

2022

ANNUAL REPORT

HOLZER CENTER FOR CANCER CARE



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Commitment to

COMMUNITY

Cancer Liaison Physician Report

It is with great pleasure to present the 2022 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.

Holzer has continued to enhance our quality of care through:

- Virtual education and prevention to the community
- Refining processes to improve outpatient's experience
- Striving to increase clinical research
- 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



*ACoS CoC Liaison
Physician*
Dr. Divya Arora, MD
Radiation Oncology

Noteworthy ACCOMPLISHMENTS

During 2022 the staff of the cancer center continued to make noteworthy accomplishments toward improving the health and wellness of our community. One of the most notable advancements for our program was our affiliation with the Cleveland Clinic Taussig Cancer Center.



In affiliation with



Benefits of this affiliation:

- Expedited referrals and access to second opinion input from a multidisciplinary team of experts on a treatment plan, while staying close to home.
- Expanded access to highly specialized cancer treatments.
- Expert opinions from nationally ranked cancer providers.
- Streamlined access to clinical trials and research opportunities at Cleveland Clinic.

See page 17 for more »

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 oral chemotherapy education and documentation to monitor compliance with oral chemotherapy medications.

M
MEASURABLE



Medication education/reinforcement and follow up will be tracked. Implementation of excel spreadsheet to monitor education sessions and patient follow up.

A
ACHIEVABLE



This goal will be achieved with dedicated resources (staff and standardized education) and tools to monitor.

R
RELEVANT



Compliance is vital to ensure effective treatment with oral chemotherapy medications being administered away from a staffed infusion treatment facility.

T
TIME-BOUND



Anticipated to have 90% compliance by December 2022.

S.M.A.R.T GOAL

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

STUDY

2022 Quality Improvement Initiative

Investigating inconsistent ordering of biomarkers for all stages of lung cancer patients.

Providers and staff were concerned that the correct biomarkers (as recommended by the NCCN guidelines) were not being completed on all stages of Non-Small Cell Lung Cancer patients. (Biomarkers include: BRAF, EGFR, KRAS, MET, ALK, PD-L1, RET, ROS1, NTRK, and HER2). Inconsistent testing for biomarkers can delay the targeting for systemic therapy. A subcommittee worked with the Cancer Center providers, pathologists, and pathology manager to determine the process of ordering the appropriate biomarkers for each stage of lung cancer, in accordance with the NCCN guidelines. Our affiliate, Cleveland Clinic, was consulted to review their current process as well. A financial barrier was encountered, as 2 of the biomarkers (HER2 and NTRK) are not always covered by insurance, therefore causing a large expense for the patient.

IMPROVEMENTS

- 1 All stages of lung cancer automatically tested for all required biomarkers (PD-L1, ROS1, EGFR, BRAF, ALK, MET, RET, KRAS) apart from HER2 and NTRK.
- 2 Stage III and Stage IV lung cancer patients will be tested for the other 2 biomarkers (HER2 and NTRK) and must be ordered by the provider.
- 3 The electronic medical record pre-populates a reminder for the physician to order the additional biomarkers (HER2 and NTRK).

Physicians & 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 medical 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
Baylor Scott and White,
Texas A&M Temple, Texas

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

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

RESIDENCY

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



Angela Ball, FNP - *Cancer Care*

MEDICAL EDUCATION

Master of Science in Nursing
Marshall University
Huntington, West Virginia

BOARD CERTIFICATION

» American Academy of Nurse Practitioners



Wendi Hanna, C-FNP - *Cancer Care*

MEDICAL EDUCATION

Master of Science in Nursing
Kaplan University
Davenport, Iowa

BOARD CERTIFICATION

» American Nurses Credentialing Center



Sydney Stoops, NP - *Cancer Care*

MEDICAL EDUCATION

Master of Science in Nursing
University of Cincinnati
Cincinnati, Ohio

BOARD CERTIFICATION

» American Nurses Credentialing Center



Brian Plants, MD - *Radiation Oncology*

MEDICAL EDUCATION

West Virginia University School of Medicine
Morgantown, West Virginia

RESIDENCY

Radiation Oncology
University of Alabama at Birmingham
Birmingham, Alabama

BOARD CERTIFICATION

American Board of Radiology

INTERNSHIP

Internal Medicine
Charleston Area Medical Center
Charleston, West Virginia



Oncology Nurse NAVIGATORS

Our oncology nurse navigators help patients “navigate” through their cancer journey.

Oncology Nurse Navigators are individuals who help you navigate through services and resources available for you and your cancer diagnosis. Navigators help find appropriate medical and social services, educate you and your family about the cancer journey, and are great contacts during stressful points throughout the care process.

HOW NURSE NAVIGATORS CAN HELP

Oncology Nurse Navigators can assist with information at diagnosis, before and after completing testing or procedures, at therapy treatments, and at patient visits. They are also a wealth of knowledge relating to side effects of treatments, how to counteract those effects, and what can be done prior to treatments in order to minimize side effects.

YOUR FIRST MEETING WITH AN ONCOLOGY NURSE NAVIGATOR

In the first encounter, the oncology nurse navigator will discuss emotional impact of the disease, provide information on treatment decisions and processes, offer educational resources, evaluate support needs for the patient and family members, and coordinate care between the patient’s providers.

Prior to treatment the navigator will provide basic education on your predicted treatment path. The navigator can coordinate tests and/or appointments, visit or contact you following any procedures, and assist with medication management.

AFTER TREATMENTS ARE COMPLETED

Our Oncology Nurse Navigators will coordinate physician follow-

up schedules with the patient, which include a survivorship clinic. She will coordinate support programming and provide education on signs/symptoms or possible recurrence, nutrition and exercise and mental health.



