: October 23, 2021
- Likes/Loves: 96
- Comments: 13
- Shares: 12
- Post Impressions: Unavailable
- Post Reach: Unavailable
- Post Engagement: Unavailable

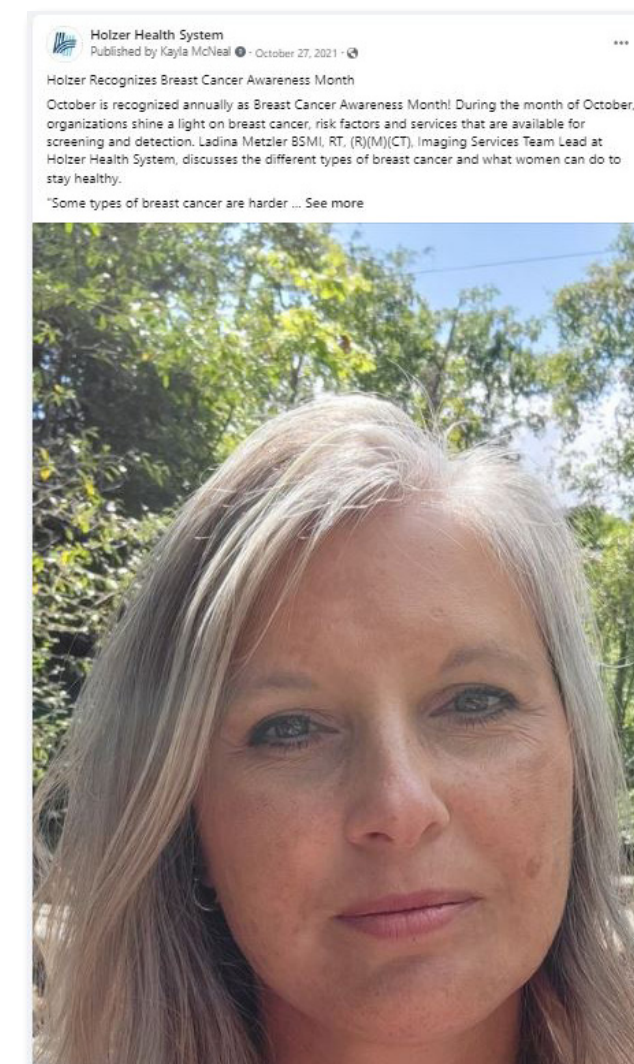
## Holzer Celebrates Breast Cancer Survivors



### Facebook

- Date: October 25, 2021
- Likes/Loves: 55
- Comments: 1
- Shares: 7
- Post Impressions: 5,375
- Post Reach: 5,157
- Post Engagement: 369

## Article: Breast Cancer Awareness Month



### Facebook

- Date: October 27, 2021
- Likes/Loves: 33
- Comments: 1
- Shares: 3
- Post Impressions: 3,820
- Post Reach: 3,612
- Post Engagement: 121

## Takeover Tuesday: Lung Cancer Awareness Month



### Facebook

- Date: November 9, 2021
- Likes/Loves: 57
- Comments: 6
- Shares: 2
- Post Impressions: 3,581
- Post Reach: 3,510
- Post Engagement: 256

## Event: 'Illumination of Hope' Tree Lighting

Holzer Center for Cancer Care (HCCC) kicked off the holiday season with an "Illumination of Hope" Christmas Tree Lighting. This event provided individuals the opportunity to honor a special person during the holiday season.

The event raised funds for the HCCC Patient Donation fund, which is used to purchase gift cards for gas, food items, etc. for cancer patients and their families who may need assistance during treatments.

This year's personalized ornament features the name of the honoree and is on a HCCC Christmas tree throughout the Holiday season. The ceremony featured a reading of all the names submitted. After the holiday season, these personalized ornaments may be picked up at the Cancer Resource Center in the Holzer Center for Cancer Care.

