

» HOLZER CENTER FOR CANCER CARE



ANNUAL REPORT

2020

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Commitment to Community

ACoS CoC
Liaison Physician
Divya Arora, MD
Radiation Oncology



It is with great pleasure that we present the 2020 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 (ACoS), 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 are pleased to have accomplished another successful Commission on Cancer Accreditation Survey in 2019, with an accreditation status for three years.

While the Covid-19 pandemic made it difficult for both staff and patients, we continued to provide quality care and we able to work toward our goals. Throughout 2020, the staff of the cancer center made noteworthy accomplishments toward improving the health and wellness of our community. One of our achievements included a quality improvement project to improve staging studies with MRI of the brain for Stage 3 and 4 lung cancer patients.

2020 Accomplishments

- ✓ Community cancer virtual education
- ✓ Enhancing quality care and refining processes to improve our patients' experience
- ✓ Striving to increase clinical research
- ✓ Virtual prevention event due to COVID-19 restrictions
- ✓ Providing educational opportunities to physicians

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.**

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.

GOAL

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

(SPECIFIC) To implement standardized radiation education and documentation to radiation patients to optimize the patient's understanding of their treatment and validate the instruction in the EMR. (MEASURABLE) We can numerically measure the number of radiation new starts and radiation education and compare to ensure that proper instruction has been completed. (ACHIEVABLE) Research NCCN guidelines for radiation specific treatment guidelines. (RELEVANT) Standardized education and proper documentation is imperative in the oncology population. (TIMELY) Projected completion date: End of December 2020.

A subcommittee met and determined the contents needed for general education per NCCN guidelines as well as radiation site specific guidelines. Template was developed and submitted to the appropriate committees to seek approval.

IMPROVEMENT

2020 Quality Improvement Initiative

» STUDY:

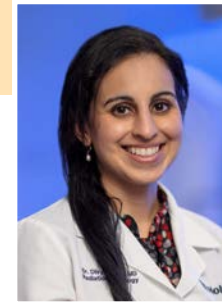
The Quality Department reviewed the completeness and timeliness of MRI of the brain for Stage 3 and Stage 4 lung cancers. This imaging (based on NCCN guidelines) is imperative for timely treatment. The study investigated the diagnostic evaluation per NCCN guidelines, which included completed Brain MRI, PET, pathologic biopsies, confirmation of metastatic disease, and first course of treatment.

» IMPROVEMENTS:

- A lung cancer order set was developed for the electronic medical record for providers to order the appropriate imaging in a timely manner.
- Lung cancer patient education as developed to inform lung cancer patients of the imaging and tests are required for the diagnostic workup for lung cancer.



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
ACoS-CoC Cancer Liaison Physician

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



Khawaja Hamid, MD | Hematology / Oncology

MEDICAL EDUCATION

Sind Medical College
Karachi, Pakistan

RESIDENCY

» St. Vincent's Medical Center
Bridgeport, Connecticut

FELLOWSHIP - Medical Oncology

Providence Medical Center
Southfield, Michigan

» St. Elizabeth's Hospital
Utica, New York

BOARD CERTIFICATIONS

» 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 Credential 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 CERTIFICATIONS

» American Board of Surgery
» American College of Surgeons

» National Board of Medical Examiners



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 the 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	Standard to Meet	HCCC Rate
BREAST Tamoxifen or 3rd generation aromatase inhibitor is recommended or administered within a year of diagnosis for women with AJCC T1cN0M0, or Stage IB - III hormone receptor-positive breast cancer.	95%	100%
Radiation therapy is recommended or administered following any mastectomy within 1 year of diagnosis of breast cancer for women with greater than or equal to 4 positive regional lymph nodes.	95%	100%
LUNG Surgery is not the first course of treatment for cN2,M0 lung cases.	95%	100%
RECTAL Preoperative chemo and radiation are administered for clinical AJCC T3N0, T4N0 or Stage III; or postoperative chemo and radiation are administered within 180 days of diagnosis for clinical AJCC T1-2 N0 with pathologic AJCC T3N0, T4N0, or Stage III; or treatment is recommended for patients under the age of 80 receiving resection for rectal cancer.	95%	100%



*Oncology Quality/
Data Specialist*



Sarah Ramsburg
CTR

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.

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.
- 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.
- Prepares the agenda and records minutes for the monthly Tumor Board conferences and quarterly Cancer Committee meetings.
- Performs TNM staging classifications.
- 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.
- Assists oncology leadership in the development, measurement, and reporting of quality cancer data.
- Participates in educational events annually to maintain certification status, including attendance at regional and national conferences.
- Follows cancer patients treated at HCCC for their lifetime.

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

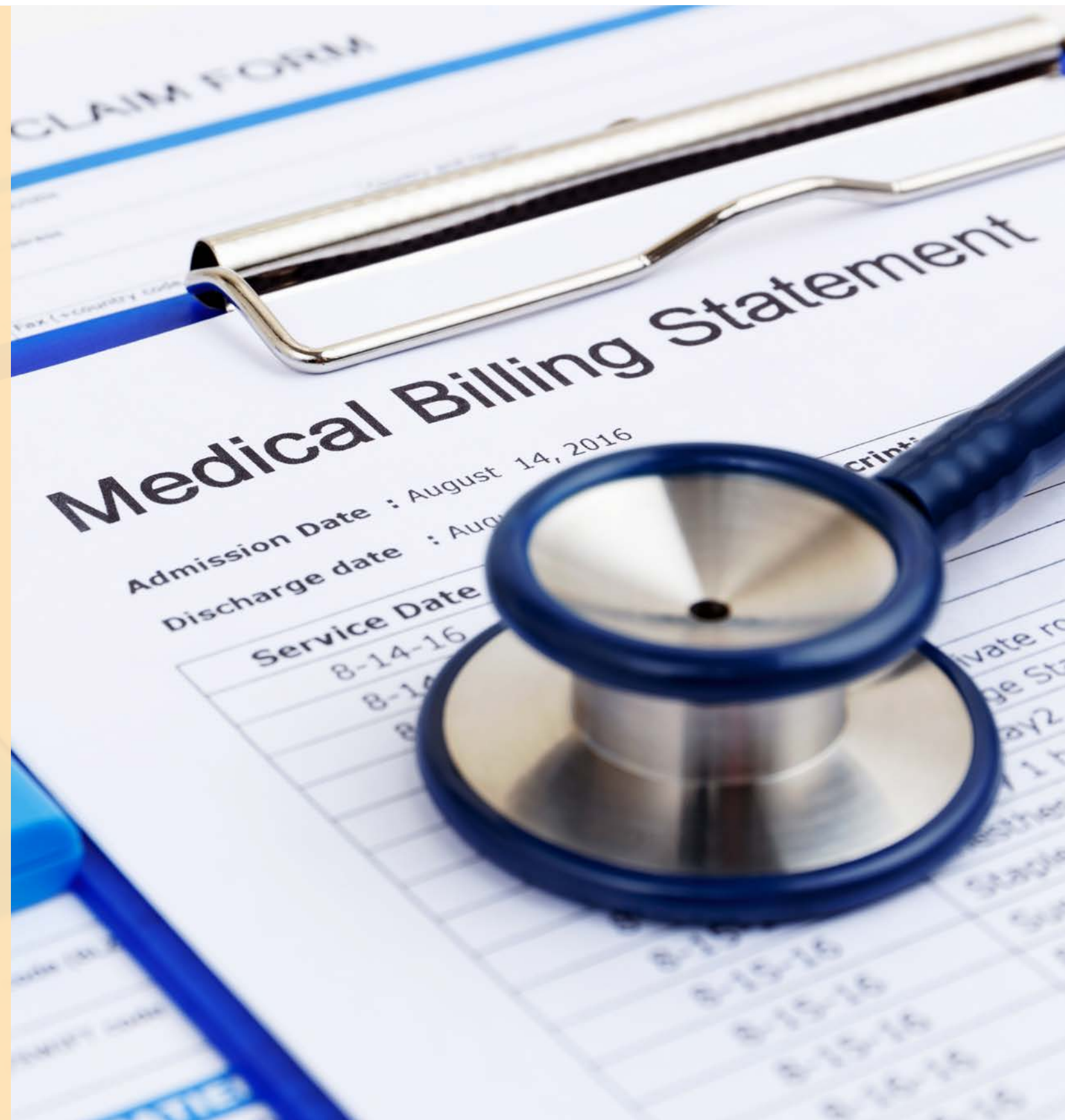
- Coordination and management of the Cancer Committee meetings, including review of the 34 CoC standards for accreditation.
- Working closely with all 6 CoC coordinators to originate and implement services and write annual summaries.
- Submission and maintenance of all documentation for the CoC and upload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