Angela Ball, FNP
Nurse Navigator



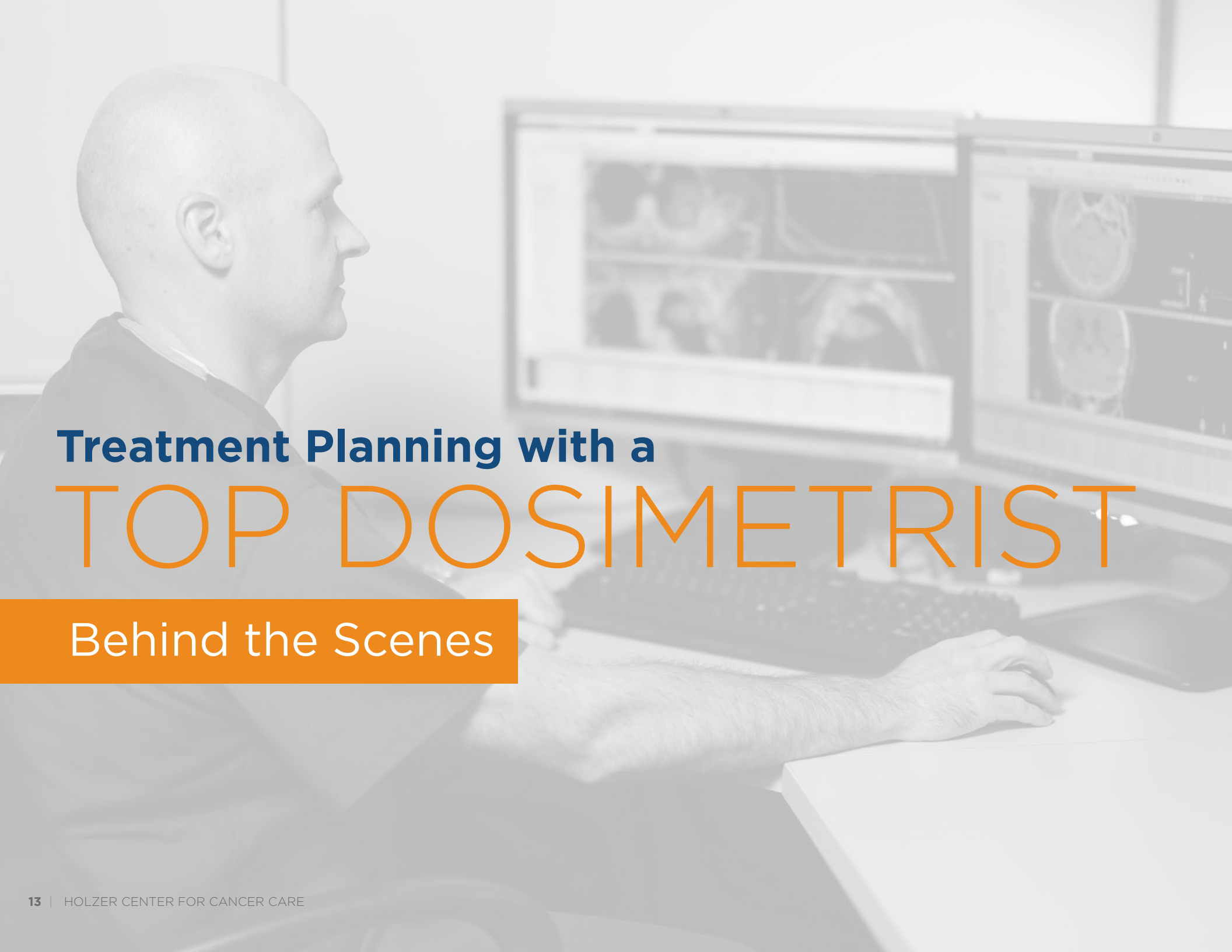
Sydney Stoops, NP
Nurse Navigator

AFFILIATION WITH CLEVELAND CLINIC CANCER CENTER

Holzer Oncology Nurse Navigators are available for quick, reliable communication between not only our Holzer providers, but also a wealth of resources available at our affiliated Cleveland Clinic Cancer Center. Through our affiliation, navigators can coordinate additional treatment options, obtain information for family members, and gain additional physician expertise. They work closely with any health system needed for your cancer journey to provide the best treatment plan for your cancer care.

CONTACT A NURSE NAVIGATOR

Nurse Navigators are available Monday through Friday, 8 a.m. to 4:30 p.m. at the Holzer Center for Cancer Care in Gallipolis. Their numbers are: (Ball) 740-441-3948 and (Stoops) 740-446-5718.



Treatment Planning with a

TOP DOSIMETRIST

Behind the Scenes

The diagnosis of cancer is jarring to those receiving the news. Holzer Center for Cancer Care provides state-of-the-art treatment for all cancer sites with gentle, precise, and individualized care.

Ryan Ramsburg, R.T. (R)(T) (CMD) sat down to discuss dosimetry and how cancer care is being taken to the next level right here at home.

“Dosimetry is treatment planning for radiation oncology,” said Ramsburg. “I take the images from cat scans, pet scans, MRIs and figure out how to apply a safe radiation dose to kill the cancer but protect all the healthy tissue around it.”

As the only dosimetrist within the system, Ramsburg spends each day calculating and conversing with his computer to figure out the correct dosage of radiation for patients. There are a lot of numbers that are put in the system, and some calculations can take 15 minutes, but others may take hours.

“I continually work on each treatment plan to get the information I need for patients to have the right plan,” said Ramsburg. “I may look at it and know I can give this much of a dosage, but if it goes any higher it can run the risk of causing long-term side effects such as blindness and even paralysis.”

Ramsburg joined Holzer in 2003 as a radiologic technologist, obtained a radiation therapist degree from the University of Kentucky, and then went into medical dosimetry.

The Holzer Center for Cancer Care, now in affiliation with The Cleveland Clinic, offers a wide variety of treatment options. In 2018, radio surgery (TrueBeam™ Radiotherapy System) began at the center to allow for high doses of radiation treatment in a short amount of time, returning patients back to their lives quicker. The TrueBeam™ Radiotherapy System is the same system used in most large academic centers today.

“The technology that we have here at the cancer center is why patients should ‘Think Holzer First,’” said Ramsburg. “Most people do not know all the services available here, and it is incredible. I am amazed every single day at what we can do for our patients.”


Ramsburg is among the top ten dosimetrists in the United States and was ranked 44th in the 2019 World Championship of Treatment Planning. He resides in Pomeroy, Ohio on a

200-acre farm with his wife Sarah and their son Gavin. In his free time, Ramsburg enjoys hunting, fishing, traveling, and making fishing lures.

“Most people do not know all the services available here, and it is incredible. I am amazed every single day at what we can do for our patients locally.”

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**Ryan Ramsburg,
R.T. (R)(T) (CMD)**
Holzer Center for
Cancer Care



Opposite page: Shown pictured is Ryan Ramsburg, R.T. (R)(T) (CMD), at the Holzer Center for Cancer Care.

‘Why I Chose to Care for CANCER PATIENTS’

A True Passion

A cancer diagnosis is daunting. The staff at the Holzer Center for Cancer Care (HCCC) can provide patients with knowledge regarding their diagnosis and gentle care right here at home. Amity Wamsley, RN, Clinical Manager, HCCC, sat down to talk about cancer care services at Holzer and what it means.

“Cancer care consists of appointments with your provider where you can discuss your treatment options and build a great relationship with them,” said Wamsley. “Appointments and treatments can range from radiation treatments to chemotherapy, injections, oral medications, and innovative therapies. Immunotherapy, which uses your immune system to fight cancer, is often used to complement chemotherapy, which uses chemicals to fight cancer.”

Wamsley joined Holzer in 1997 as a surgery nurse. After 10 years, she transitioned to working directly in cancer care after her father came to HCCC as a patient. She said that her father’s group of nurses were great and provided such excellent care that she decided to be a part of this team.

“It’s like a little oasis over here at the cancer center,” said Wamsley. “Everybody is positively engaged, even though many might think of this place as a sad one. My dad was the great driving factor for my passion for oncology.”

HCCC sees and treats several types of cancer including lung, colon, breast, prostate and some bloodborne cancers, including lymphoma. There are many screenings that can be performed to

recognize, prevent and detect cancer.