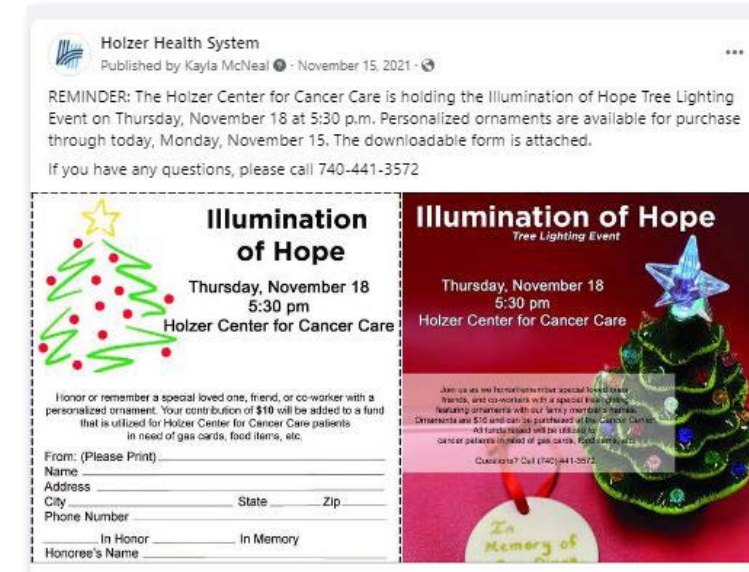
Holzer Center for Cancer Care provides treatments for many types of cancer, with the most common treated being lung, prostate, breast, and colon cancer. The Center provides state-of-the-art treatment for all cancer sites with competent and individualized care. Medical and Radiation oncology services are provided with advanced technology in a relaxed and friendly setting. Cancer prevention methods that individuals can incorporate into his/her lifestyle include avoiding environmental risk factors such as smoking, obesity, alcohol use, and secondhand smoke. It is also important to maintain regular prevention exams such as colonoscopies,



mammograms, prostate exams, and low-dose CT scans for qualified individuals. Holzer offers low-dose CT scans at our locations in Gallipolis and Athens, Ohio.

For additional resources and information about the event, call (740) 441-3572.