Follow-Up Rates for 2020

	Since 2001	The Last 5 Years
Total New Patients in the Registry (Analytic Cases)	4052	1302
Less Deceased	2380	501
Number Living	1672	801
Patients Lost to Follow-Up	356	101
Percentage of Successful Follow-Up Rate	At Least 80%	At Least 90%
Holzer Rate as of December 31, 2020	91.21%	92.24%

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 2001 at Holzer Center for Cancer Care for 2020 was 91.21% (required minimum is 80%). The successful follow-up rate for the last 5 years was 92.24% (required minimum is 90%).

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

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
Sohail Qayyum, 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
Lorie 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
Fred Williams, PhD	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. In addition to these categories, 2020 brought the COVID-19 pandemic into our areas, resulting in reduced opportunities for in-person events and classes. Our health system worked within

our communities to provide virtual health care options, including telephone and video visits, online resources, and social media channels to provide health information in place of in-person activities.

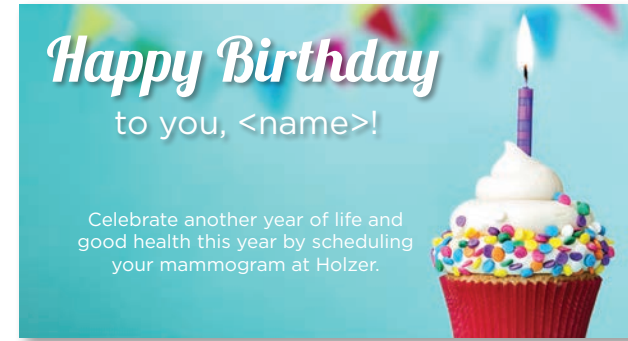
The Cancer Committee worked diligently to ensure that our patients and communities were provided the information needed to ensure our communities were receiving the necessary care in order to have the best health possible throughout the pandemic.

EVENT	DATE
Cable Channel 15 (Swing Bed Services)	1/6
Cable Channel 15 (Wound Care Services)	1/14
Gallia County Senior Citizens Dinner	1/13
Joint Replacement Seminar - Pomeroy	1/16
Meigs Local School District Health Fair	1/21
Go Red Heart Event	2/6
WSAZ Moms EveryDay (Dr. Esmaeili - Primary Care)	2/7
Gallia County Senior Citizens Dinner	2/10
HMC-G Blessing of the Heart event	2/11
General Mills - Dr. Huntley speaking - Heart Month	2/13
Jackson County Hug Your Heart Event	2/14
Wellston High School - Fitness and Nutrition presentation	2/20
Gallia County Senior Citizens Dinner	3/9
Lawrence County Senior Citizens Lunch	3/10
Colorectal Cancer Seminar with Dr. Petrova	3/10
WSAZ Cooking Demo with Lorie Siders (nutrition)	3/11
Cable Channel 15 with Dr. Andrew Martin	3/26
Holzer Science Awards - Virtual	6/2
Cable Channel 15 - Kara Knight (Urgent Care Services)	7/9
Lawrence County Fair	7/12 (week of)
Jackson County Fair	7/26 (week of)
Moms EveryDay - Dr. Triggs (Plastic Surgery)	7/31
Gallia County Fair	8/3 (week of)
Mason County Fair	8/10 (week of)
Cable Channel 15 - Dr. Leslee Rice (Primary Care)	8/13
ESC - Back to School - Gallia County Fair Grounds	8/15
Meigs County Fair	8/17 (week of)
Back to School Online Forum with Gallipolis City Schools District, Gallia County Health Department	8/18
Back to School Drive-Thru Event (Gallia, Jackson, Meigs, Athens clinic locations)	8/22
WSAZ Moms EveryDay - Dr. Pessia - Pediatrics	9/14
Cable Channel 15 - Dr. Ramey, Shane Ephlin (Flu)	9/30
Cable Channel 15 - Dr. Pessia - Pediatrics	10/1
WSAZ Studio 3: Wendi Hanna - Breast Cancer	10/2

Mammography Outreach Overview

Two Ongoing 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: 42,818
 - » Response - Calendar Year 2020 (mammography encounters): 354 individuals (40 new patients)



Colonoscopy Outreach Overview

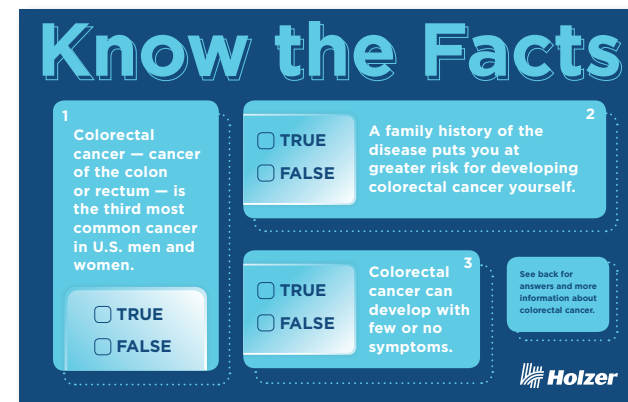
Trigger Campaign (in-home):

- Trigger campaign was on hold, we received late responses from 2020 mailers in 2021.
- Target Audience
- Patients, Friends and Family, and Pure Prospects
 - Age Range: 50-75
 - Oncology: Colorectal - Extreme Risk, High Risk
 - Service Area: Primary Service Area and Secondary Service Area

Start Date: October 30, 2017 (monthly drop)

Total Reach to Date - Calendar Year 2019: 4,935

Screening Response - Calendar Year 2020: 67 (3 new patients)



Colon Cancer Educational Event

- » Date: March 10, 2020
- » Location: Holzer Gallipolis
- » Targeted Media:
 - Outreach: Facebook feed, printed flyers
- » Attendance: 13

Holzer Health System
March 5, 2020

March is Colorectal Cancer Awareness Month! Join us in Gallipolis with Dr. Ana Petrova, Holzer Gastroenterology, on Tuesday, March 10 from 5:30 p.m. to 7:30 p.m. for a FREE seminar to learn more about screenings and prevention.