“Colon cancer is one of the few cancers that’s completely preventable through a colonoscopy,” said Wamsley. “Mammograms are important to have annually to detect breast cancer. We have the low-dose CT screening program for individuals who are at an elevated risk for lung cancer, and we offer a free skin cancer screening

annually. Melanoma is a cancer that often sneaks up on people, but can be easily identified early on through screening.”

Wamsley comes from a medical family and shares that caring for others is in her blood. Her grandfather was a private practice physician, and her grandmother was a surgery nurse. Wamsley said that her favorite part of working in cancer care is the close connections developed with the patients. She has a true passion for the field where patients are a blessing.

“We have some of the most appreciative, kind-hearted group of individuals that come here for care,” said Wamsley. “It is a privilege to be a part of the cancer center. Holzer is a great community hospital, and we have the desire to do good for our community. It is nice to have providers and

doctors that know their patient’s name and make a place that is not home feel like home.”

Wamsley resides near Pomeroy, Ohio, on a family farm with her husband, Bill. Together, they have two sons, Gage, 26, and Nicholas, 24, and a dachshund named Tilly. Wamsley enjoys farming and crafting in her free time.

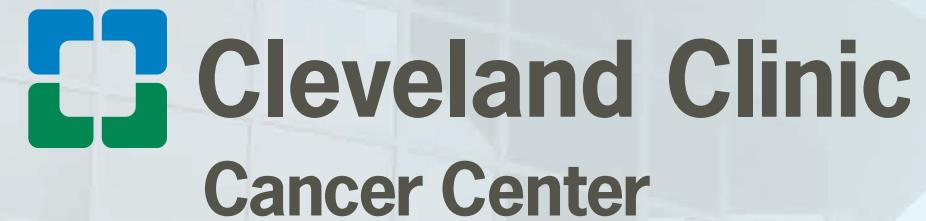
“It is nice to have providers and doctors that know their patient’s name and make a place that is not home feel like home.”

Amity Wamsley, RN
Clinical Manager,
Holzer Center for
Cancer Care



HOLZER ANNOUNCES AFFILIATION

In affiliation with



Holzer Health System is excited to announce a new formal affiliation between the Holzer Center for Cancer Care (HCCC) and Cleveland Clinic Cancer Center. This affiliation expands access to highly specialized cancer treatments, clinical resources, and clinical trials for patients in the southeastern Ohio communities.

The affiliation is a result of an extensive review process of care and services provided by the Holzer Center for Cancer Care. Benefits of this affiliation include a streamlined referral process, consultations for treatment options with Cleveland Clinic physicians, and opportunities for clinical trials not previously available.

“This affiliation will provide advanced care options for our patients,” shared Shane Maliszewski, MBA, RHIA, CCS, CMPE, Service Line Director, Holzer Center for Cancer Care. “We look forward to working with Cleveland Clinic Cancer Center to expand our treatments and therapies and provide advanced care for our patients, close to home.”

Holzer Center for Cancer Care provides state-of-the-art treatment for all cancer sites with gentle and individualized care plans. Medical oncology services, infusions, chemotherapy and radiation oncology services are all provided with advanced technology in a comfortable and friendly setting. Holzer continues to invest in the latest technology and treatment delivering non-invasive radiation that will eliminate cancer cells with increased precision and accuracy while sparing healthy tissue. Our specialists personalize each patient’s cancer treatment for the best outcome possible.

The team at Holzer has combined their expertise to provide a unified approach to optimal cancer treatment. “We are known to offer comprehensive cancer care with a compassionate touch. Through this affiliation, we will continue to offer the very best care options right here in our communities, allowing our patients to think of Holzer first and understand that we are working with the best experts in the field if advanced specialized care is needed,” said Dr. Mike Canady, CEO of Holzer.

WHAT DOES THIS AFFILIATION MEAN for Patients?

- Expedited referrals and access to second opinion input from a multidisciplinary team of experts on a treatment plan, while staying close to home.
- Expanded access to highly specialized cancer treatments
- Expert opinions from nationally ranked cancer providers
- Streamlined access to clinical trials and research opportunities at Cleveland Clinic

Cancer Program Profile Reports

CP³R

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	STANDARD TO MEET	HCCC RATE
First therapeutic breast surgery in a non-neoadjuvant setting is performed within 60 days of diagnosis for patients with AJCC clinical stage I-III breast cancer.	95%	100%
Combination chemotherapy or chemo-immunotherapy (if HER2 positive) is recommended or administered within 4 months (120 days) of diagnosis for women under 70 with AJCC T1cN0M0, or stage IB - III hormone receptor negative breast cancer.	95%	100%
Adjuvant chemotherapy is recommended or administered within 4 months (120 days) of diagnosis for patients under the age of 80 with AJCC stage III (lymph node positive) colon cancer.	95%	100%
At least 12 regional lymph nodes are removed and pathologically examined for resected colon cancer.	95%	100%



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. Raul Gagucas, 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.

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.

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.

2022 FOLLOW-UP RATES	SINCE 2004	LAST 5 YEARS
Total New Patients in the Registry (Analytic Cases)	3949	1588
Less Deceased	1736	588
Number Living	1122	591
Patients Lost to Follow-Up	251	113
Percentage of Successful Follow-Up Rate	At least 80%	At least 90%
Holzer Rate as of December 31, 2022	91.22%	90.42%

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 2022 was 91.22% (required minimum is 80%). The successful follow-up rate for the last 5 years was 90.42% (required minimum is 90%).



FINANCIAL ASSISTANCE

Procedures & treatments can 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 the 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.

Holzer Center for Cancer Care offers a Financial Navigator to assist with financial concerns during oncology treatments. The Financial Navigator can assist in navigating insurance questions and assist with getting treatments pre-authorized, and works closely with the Oncology Nurse Navigators to assist with needs as they arise.



CANCER COMMITTEE

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.



NAME	MEMBER STATUS	DEPARTMENT
Divya Arora, MD	Appointee	CLP/Committee Chair/Radiation Oncology
Steven Conley, MD	Appointee	Diagnostic Radiology
Khawaja Hamid, MD	Appointee	Medical Oncology
Raul Gagucas, MD	Appointee	Pathology/Cancer Conference Coordinator
Shane Maliszewski	Appointee	Cancer Program Administrator
Amity Wamsley, RN	Appointee	Cancer Center Clinical Manager
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
Angela Ball, CNP	Additional Member	Genetics Assistant
JoEllen Quillen, 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.