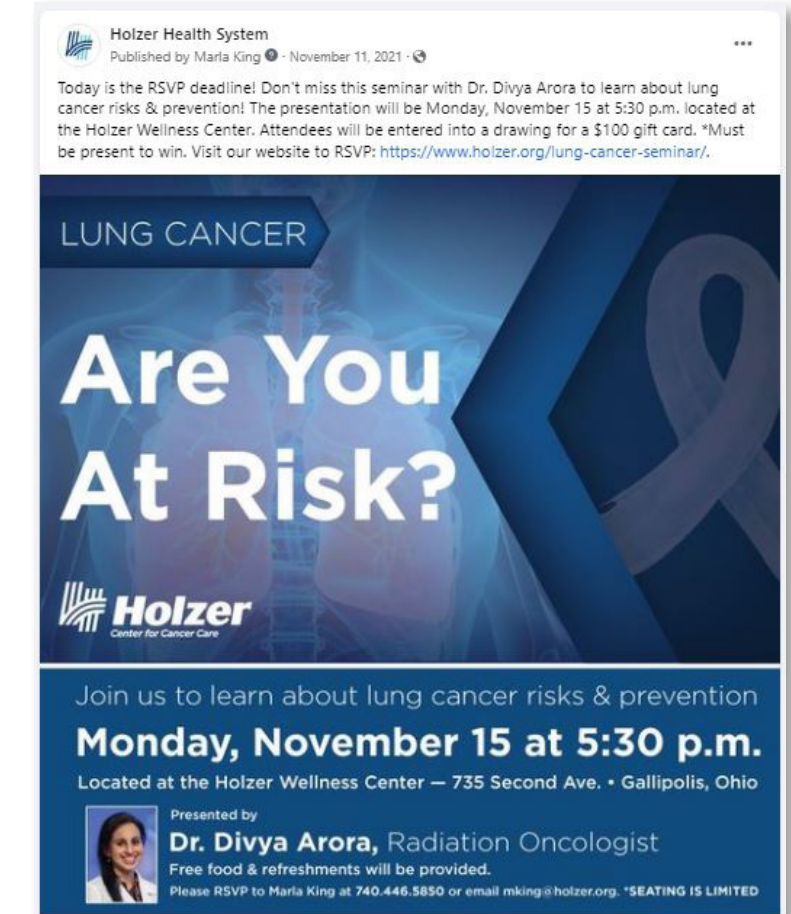
## Illumination of Hope Promotion Post



### Facebook

- Date: November 15, 2021
- Likes: 2
- Comments: 0
- Shares: 1
- Post Impressions: 1,633
- Post Reach: 1,524
- Post Engagement: 11

## Lung Cancer Seminar Promotion Posts (for In-Person & Online)



### Facebook

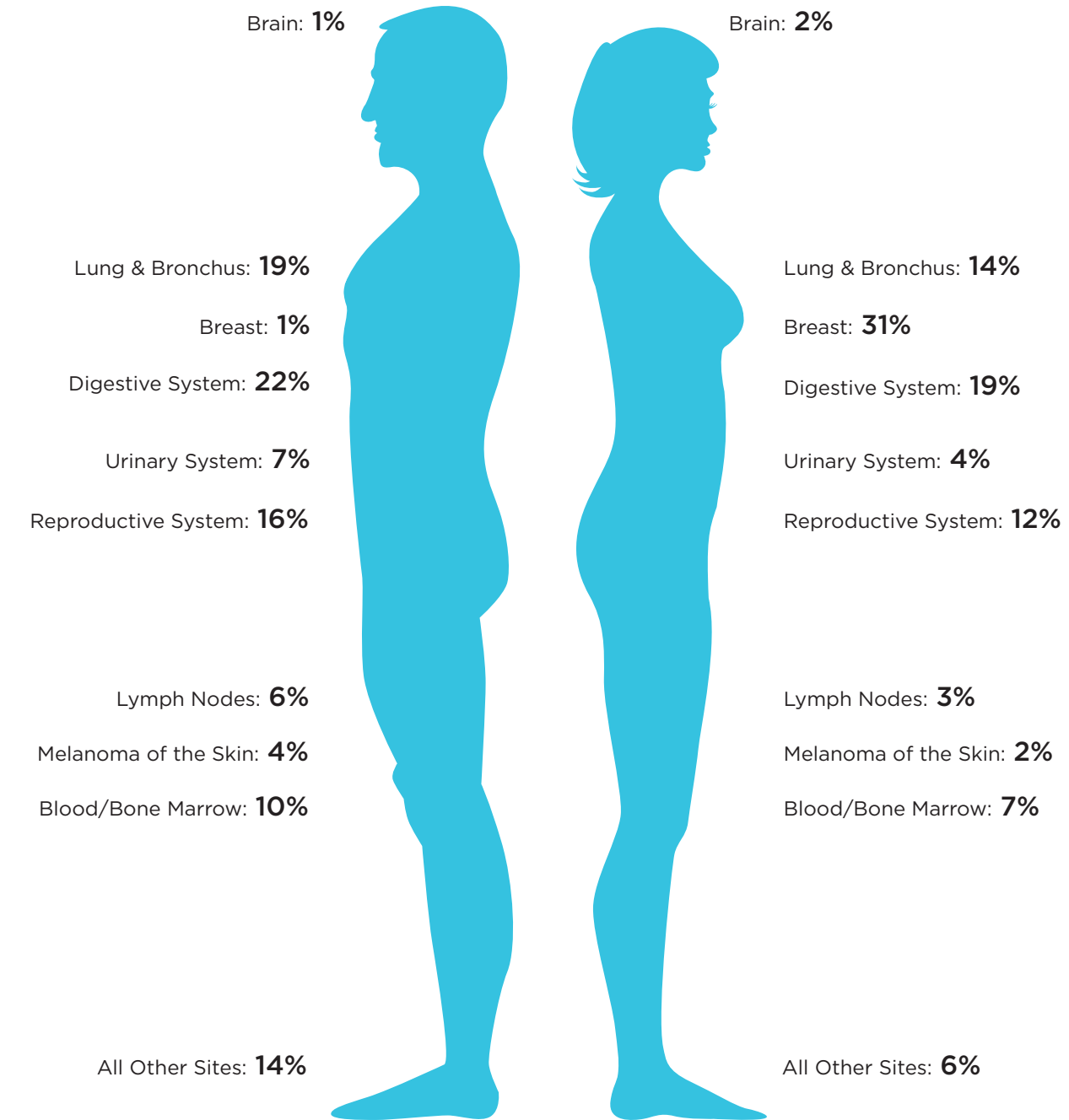
- Dates: November 5, 7, & 11 (in-person), December 3 & 9, 2021 (online)
- Total Likes: 10
- Total Comments: 0
- Total Shares: 5
- Total Post Impressions: 11,481
- Total Post Reach: 7367
- Total Post Engagement: 220