Event will be held in Conference Room BC at Holzer Gallipolis. Food will be provided. Each attendee will be entered in a \$100 gift card drawing! *Must be present to win.

Call 740-446-5828 to RSVP!

March is Colorectal Cancer Awareness Month

Join us for a FREE Seminar to learn about screenings and prevention

Tuesday, March 10
5:30 p.m. to 7:30 p.m.

Holzer Gallipolis - Conference Rooms BC
100 Jackson Pike • Gallipolis, Ohio

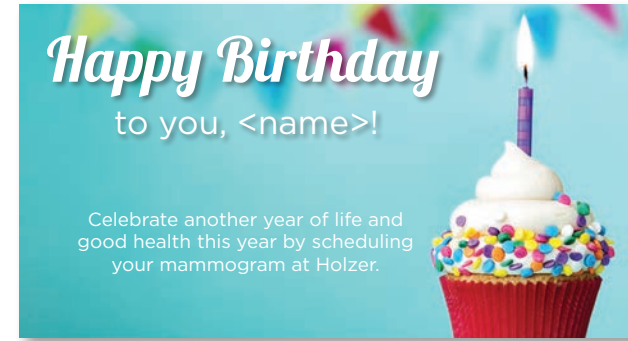
Call 740-446-5828 to RSVP!

Holzer

Mammography Outreach Overview

Two Ongoing Trigger Campaigns (in-home):

1. Reminders - Last mammogram over two years
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- » 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: 42,818
 - » Response - Calendar Year 2020 (mammography encounters): 354 individuals (40 new patients)



Cervical Cancer Awareness Month



Social Media

- Date: January 17, 2020
- Total People Reached: **1,390**
- Total Engagements: **33**

Colonoscopy Outreach Overview

Trigger Campaign (in-home):

- Trigger campaign was on hold, we received late responses from 2020 mailers in 2021.

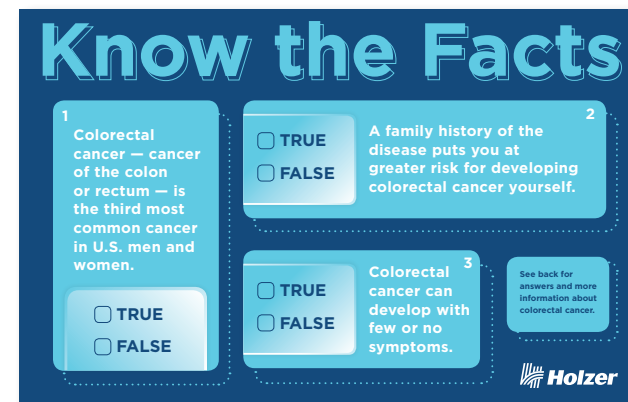
Target Audience

- Patients, Friends and Family, and Pure Prospects
- Age Range: 50-75
- Oncology: Colorectal - Extreme Risk, High Risk
- Service Area: Primary Service Area and Secondary Service Area

Start Date: October 30, 2017 (monthly drop)

Total Reach to Date - Calendar Year 2019: **4,935**

Screening Response - Calendar Year 2020: **67 (3 new patients)**



World Cancer Day



Social Media

- Date: February 5, 2020
- Total People Reached: **1,184**
- Total Engagements: **4**

May: Skin Cancer Awareness Month

» Article

Holzer Health System
May 3, 2020 · 🌐

May is recognized as Skin Cancer Prevention Month. As the weather starts to turn warmer and you begin spending more time in the sun, pay attention to changes in your skin. Click on the link below to learn more!
<https://web.goodhealthcontent.com/shareContent...>



WEB.GOODHEALTHCONTENT.COM
Skin Issues You Shouldn't Ignore
These skin issues are often minor, but if they persist they may be a sign o...

Social Media

- Date: May 3, 2020
- Total People Reached: **2,046**
- Total Engagements: **39**

» Summer Sun Exposure Quiz

Holzer Health System
May 27, 2020 · 🌐

Hot weather, clear skies, and extra leisure time in the summer mean that many people spend hours in the sun. See if you know how to take care of your skin by taking the quiz below!
<http://healthlibrary.holzer.org/Search/40,SummerSunQuiz>

HEALTHLIBRARY.HOLZER.ORG
Summer Sun Exposure Quiz
Hot weather, clear skies, and extra leisure time in the summer mean that many people spend hours in the sun. Lengthy sun exposure can raise the...

Social Media

- Date: May 27, 2020
- Total People Reached: **1,718**
- Total Engagements: **14**

» Article

Holzer Health System
May 28, 2020 · 🌐

Skin Cancer Awareness Month

May is Skin Cancer Awareness Month. According to the Skin Cancer Foundation (SCF), it is America's most common type of cancer. One in five Americans will develop skin cancer by age 70. Thankfully, skin cancer is one of the most preventable forms of cancer. By sharing facts about how to protect your skin, we all can be a part of saving lives.
According to SCF, facts about skin cancer include:... See more



Social Media

- Date: May 28, 2020
- Total People Reached: **2,681**
- Total Engagements: **64**


National Cancer Survivors Day

» Article

Holzer Health System
June 7, 2020 · 🌐

National Cancer Survivors Day

The first Sunday in June is recognized as National Cancer Survivors Day. This year on June 7, people can gather to celebrate those who have survived, inspire those who may have been recently diagnosed and be a community of constant support and outreach. Whether you are a family member, friend, care provider or cancer survivor, you can join in and celebrate the more than 16.9 million cancer survivors in the United States. This day allows for the ... See more



NCSD.ORG
National Cancer Survivors Day
National Cancer Survivors Day is an annual, treasured Celebration of Life...

Social Media

- Date: June 7, 2020
- Total People Reached: **2,025**
- Total Engagements: **432**

Holzer Health System
June 7, 2020 · 🌐

June 7 is Cancer Survivors Day. Do your loved ones ever wonder what life after cancer treatment is like? Check out the article below to learn more!
<https://web.goodhealthcontent.com/shareContent...>



WEB.GOODHEALTHCONTENT.COM
What is Life Like After Cancer?

Social Media

- Date: June 7, 2020
- Total People Reached: **1,718**
- Total Engagements: **28**


Low-Dose CT Article

Holzer Health System
June 8, 2020 · 🌐

Holzer Receives Funds for Low-Dose CT Scan

Finding early signs of lung cancer was once next to impossible, however, studies are proving that screening with low-dose CT scans may identify the beginnings of disease in high-risk patients. Holzer is proud to offer this type of screening at our Athens and Gallipolis locations and has received a grant from Whedon Cancer Detection Foundation to provide a limited number of free screenings to those who qualify.

Holzer Health System ...
Continue reading



Social Media

- Date: June 8, 2020
- Total People Reached: **5,360**
- Total Engagements: **830**

Ovarian Cancer Awareness Month

Holzer Health System
September 10, 2020 · 🌐

September is Ovarian Cancer Awareness Month. Would you notice symptoms of ovarian cancer if you had them? Take this quiz to find out!
<https://web.goodhealthcontent.com/shareContent...>



WEB.GOODHEALTHCONTENT.COM
Quiz: What Do These Symptoms Mean?
Would you notice symptoms of ovarian cancer if you had them? Take this...