EVENT	DATE
High School Basketball: Jackson vs. Alexander	1/11
Main Street TV - Women's Health with Dr. Robert Bowers, OB/GYN	1/31
Rio Grande University - basketball (Holzer Night)	2/1
WSAZ Community Connection (TV): Home Care services	2/10
Hug Your Heart - health fair event	2/11
Wellston City Schools Health Fair	2/18
WSAZ Community Connection (TV): Dr. Charles Bishop - Orthopedics	2/22
Free Hearing Screening - Jackson	3/1
Gallia County Little League Event	4/2
University of Rio Grande Health Fair	4/14
South Webster Health Fair	4/20
Drug Take Back Event (Gallipolis, Jackson, and Pomeroy)	4/30
Free Sports Physicals	5/1, 5, 7, and 12
Meigs Council on Aging Fair	5/17
"Ask the Expert" - WOWK - Mental Health with Erica Kegley	5/20
2022 Holzer Science Awards	5/24

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
Kyger Creek Plant Health Fair	6/15
Kenworth Health Fair Family Day	6/18
Think Holzer First 5K	6/18
“Ask the Expert” - WOWK - Dr. Jonathan Mathis	6/23
River Recreation Festival - Gallipolis	7/4
Lawrence County Fair	7/11 - 15
Community Action Health Fair	7/14
Main Street TV/Radio Mix 96.7: Breanna Morgan, NP	7/14
Jackson County Fair	7/14 - 23
Hoop Project	7/15
Oral, Head, and Neck Cancer Screening	7/16
Holzer Athens Movie Night	7/29
Gallia County Junior Fair	8/1 - 6
Athens County Fair	8/5 - 13
Sports Medicine Coaches Luncheon	8/13
Healthy Kick Start	8/13
Meigs County Fair	8/15 - 20
Kids Pack-a-Picnic event	8/20
Healthy Kick Start - Jackson County	8/20
Ohio Overdose Awareness Event - Gallipolis City Park	8/31
First Friday Kids Zone	9/2

Battle of the Bridge HS football game	9/2
Ohio University Football - tailgate	9/3
Emancipation Event	9/17 - 18
Jackson Apple Festival	9/19 - 24
Rocky Boots Health Fair	9/21, 9/23
Scioto County Baby Shower health fair	9/22
HS football: River Valley vs. Wellston	9/23
HS football: SGHS vs. Belpre	9/23
Ohio University Employee Resource Fair	9/28
Memorial Building Health Fair	9/29
Senior Expo Health Fair	10/6
Ohio University Football - Homecoming - Pink Out	10/8
Drug Free Rally	10/12
Wellston City Schools Parent Conference Fair	10/20
GAHS Football - Pink game	10/21
Treat Street	10/25
Welloween Health Fair	10/26
Portsmouth MHA Health Fair	10/27
Trunk or Treat - Washington Elementary	10/28
Drug Takeback event (Gallipolis, Jackson, Pomeroy)	10/29
University of Rio Grande vs. Kent State - Rugby tailgate	10/29
Breast Cancer Awareness Health Fair	10/31



Pike County Career Center Health Fair	11/8
Diabetes Awareness Walk	11/12
Waverly Schools Health Fair	11/16
Main Street TV/Radio Mix 96.7 - Dr. Gregory Kloehn, Cardiology	11/16
Illumination of Hope event	11/29
WSAZ Studio 3 with Dr. Michael Canady, Holzer CEO	11/18
Gallipolis Christmas Parade	12/3
Main Street TV/Radio Mix 96.7 - Vein Center	12/7
WSAZ Studio 3 with Dr. Andrew Martin - OB/GYN	12/13
Alexander Spartan Classic basketball tournament	12/17

MAILER OUTREACH

Mammography Outreach



SOCIAL MEDIA OUTREACH

Reach total: This metric counts reach from the organic or paid distribution of the post, including if it was boosted. Reach is only counted once if it occurs from both organic and paid distribution. This metric is estimated.