CASES  
DIAGNOSED  
IN 2021

Description of Top Sites Compared to Ohio & National

	HCCC	PERCENTAGE	OHIO	PERCENTAGE	NATIONAL	PERCENTAGE
Breast	50	17.4%	10,450	14.3%	284,200	15.0%
Lung/Bronchus	47	16.4%	10,350	14.1%	235,760	12.4%
Colorectal	35	12.2%	5,860	8.0%	149,500	8.0%
Leukemia	24	8.4%	1,930	2.6%	61,090	3.2%
Prostate	20	7.0%	9,010	12.2%	248,530	13.1%
Corpus Uteri	9	3.1%	2,750	3.7%	66,570	3.5%
Skin	9	3.1%	4,610	6.2%	106,110	5.6%
Bladder	7	2.4%	3,330	4.5%	83,730	4.4%
Uterine Cervix	5	1.7L%	500	1.0%	14,480	1.0%
All Others	81	28.3%	24,530	33.4%	648,190	34.0%
<b>TOTALS:</b>	<b>287</b>	<b>100.0%</b>	<b>73,320</b>	<b>100.0%</b>	<b>1,898,160</b>	<b>100.0%</b>

An estimated 1,898,60 new cancer cases have occurred nationally in 2021. The state of Ohio is estimated at 73,320. Holzer Center for Cancer Care (HCCC) had 287 analytic cases for the year. The incidence rate for men and women nationally is 970,250 and 927,910, respectively. Holzer was nearly 6 percent above the Ohio level for leukemia and 5 percent above the national level. Prostate incidence at Holzer is 5-6% below the Ohio and national average. Colorectal incidence is above the national and state average by approximately 4 percent.