Social Media

- Date: September 10, 2020
- Total People Reached: **947**
- Total Engagements: **15**

UV Safety Month

Holzer Health System
July 7, 2020 · 🌐

July is UV Safety Month. Click the link to learn how you can protect and take care of your skin while you enjoy being outdoors!
<https://web.goodhealthcontent.com/shareContent...>



WEB.GOODHEALTHCONTENT.COM
Infographic: How to Protect Your Skin from the Sun
Keep your skin healthier with these 9 strategies to protect it from UV rays.

Social Media

- Date: July 7, 2020
- Total People Reached: **1,374**
- Total Engagements: **8**

Thyroid Cancer Awareness Month

Holzer Health System
September 28, 2020 · 🌐

September is Thyroid Cancer Awareness Month. According to the Thyroid Cancer Survivor's Association, Thyroid Cancer is the most common endocrine cancer and has several types. To learn more, visit www.thyca.org.



September is Thyroid Cancer Awareness Month
Spread the Word

Courtesy of ThyCa

Social Media

- Date: September 28, 2020
- Total People Reached: **1,604**
- Total Engagements: **11**

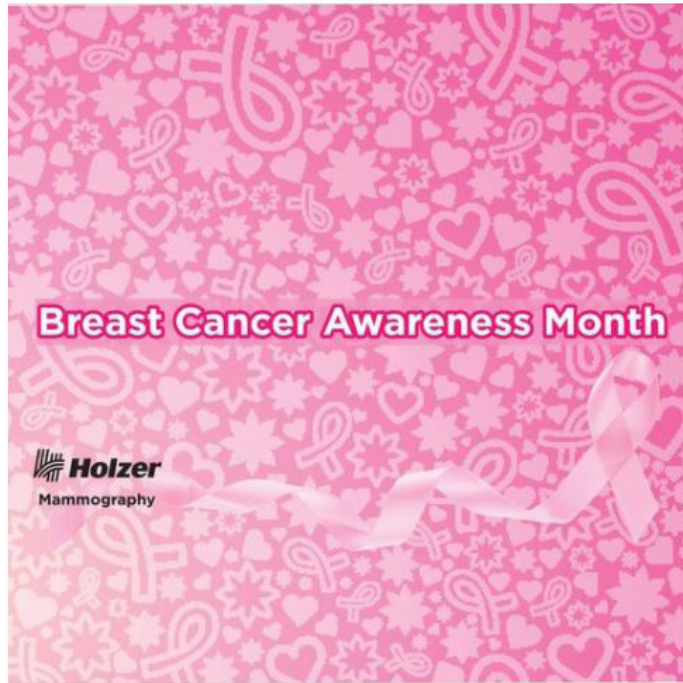
October: Breast Cancer Awareness Month

» Article

Holzer Health System
October 1, 2020

October is Breast Cancer Awareness Month! According to the American Cancer Society, breast cancer is the most commonly diagnosed cancer among American women (next to skin cancer). Early detection is key for finding better treatment options and allows you to have a better chance of survival.

Holzer Health System offers Mammography services at our Gallipolis, Jackson, Athens and Meigs locations. Throughout the entire month of October, those that come in to have a Mammogram will receive a gift bag in recognition of the awareness month. For more information or to schedule a visit, call 1-855-4-HOLZER.



Breast Cancer Awareness Month

Holzer Mammography

Social Media

- Date: October 1, 2020
- Total People Reached: **2,046**
- Total Engagements: **39**

» WSAZ Studio 3

Holzer Health System
October 2, 2020

We hope you can tune into WSAZ Studio 3 with us now! Wendi Hanna, C-FNP, is discussing Breast Cancer, early detection, and the continuum of care at Holzer. We hope you can join the broadcast and remember to wear pink this October! <https://www.holzer.org/holzer-center-for-cancer-care/>



Holzer Health System
October 3, 2020

Did you know Holzer offers the complete continuum of care for Breast Cancer patients? From early diagnosis, custom treatment plans, surgical services, reconstruction, and support therapies, the Holzer Center for Cancer Care is here to support you and your family through Breast Cancer. Check out Wendi Hanna, C-FNP, discussing breast cancer on the latest edition of Studio 3 on WSAZ! <https://www.wsaz.com/.../national-breast-cancer-awareness-mo.../>



NATIONAL BREAST CANCER AWARENESS MONTH

WSAZ.COM
National Breast Cancer Awareness Month with Holzer Health System

Social Media

- Date: October 2-3, 2020
- Total People Reached: **3,341**
- Total Engagements: **284**

» Takeover Tuesday - Mammography

Holzer Health System
October 13, 2020

Here in Gallipolis, we offer Screening and Diagnostic Mammography, Breast Ultrasound, Breast MRI, as well as Breast Needle Localization procedures. Our mammographers have a combined 77 years of hands on experience, and we treat every patient like family! Staff pictured from Left to right: Sarah Harrison, Dayleen Hanning (Lead Mammographer), Jessica Spau and Erica Jividen.

Did You Know... As a result of the pause in screening mammography due to COVID-19, more than 35,000 breast cancer diagnoses could be delayed and 5,200 more women may die in the United States over the next decade? If you are a woman age 40 or older, call us today to schedule your yearly. 1-855-4-HOLZER (1-855-446-5937).



Holzer Health System
October 13, 2020

We're in this together for mothers, daughters, sisters, and friends. The Holzer Jackson Clinic Mammography Team is available to provide breast imaging from screening and diagnostic mammography to stereotactic breast biopsy. The Fischer Stereotactic Breast Biopsy, also known as a Mammotome, procedure combines imaging with state-of-the-art technology to perform a less invasive breast biopsy. This procedure has a quicker recovery time and minimal scarring. Staff pictured are Becky Reymond, Tierany Harper, Ladina Metzler and Sheala Thomas. The stereotactic breast biopsies are performed in coordination with one of Holzer's general surgeons: Dr. Dachowski, Dr. Dewitt or Dr. Blevins.



Holzer Health System
October 13, 2020

Holzer offers Mammography services at 4 of our area locations. Holzer has received American College of Radiology (ACR) accreditation at all locations, meaning we provide the highest level of image quality and safety by documenting requirements for equipment, medical personnel and quality assurance. Let's meet the Executive Director for Imaging Services!

"My name is Chris Thomas and I am the Executive Director for Imaging Services at Holzer Health System. October is Breast Can... See more



Holzer Health System
October 13, 2020

Holzer Meigs Clinic in Pomeroy, Ohio offers digital mammography services Monday-Friday from 9a-4pm. They have 2 registered mammography technologists with a combined 60 years of experience.



Social Media - 4 posts total

- Date: October 13, 2020
- Total People Reached: **10,266**
- Total Engagements: **1,544**

» Article

Holzer Health System
October 16, 2020 · 🌐

October 16 is Mammography Day! Visit the link below to learn a couple of reasons you should stick to a regular schedule for these screenings. Don't forget -- Holzer Health System offer Mammography services at our Gallipolis, Jackson, Athens and Meigs locations. Call 1-855-4-HOLZER to schedule a visit or to for more information!
<https://web.goodhealthcontent.com/shareContent...>



WEB.GOODHEALTHCONTENT.COM
Missed Your Mammogram? Now Is the Time to Get One
Here's why routine screenings like mammograms shouldn't be postponed...

Social Media

- Date: October 16, 2020
- Total People Reached: **454**
- Total Engagements: **0**

» Article

Holzer Health System
October 24, 2020 · 🌐

Holzer is proud to participate in National Breast Cancer Awareness Month throughout October. Our locations that provide mammograms will be giving a free gift to each mammogram patient.