Cervical Cancer Awareness Month

Published Jan. 5

- Reach Total: 1,295
- Engagements: 2 reactions



Cervical Cancer Awareness Article

Published Jan. 14

- Reach Total: 15,693
- Engagements: 428 reactions, 76 comments, 43 shares



How the Pandemic is Affecting Cancer Outcomes

Published Jan. 27

- Reach Total: 2,085
- Engagements: 1 reaction, 1 share



World Cancer Day

Published Feb. 4

- Reach Total: 1,330
- Engagements: 5 reactions, 1 share



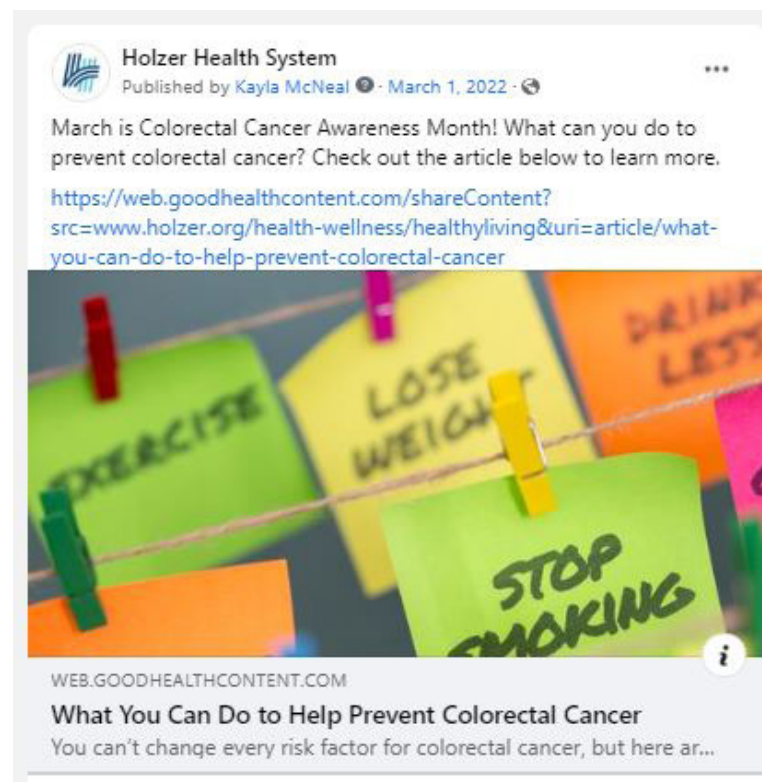
National Cancer Prevention Month

Published Feb. 25
 • Reach Total: 763



Colorectal Cancer Awareness Month

Published Mar. 1
 • Reach Total: 1,251
 • Engagements: 5 reactions, 11 shares



Wear Blue Day

Published Mar. 4
 • Reach Total: 154
 • Engagements: 2 reactions



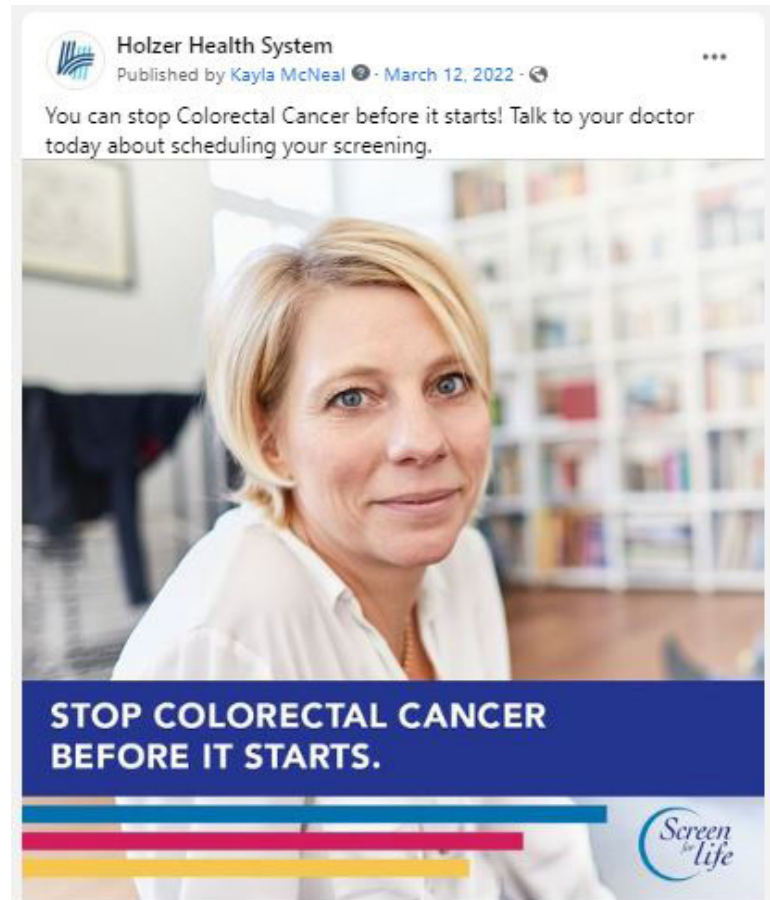
Colorectal Cancer Screening article

Published Mar. 5
 • Reach Total: 1,312 (Facebook); 207 (Instagram)
 • Engagements: 2 reactions, 2 shares (Facebook)
 2 likes (Instagram)



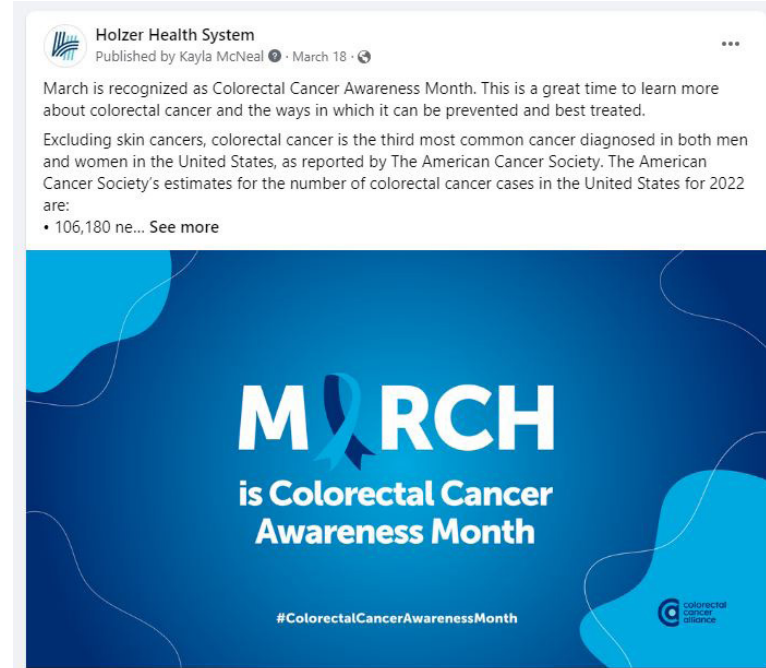
Stop Colorectal Cancer Before It Starts

- Published Mar. 12*
- Reach Total: 1,639 (Facebook); 212 (Instagram)
 - Engagements: 10 reactions, 5 shares (Facebook)
4 likes (Instagram)



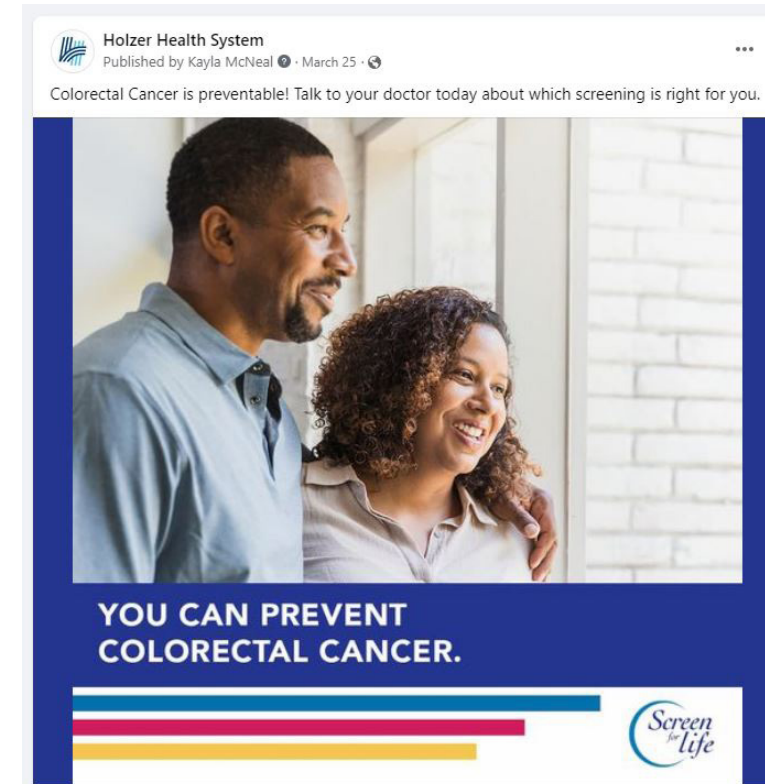
Colorectal Cancer Awareness Month

- Published Mar. 18*
- Reach Total: 1,136 (Facebook); 140 (Instagram)
 - Engagements: 2 reactions, 2 shares (Facebook)
2 likes (Instagram)



Colorectal Cancer Prevention

- Published Mar. 25*
- Reach Total: 1,076 (Facebook); 191 (Instagram)
 - Engagements: 1 reaction, 1 share (Facebook)
2 likes (Instagram)



Skin Cancer Screenings Promos

- Published April - May*
- Reach Total: 7,524
 - Engagements: 10 reactions, 1 comment, 24 shares



Skin Cancer Screening Article

Published Apr. 21

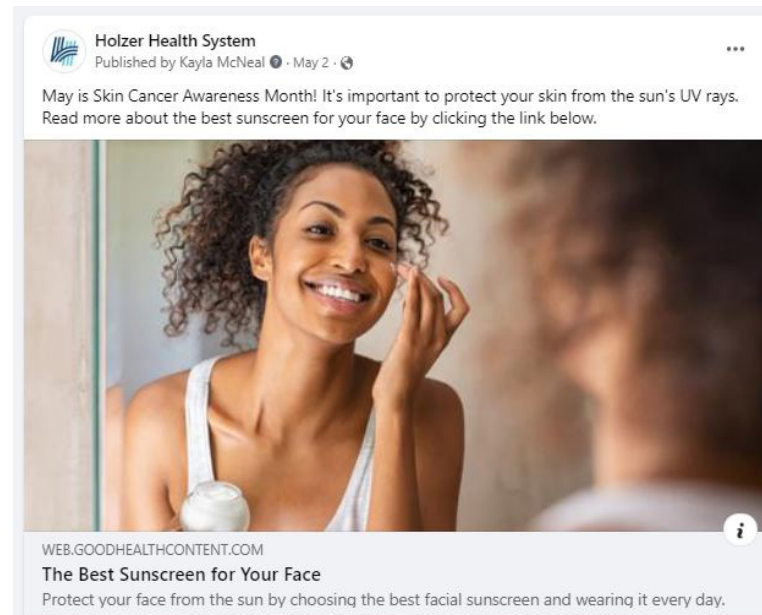
- Reach Total: 1,221
- Engagements: 1 reaction, 8 shares