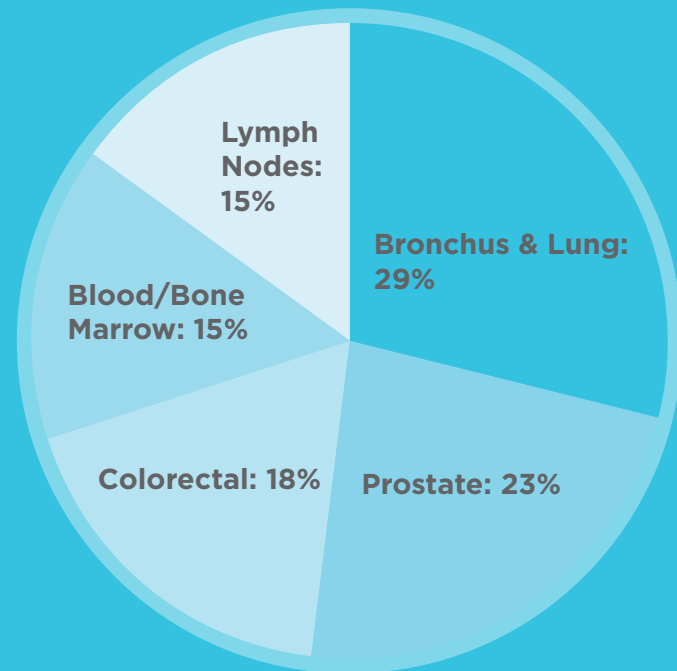


HCCC SITE  
DISTRIBUTION  
DATA IN 2021

Illustration for  
Diagnosis

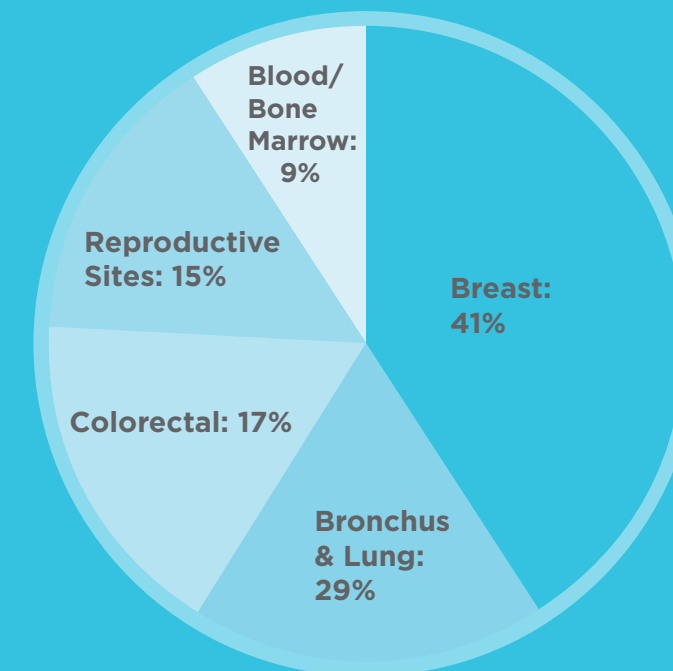
## Top 5 Sites for Men

Primary Site	Cases	Percent
Bronchus/Lung	25	29%
Prostate	20	23%
Colorectal	15	18%
Blood/Bone Marrow	13	15%
Lymph Nodes	13	15%
<b>TOTAL</b>	<b>86</b>	<b>100%</b>



## Top 5 Sites for Women

Primary Site	Cases	Percent
Breast	49	41%
Bronchus/Lung	22	18%
Colorectal	20	17%
Reproductive Sites	18	15%
Blood/Bone Marrow	11	9%
<b>TOTAL</b>	<b>120</b>	<b>100%</b>



## SITE OF FOCUS



# Lymphoma

Lymphomas are blood cancers that develop in the lymphatic system. The lymphatic system is part of the circulatory system in the vertebrate body that is made up of an intricate network of vessels, tissues, and organs. It is the group of tissues and organs, like the spleen, tonsils, and lymph nodes. This system helps to maintain fluid balance in the body, and helps the body defend itself against infection.

Lymphomas can start anywhere in the body where lymph tissue is found. The major sites of lymph tissue are:

### Lymph Nodes

Lymph nodes are bean-sized collections of lymphocytes and other immune system cells throughout the body, including inside the chest, abdomen, and pelvis. They are connected by a system of lymphatic vessels.

### Spleen

The spleen is an organ under the lower ribs on the left side of the body. The spleen makes lymphocytes and other immune system cells. It also stores healthy blood cells and filters out damaged blood cells, bacteria, and cell waste.

### Bone Marrow

The bone marrow is the spongy tissue inside certain bones. This is where new blood cells (including some lymphocytes) are made.

### Thymus

The thymus is a small organ behind the upper part of the breastbone and in front of the heart. It's important in the development of T lymphocytes.

### Adenoids and Tonsils

These are collections of lymph tissue in the back of the throat. They help make antibodies against germs that are breathed in or swallowed.