As stated by the American Cancer Society, it is important to know how your breasts normally look and feel. You should be aware of any changes and know the signs and symptoms to look for. The most common symptom is a new lump or mass. A painless, hard mass that has irregular edges is more likely... See more



Holzer
Friendly Visits, Excellent Care. Every Patient, Every Time.
OCTOBER
BREAST CANCER AWARENESS MONTH

Social Media

- Date: October 24, 2020
- Total People Reached: **2,014**
- Total Engagements: **56**

● November: Lung Cancer Awareness Month

» Infographic

Holzer Health System
November 2, 2020 · 🌐

November is Lung Cancer Awareness Month! Click the link below to learn seven ways you can lower your risk of getting lung cancer.
<https://web.goodhealthcontent.com/shareContent...>



WEB.GOODHEALTHCONTENT.COM
Infographic: How to Lower Your Lung Cancer Risk
Here are 7 things you can do to make it less likely you'll get lung cancer.

Social Media

- Date: November 2, 2020
- Total People Reached: **762**
- Total Engagements: **5**

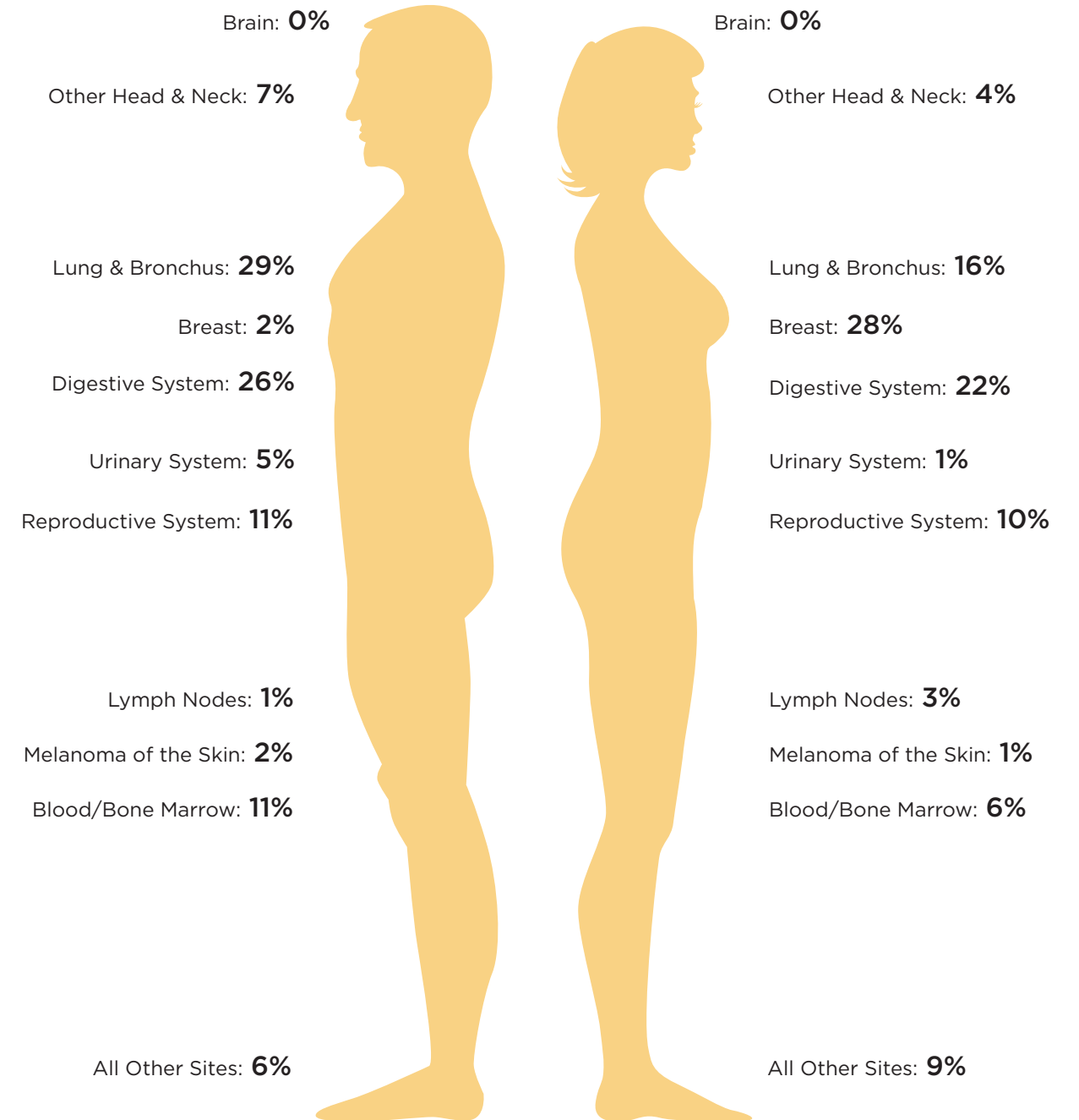
Cases Diagnosed in 2020

Description of Top Sites Compared to Ohio & National

An estimated 1,806,590 new cancer cases have occurred nationally in 2020. The state of Ohio is estimated at 71,850. Holzer Center for Cancer Care (HCCC) had 259 analytic cases for the year. The incidence rate for men and women nationally is 893,660 and 912,930 respectively. Holzer was nearly 10 percent above the national level for lung, our top site, and the same as the national level for breast, our second highest site. Prostate is below national average by nearly 6 percent and nearly 5 percent below state average. Colorectal incidence is above the national and state average by approximately 4 percent.

	HCCC	PERCENTAGE	OHIO	PERCENTAGE	NATIONAL	PERCENTAGE
Lung/Bronchus	60	23.2%	10,110	14.1%	228,820	12.6%
Breast	40	15.4%	10,350	14.4%	279,100	15.4%
Colorectal	31	12.4%	5,910	8.2%	147,950	8.2%
Leukemia	21	8.1%	2,280	3.2%	60,530	3.3%
Prostate	12	4.6%	7,030	9.7%	191,930	10.5%
Corpus Uteri	6	2.3%	2,790	9.7%	65,620	3.6%
Uterine Cervix	6	2.3%	440	1.0%	13,800	1.0%
Skin	3	1.2%	4,100	5.6%	100,350	5.6%
Bladder	3	1.2%	3,190	4.3%	81,400	4.5%
All Others	76	29.3%	25,650	35.6%	637,090	35.3%
TOTALS:	259	100.0%	71,850	100.0%	1,800,590	100.0%

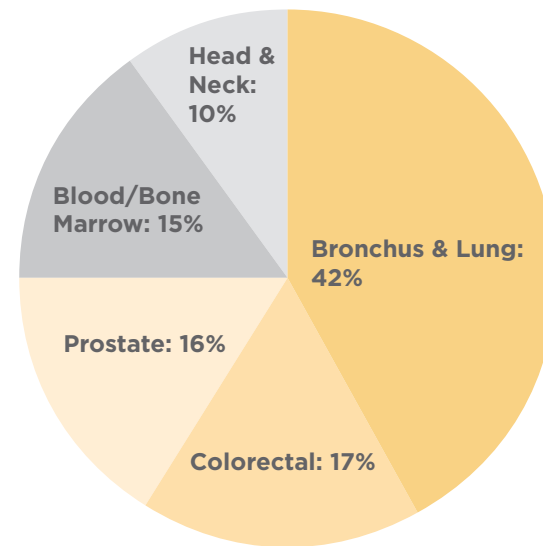
2020 HCCC Site Distribution Data Illustration for Diagnosis