Skin Cancer Awareness Month Article

Published May 2

- Reach Total: 1,394
- Engagements: 8 reactions, 3 shares



Free Skin Cancer Screenings in Jackson Promos with Dr. Karen Wong

Published May 17

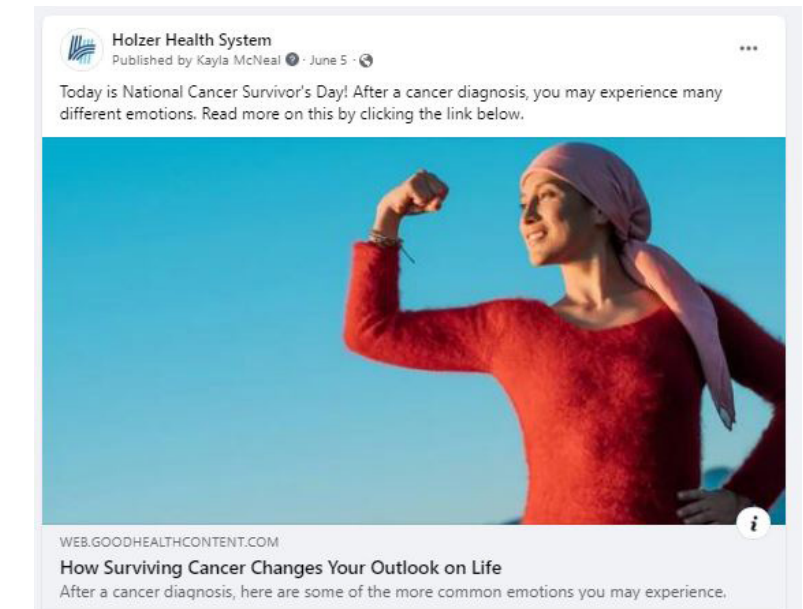
- Reach Total: 869
- Engagements: 8 reactions, 3 shares



National Cancer Survivor's Day Article

Published June 5

- Reach Total: 1,203
- Engagements: 5 reactions, 2 shares



Free Oral, Head, Neck Cancer Screenings Promo

Published June - July

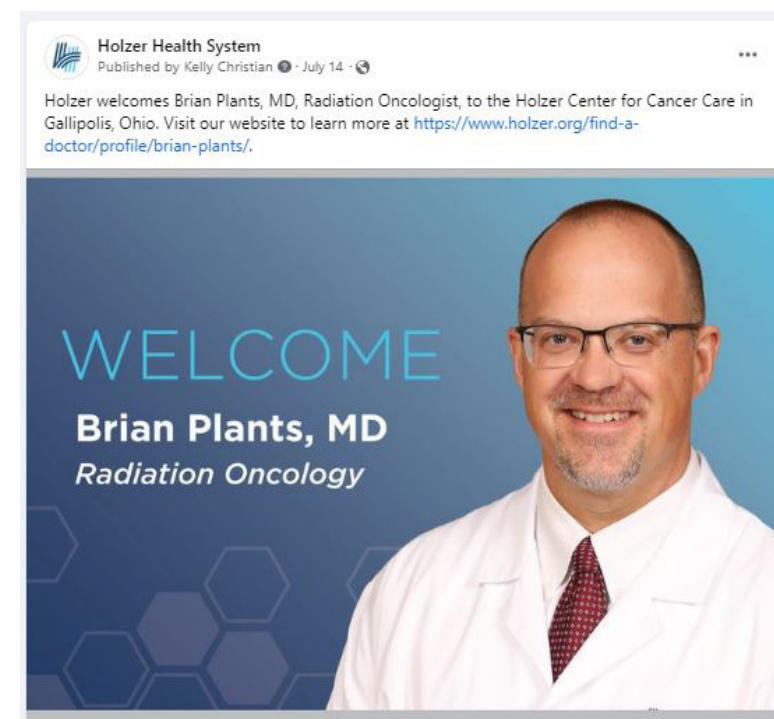
- Reach Total: 7,612
- Engagements: 8 reactions, 25 shares



Welcome Dr. Brian Plants

Published July 14

- Reach Total: 1,006 (Facebook); 254 (Instagram)
- Engagements: 37 reaction, 6 shares (Facebook) 12 likes (Instagram)



Welcome Sydney Stoops, NP

Published July 25

- Reach Total: 3,589 (Facebook); 227 (Instagram)
- Engagements: 42 reaction, 5 comments, 5 shares (Facebook) 6 likes (Instagram)



WCHS Ask the Expert Segment: Dr. Brian Plants - Skin Cancer

Published July 25

- Reach Total: 988
- Engagements: 6 reactions, 4 shares



Childhood Cancer Awareness Month article

Published Sept. 3

- Reach Total: 1,078
- Engagements: 1 reaction, 1 comment, 3 shares



Thyroid Cancer Awareness Month article

Published Sept. 10

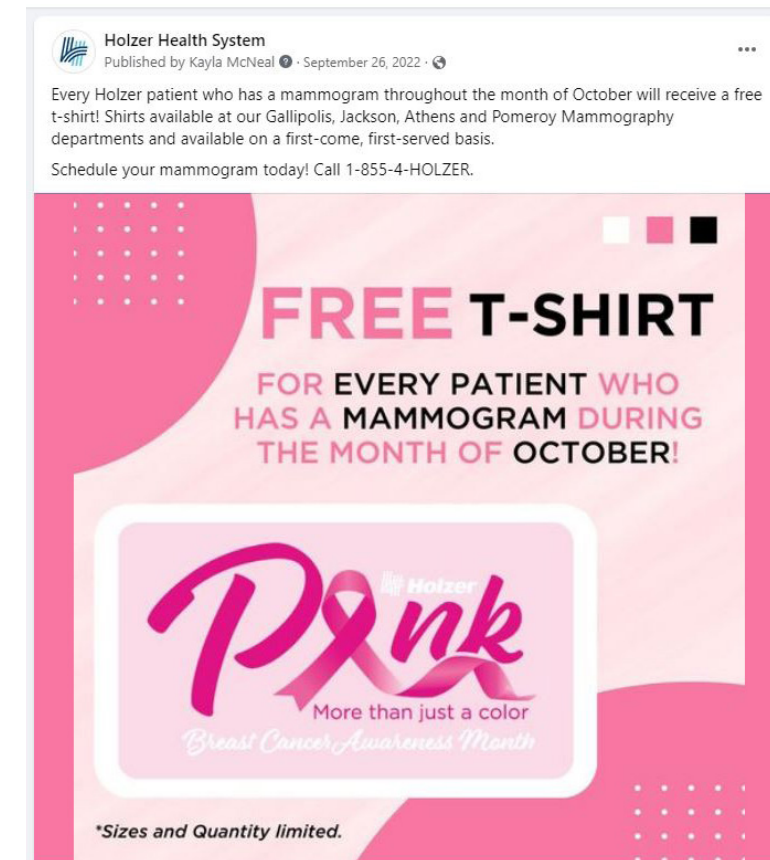
- Reach Total: 730
- Engagements: 2 reactions, 1 comment, 3 shares