### Digestive Tract

The stomach, intestines, and many other organs also have lymph tissue.





## » What is Non-Hodgkin Lymphoma?

Source: [cancer.org](http://cancer.org)

### TWO MAIN KINDS OF LYMPHOMA ARE:

1

Hodgkin Lymphoma

2

Non-Hodgkin Lymphoma

The main difference between these two types of lymphoma is the specific lymphocyte each involves. Lymphocytes are a type of white blood cell. The white blood cells in our body are an important part of the immune system and work together to fight illness and disease. A doctor can tell the difference between Hodgkin's lymphoma and non-Hodgkin's lymphoma by observing the cancer cells under a microscope. If a specific type of abnormal cell called a Reed-Sternberg cell is present, then the lymphoma is classified as Hodgkin's. If that particular cell is not present, then it is non-Hodgkin's lymphoma.

## » Signs and Symptoms:

1

Lump (or lumps) under the skin

This is the most common symptom of Hodgkin's Lymphoma, and usually will appear in the neck, under the arm, or in the groin. This lump is an enlarged lymph node. Enlarged lymph nodes can happen for other reasons, so it is important to have it evaluated by a physician.

2

B Symptoms

These symptoms include fever (without an infection), drenching night sweats, and unintentional weight loss.

3

General (non-specific)

Other symptoms may include fatigue (feeling very tired), itchy skin, and loss of appetite.

*Having these symptoms does not necessarily mean that you have Lymphoma, but you should be evaluated by a physician so that the cause can be found and treated.*

## » Treatment

1

Chemotherapy and radiation are the main treatments for Hodgkin's Lymphoma.

Depending on the case, one or both might be used.

2

Immunotherapy or stem cell transplant.

Some patients might be treated with immunotherapy or with a stem cell transplant, especially if other treatments haven't worked.

### Immunotherapy

Immunotherapy is a type of cancer treatment that helps your immune system fight cancer. The immune system helps your body fight infections and other diseases. It is made up of white blood cells and organs and tissues of the lymph system. Immunotherapy is a type of biological therapy. Biological therapy is a type of treatment that uses substances made from living organisms to treat cancer.

Source: [www.cancer.gov/about-cancer/treatment/types/immunotherapy](http://www.cancer.gov/about-cancer/treatment/types/immunotherapy)

### Stem Cell Transplant

Stem Cell Transplant is a procedure in which a patient receives healthy stem cells (blood-forming cells) to replace their own stem cells that have been destroyed by treatment with radiation or high doses of chemotherapy. The healthy stem cells may come from the blood or bone marrow of the patient or from a related or unrelated donor.

Source: [www.cancer.gov/types/lymphoma/patient/adult-hodgkin-treatment](http://www.cancer.gov/types/lymphoma/patient/adult-hodgkin-treatment)