2020 Holzer National Comparison of Estimated Top Cancer Sites

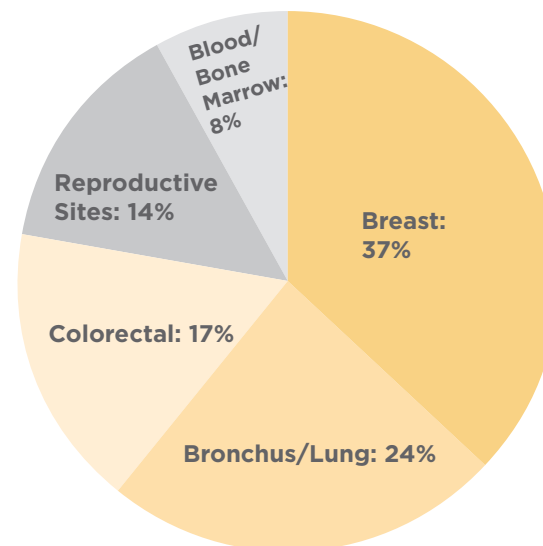
Top Sites for Men

PRIMARY SITE	CASES	PERCENT
Bronchus / Lung	36	42%
Colorectal	15	17%
Prostate	14	16%
Blood/ Bone Marrow	13	15%
Head & Neck	9	10%
Total	87	100%



Top Sites for Women

PRIMARY SITE	CASES	PERCENT
Breast	38	37%
Bronchus/Lung	24	24%
Colorectal	17	17%
Reproductive Sites	14	14%
Blood/ Bone Marrow	8	8%
Total	101	100%

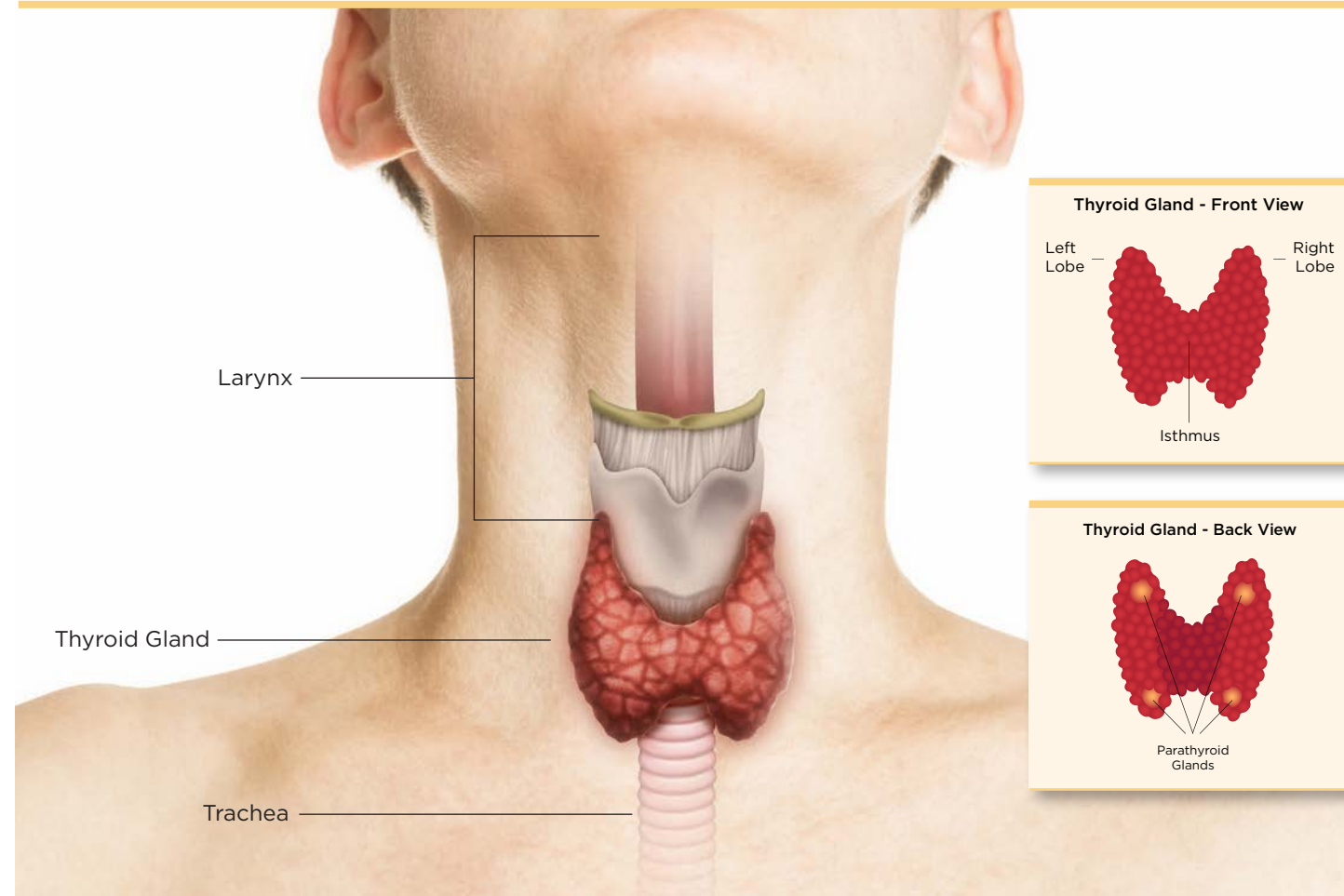


Thyroid Cancer

The thyroid gland is a butterfly-shaped endocrine gland that is normally located in the lower front of the neck. The thyroid uses iodine, a mineral found in some foods and in iodized salt, to help make several hormones. Thyroid hormones regulate your heart rate, blood pressure, body temperature and weight. A healthy thyroid is a little larger than a quarter, and it usually cannot be felt through the skin. Thyroid cancer is a disease in which malignant (cancer) cells form in the tissues of the thyroid gland.

Several types of thyroid cancer exist. Some grow very slowly, and others can be very aggressive. Most cases of thyroid cancer can be cured with treatment. Thyroid cancer might not cause any symptoms at first. But as it grows, it can cause pain and swelling in your neck.

Types of Thyroid Cancer



» Papillary Thyroid Cancer

Papillary thyroid cancer is the most common type, making up about 70 percent to 80 percent of all thyroid cancers (American Thyroid Association, www.thyroid.org). Papillary thyroid cancer can occur at any age. It tends to grow slowly and often spreads to lymph nodes in the neck. However, unlike many other cancers, papillary cancer has excellent prognosis, even if there is spread to the lymph nodes.

» Medullary Thyroid Cancer

Medullary thyroid cancer (MTC), accounts for approximately 2 percent of all thyroid cancers. Approximately 25 percent of all MTC runs in families and is associated with other endocrine tumors (American Thyroid Association, www.thyroid.org). In family members of an affected person, a test for a genetic mutation can lead to an early diagnosis of medullary thyroid cancer and, as a result, to curative surgery.