Mammography - T-shirt Promo

Published Sept. 26 (plus multiple dates)

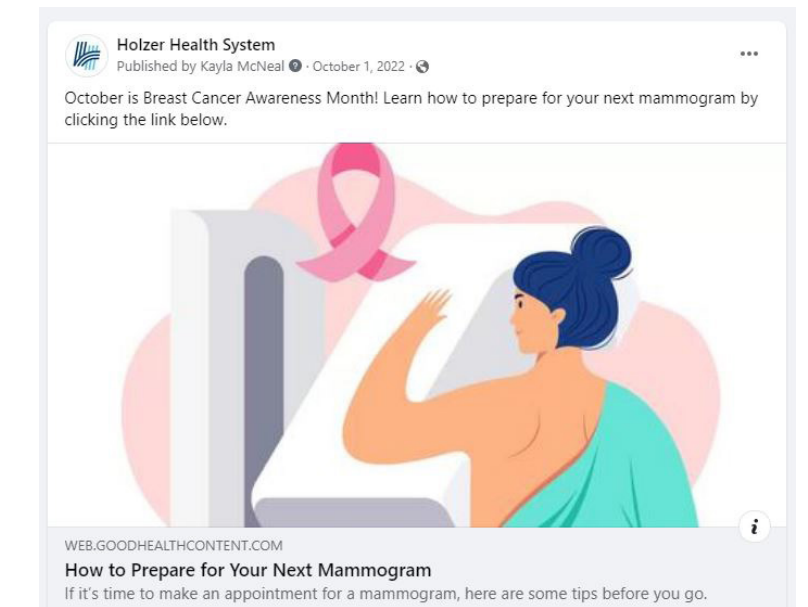
- Reach Total: 3,732
- Engagements: 12 reactions, 27 shares



Breast Cancer Awareness Month - Preparing for Next Mammogram Article

Published Oct. 1

- Reach Total: 690
- Engagements: 1 share



Ohio University Football - Pink Tailgate Promo

Published Oct. 6 & 8

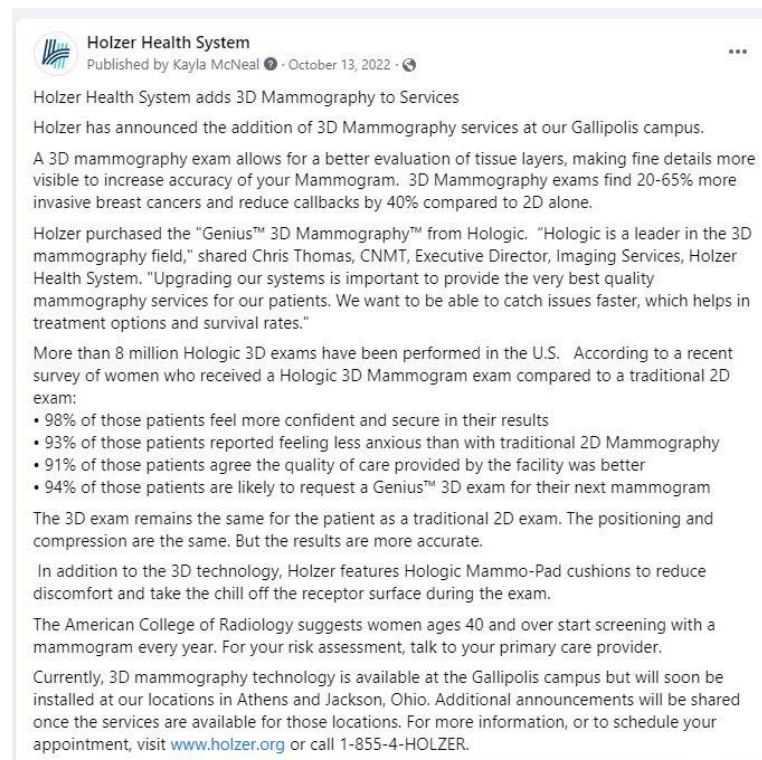
- Reach Total: 1,369 (Facebook); 233 (Instagram)
- Engagements: 9 reactions, 3 shares (Facebook)
12 likes (Instagram)



Holzer Adds 3D Mammography Services

Published Oct. 13

- Reach Total: 1,550
- Engagements: 13 reactions, 1 comment, 6 shares



Breast Cancer Awareness Month

Published Oct. 17, 24 & 30

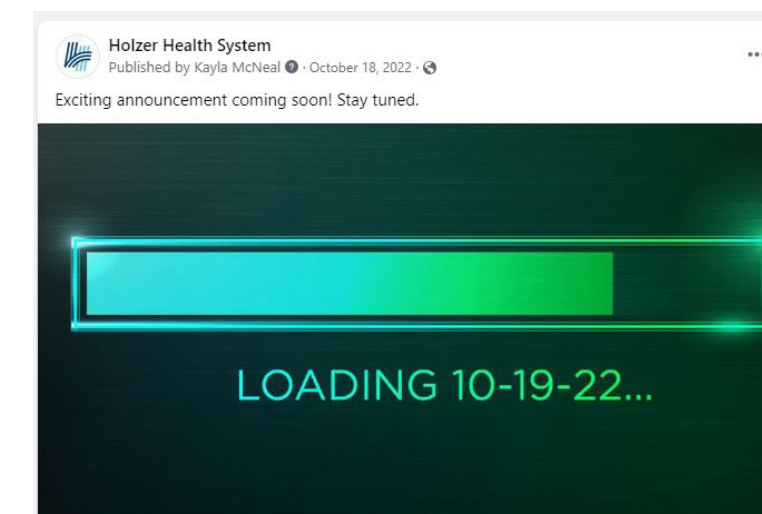
- Reach Total: 5,524 (Facebook); 187 (Instagram)
- Engagements: 52 reactions, 32 shares (Facebook)
11 likes (Instagram)