## Non-Hodgkin Lymphoma

Source: American Cancer Society, 2022

### » U.S. Statistics At a Glance



### » Estimated New Cases, 2022

Non-Hodgkin, By Sex



### » Estimated Deaths, 2022

Non-Hodgkin, By Sex



Source: American Cancer Society, 2022

Male Female

## Hodgkin Lymphoma

Source: American Cancer Society, 2022

### » U.S. Statistics At a Glance



### » Estimated New Cases, 2022

Hodgkin, By Sex



### » Estimated Deaths, 2022

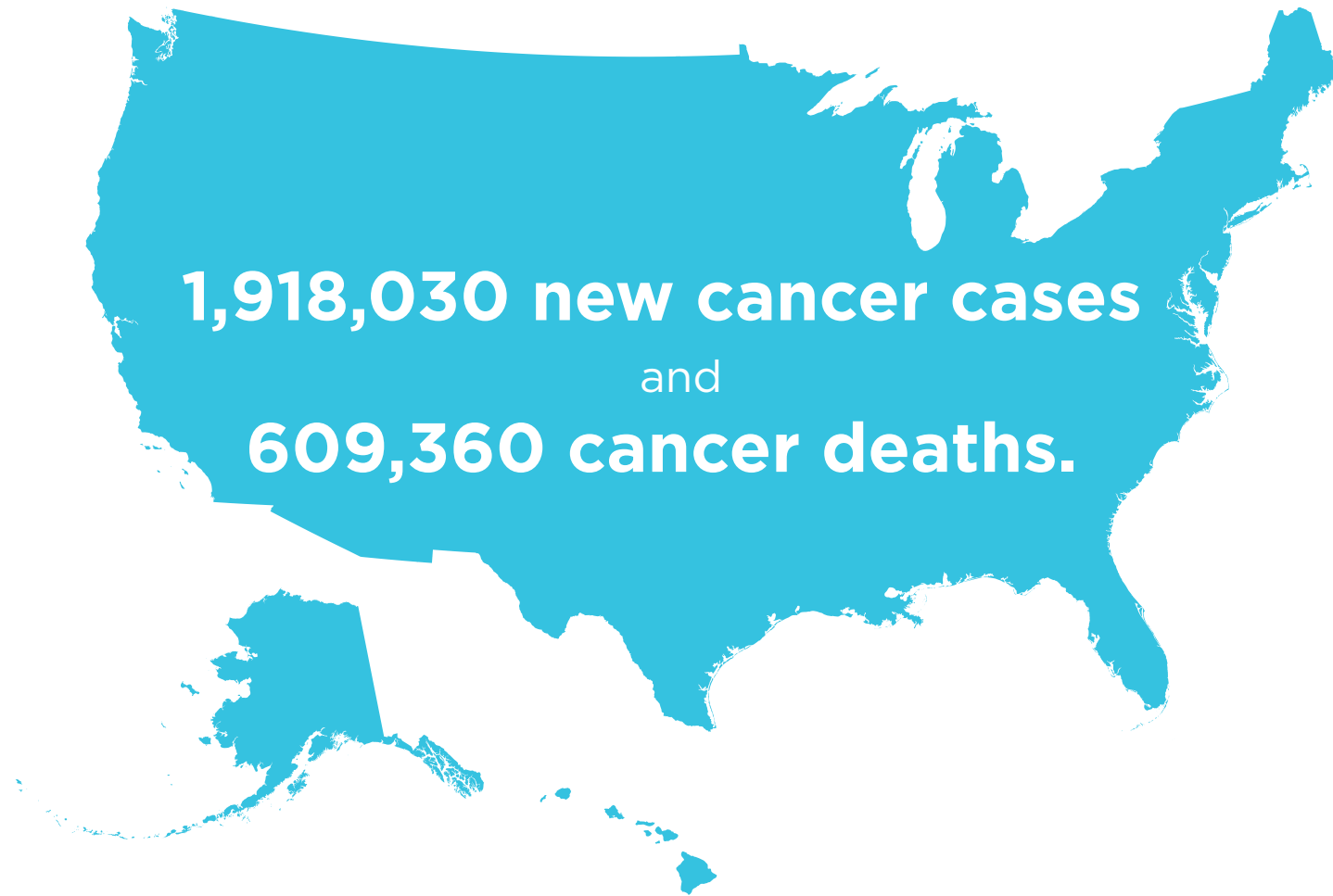
Hodgkin, By Sex



Source: American Cancer Society, 2022

Male Female

In 2022 in the U.S., there will be an estimated



Every day, that's approximately

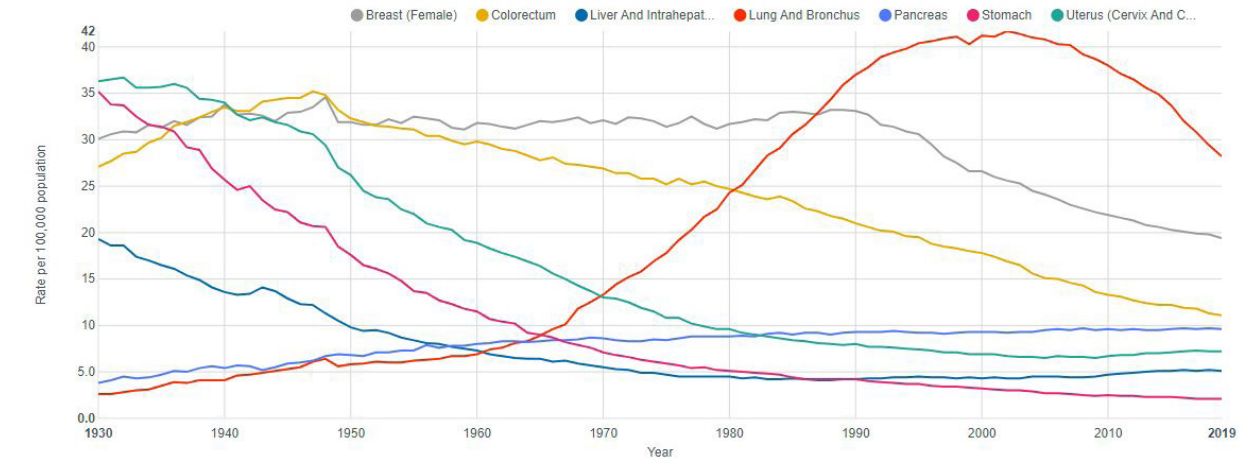