» Follicular Thyroid Cancer

Follicular thyroid cancer makes up about 10 percent to 15 percent of all thyroid cancers in the United States (American Thyroid Association, www.thyroid.org). Follicular cancer can spread to lymph nodes in the neck, but this is much less common than with papillary cancer. Follicular cancer is also more likely to spread to distant organs, especially the lungs and bones.

» Anaplastic Thyroid Cancer

Anaplastic thyroid cancer is the most advanced and aggressive thyroid cancer and the least likely to respond to treatment. Anaplastic thyroid cancer is very rare and is found in less than 2 percent of patients with thyroid cancer (American Thyroid Association, www.thyroid.org).

» Hürthle (Hurthle) Thyroid Cancer

About 3 percent of thyroid cancers are this type (American Thyroid Association, www.thyroid.org). It is harder to find and to treat.

● Signs & Symptoms of Thyroid Cancer

- A lump in the neck, sometimes growing quickly
- Swelling in the neck
- Pain in the front of the neck, sometimes going up to the ears
- Hoarseness or other voice changes that do not go away
- Trouble swallowing
- Trouble breathing
- A constant cough that is not due to a cold

● Thyroid Cancer Risk Factors

» Risk Factors that Can't Be Changed

• GENDER AND AGE

Thyroid cancers occur about three times more often in women than in men. Thyroid cancer can occur at any age, but the risk peaks earlier for women (who are most often in their 40s or 50s when diagnosed) than for men (who are usually in their 60s or 70s). (*American Cancer Society, www.cancer.org*).

• HEREDITARY CONDITIONS

Several inherited conditions have been linked

to different types of thyroid cancer. However, most people who develop thyroid cancer do not have an inherited condition or a family history of the disease.

• FAMILY HISTORY

Having a first-degree relative (parent, brother, sister, or child) with thyroid cancer increases your risk of thyroid cancer. The genetic basis for these cancers is not totally understood.

• IODINE IN THE DIET

Follicular thyroid cancers are more widespread in areas of the world where people's diets are low in iodine. On the other hand, a diet high in iodine may increase the risk of papillary thyroid cancer. In the United States, most people get plenty of iodine in their diet because it is added to table salt and other foods.

» Risk Factors that May Be Changed

• RADIATION

Radiation exposure is a proven risk factor for thyroid cancer. Sources of such radiation include certain medical treatments and radiation fallout from power plant accidents or nuclear weapons. Being exposed to radiation as a child increases the risk of thyroid cancer.

• BEING OVERWEIGHT OR OBESE

According to the International Agency for Research on Cancer (IARC), people who are overweight or obese have a higher risk of developing thyroid cancer than those who are not. The risk appears to go up as the body mass index (BMI) increases (*American Cancer Society, www.cancer.org*).

● How is Thyroid Cancer Diagnosed?

» Physical Exam & Health History

A physician will examine the size and firmness of the thyroid and any enlarged lymph nodes in the neck. They will ask questions about risk factors, symptoms, and family history.

» Laryngoscopy

A procedure in which the doctor checks the larynx (voice box) with a mirror or a laryngoscope.

» Ultrasound Exam

Ultrasound uses sound waves to create images of parts of your body.

» CT Scan (CAT scan)

A procedure that makes a series of detailed pictures of areas inside the body, such as the neck, taken from different angles. A dye may be injected into a vein or swallowed to help the organs or tissues show up more clearly.

» Fine-Needle Aspiration Biopsy of the Thyroid

A physician uses a thin needle to remove thyroid tissue. The needle is inserted through the skin into the thyroid. A pathologist views the tissue samples under a microscope to look for cancer cells.

» Surgical Biopsy

A surgical procedure in which the thyroid nodule or a lobe of the thyroid is removed. The cells and tissues can be viewed under a microscope by a pathologist to check for signs of cancer.

» Radioiodine Scan

For this test, a small amount of radioactive iodine is swallowed as a pill or injected into a vein. Over time, the iodine is absorbed by the thyroid gland. A special camera is used several hours later to see where the radioactivity is.

» Blood Tests

Blood tests are not used to find thyroid cancer. But they can help show if your thyroid is working normally, which may help the doctor decide what other tests may be needed.



TREATMENTS

Different types of treatment are available for thyroid cancer. Some treatments are standard, while others are being tested in a clinical trial. A clinical trial is a research study meant to help improve current treatments or obtain information on new treatments for patients with cancer. When a clinical trial demonstrates that a new treatment is better than the standard treatment, the new treatment may become the standard treatment. Patients may want to consider participating in a clinical trial.

» SIX TYPES OF STANDARD TREATMENT ARE USED:

1

SURGERY

Surgery is the most common treatment for thyroid cancer. Types of surgery include:

- **LOBECTOMY:** Removal of the lobe in which thyroid cancer is located. Lymph nodes near the cancer may also be removed and examined under a microscope for signs of cancer.
- **NEAR-TOTAL THYROIDECTOMY:** Removal of most of the thyroid. Lymph nodes near the cancer may also be removed and examined under a microscope for signs of cancer.
- **TOTAL THYROIDECTOMY:** Removal of the entire thyroid. Lymph nodes near the cancer may also be removed and examined under a microscope for signs of cancer.
- **TRACHEOSTOMY:** Surgery to create an opening (stoma) into the windpipe to help you breathe.

2

RADIATION THERAPY, INCLUDING RADIOACTIVE IODINE THERAPY

Radiation therapy is a cancer treatment that uses high-energy x-rays or other types of radiation to kill cancer cells or prevent them from growing. Radiation therapy may be given after surgery to kill any thyroid cancer cells that were not removed. There are two types of radiation therapy:

- **EXTERNAL RADIATION THERAPY** uses a machine outside the body to send radiation toward the area of the body with cancer
- **RADIOACTIVE IODINE (RAI)** is taken by mouth or injected in a vein and collects in any remaining thyroid tissue, including thyroid cancer cells that have spread to other places in the body. Since only thyroid tissue takes up iodine, the RAI destroys thyroid tissue and thyroid cancer cells without harming other tissue.

3

CHEMOTHERAPY

Chemotherapy is a cancer treatment that uses drugs to stop the growth of cancer cells, either by killing the cells or by stopping them from dividing. When chemotherapy is taken by mouth or injected into a vein or muscle, the drugs enter the bloodstream and can reach cancer cells throughout the body (systemic chemotherapy).

4

THYROID HORMONE THERAPY

Hormone therapy is a cancer treatment that removes hormones or blocks their action to stop cancer cells from growing. Hormones are substances made by glands in the body and circulated in the bloodstream. In the treatment of thyroid cancer, drugs may be given to prevent the body from making thyroid-stimulating hormone (TSH), a hormone that can increase the chance that thyroid cancer will grow or recur. Also, because thyroid cancer treatment kills thyroid cells, the thyroid is not able to make enough thyroid hormone. Patients are given thyroid hormone replacement pills.

5

TARGETED THERAPY

Targeted therapy is a type of treatment that uses drugs or other substances to identify and attack specific cancer cells. Targeted therapies usually cause less harm to normal cells than chemotherapy or radiation do. There are different types of targeted therapy:

- **TYROSINE KINASE INHIBITOR**
- **PROTEIN KINASE INHIBITOR**

6

WATCHFUL WAITING

Watchful waiting is closely monitoring a patient's condition without giving any treatment until signs or symptoms appear or change.



» NEW TYPES OF TREATMENT ARE BEING TESTED IN CLINICAL TRIALS

Immunotherapy is a treatment that uses the patient's immune system to fight cancer. Substances made by the body or made in a laboratory are used to boost, direct, or restore the body's natural defenses against cancer. Immunotherapy is being studied as a treatment for thyroid cancer.

Patients may want to consider participating in a clinical trial

Clinical trials are an important part of the cancer research process. Clinical trials are performed to find out if new cancer treatments are safe and effective or better than the standard treatment.

Many of today's standard treatments for cancer are based on previous clinical trials. Patients who take part in a clinical trial may receive the

standard treatment or be among the first to receive a new treatment.

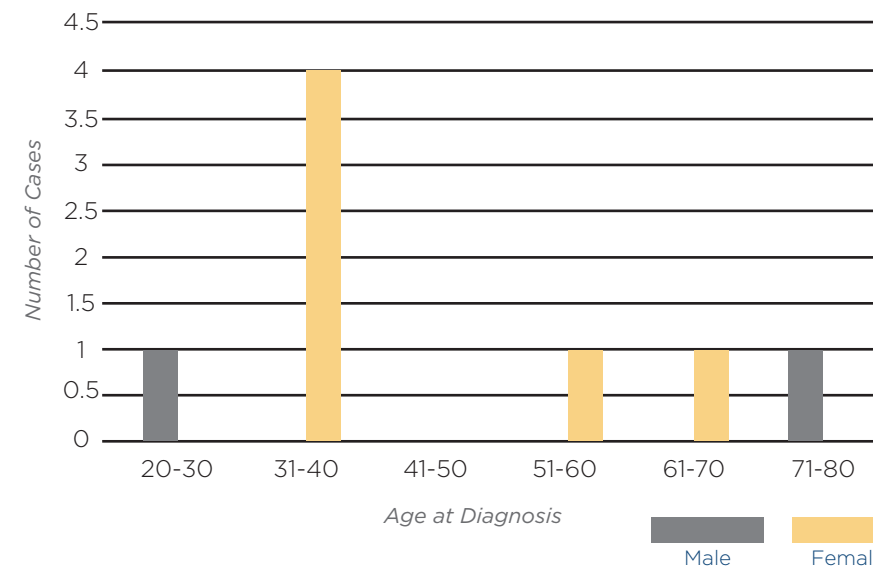
Patients who take part in clinical trials also help improve the way cancer will be treated in the future.

Even when clinical trials do not lead to effective new treatments, they often answer essential questions and help move research forward.

Thyroid Cancer Statistics

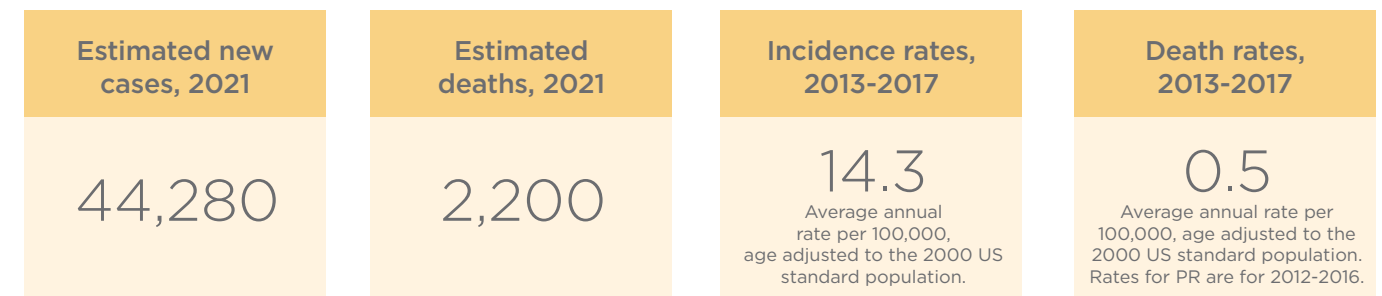
» 2020 Holzer Thyroid Cases

HOLZER THYROID CASES BY AGE & SEX

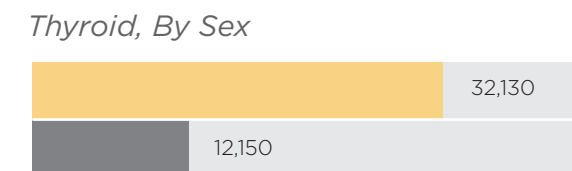


AGE	MALE	FEMALE
20-30	1	0
31-40	0	4
41-50	0	0
51-60	0	1
61-70	0	1
71-80	1	0
Total	2	6

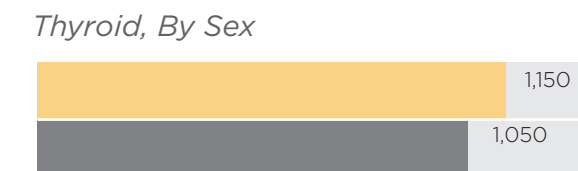
» U.S. Statistics At a Glance



» Estimated New Cases, 2021



» Estimated Deaths, 2021

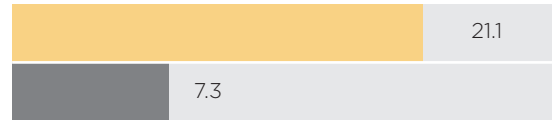


Source: American Cancer Society, 2021

Male Female

» Incidence Rates, 2013-2017

Thyroid, By Sex



Average annual rate per 100,000, age adjusted to the 2000 US standard population.

Data sources: North American Association of Central Cancer Registries (NAACCR), 2020

» Death Rates, 2014-2018

Thyroid, By Sex



Average annual rate per 100,000, age adjusted to the 2000 US standard population. Rates for PR are for 2012-2016.

Data sources: National Center for Health Statistics (NCHS), Centers for Disease Control and Prevention, 2020

Source: American Cancer Society, 2021

Male Female

» 5-Year Relative Survival, 2010-2016

Thyroid

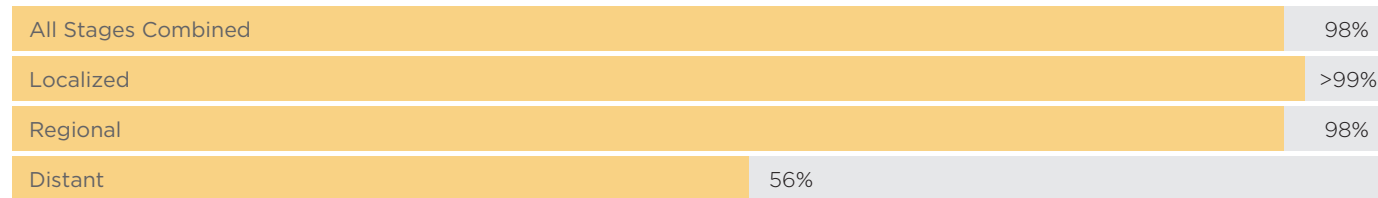


Among cases diagnosed from 2010 to 2016, followed through 2017.

Data sources: Surveillance, Epidemiology, and End Results (SEER) 18 registries, National Cancer Institute, 2020

» 5-Year Relative Survival, 2010-2016

Thyroid, By Stage at Diagnosis



Among cases diagnosed from 2010 to 2016, followed through 2017.

Data sources: Surveillance, Epidemiology, and End Results (SEER) 18 registries, National Cancer Institute, 2020

» Ohio Statistics At a Glance





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1.855.4HOLZER (1.855.446.5937)
www.holzer.org/cancercare