**5,250**  
new cases

**1,670**  
deaths

Source: American Cancer Society, 2022

**Trends in death rates, 1930-2019**

Females

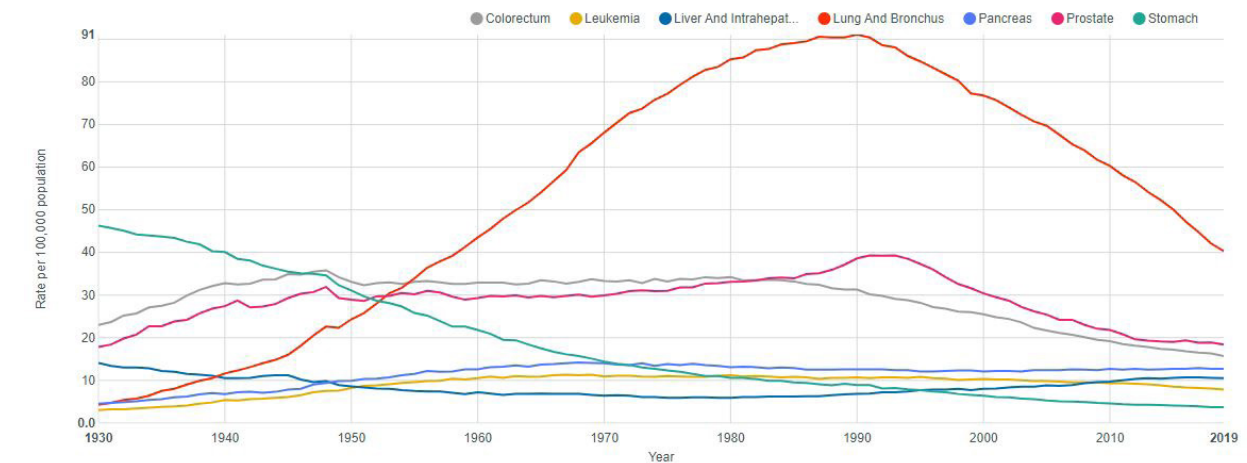


Per 100,000, age adjusted to the 2000 US standard population.

Data sources: National Center for Health Statistics (NCHS), Centers for Disease Control and Prevention, 2021

**Trends in death rates, 1930-2019**

Males



Per 100,000, age adjusted to the 2000 US standard population.

Data sources: National Center for Health Statistics (NCHS), Centers for Disease Control and Prevention, 2021





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[www.holzer.org/cancercare](http://www.holzer.org/cancercare)