HCCC and Cleveland Clinic Cancer Center Affiliation Announcement Teaser

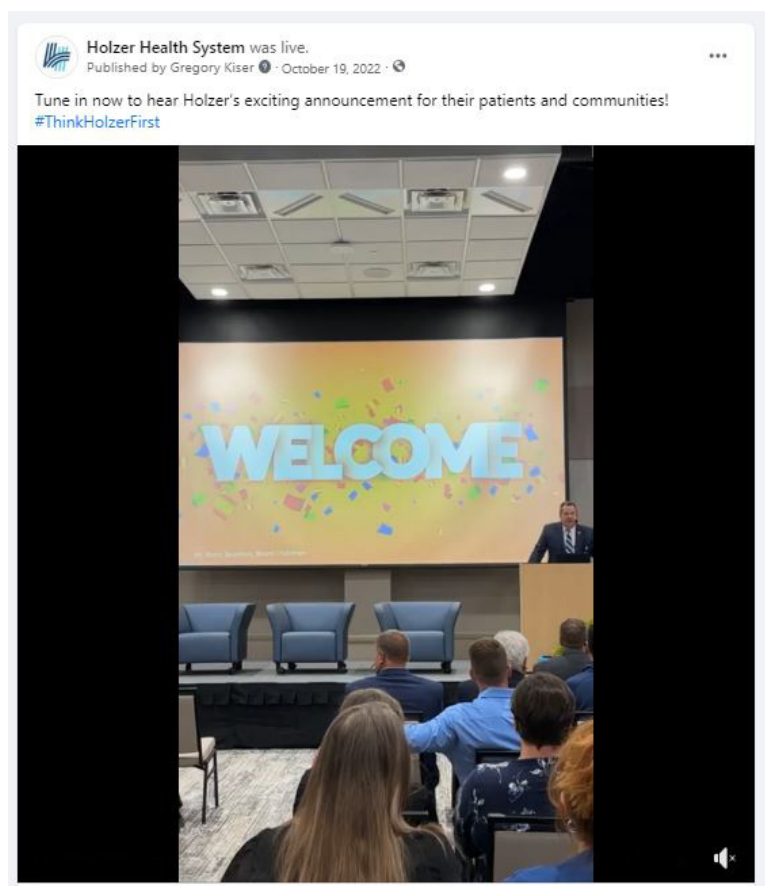
Published Oct. 18

- Reach Total: 9,193 (Facebook); 295 (Instagram)
- Engagements: 145 reactions, 33 comments, 31 shares
5 likes (Instagram)



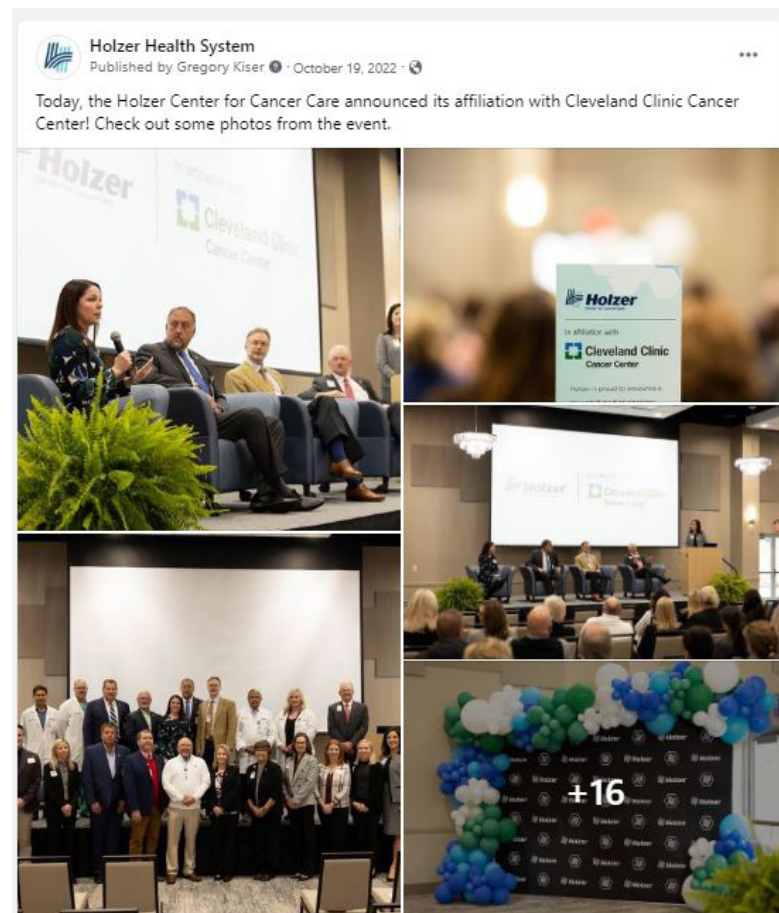
HCCC and Cleveland Clinic Cancer Center Affiliation Event Facebook Live Video

- Published Oct. 19
- Reach Total: 3,636
 - Engagements: 85 reactions, 7 comments, 19 shares



HCCC and Cleveland Cancer Center Affiliation Event post

- Published Oct. 19
- Reach Total: 21,362
 - Engagements: 633 reactions, 43 comments, 110 shares



Holzer Pink Out Football Game - GAHS

- Published Oct. 20
- Reach Total: 1,185
 - Engagements: 12 reactions, 4 shares



National Mammography Day

- Published Oct. 21
- Reach Total: 1,284
 - Engagements: 2 reactions, 1 share



Cancer Affiliation Video (wrap-up)

Published Oct. 27

- Reach Total: 1,207
- Engagements: 31 reactions, 5 shares



Liver Cancer Awareness Month

Published Oct. 27

- Reach Total: 886
- Engagements: 1 reaction



Lung Cancer Awareness Month - Article

Published Nov. 2

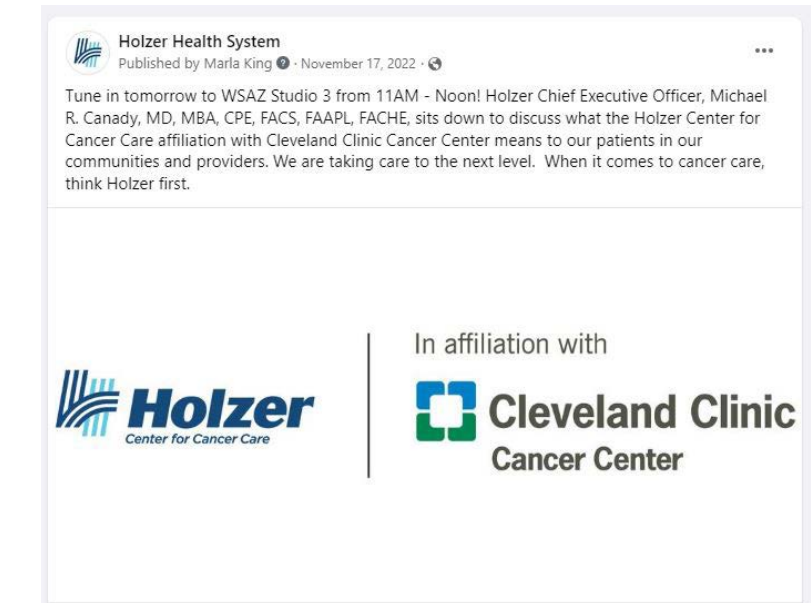
- Reach Total: 669



WSAZ Studio 3: Affiliation - promo

Published Nov. 17

- Reach Total: 2,427
- Engagements: 49 reactions, 15 shares



Article: Dosemetry - Ryan Ramsburg

Published Nov. 18

- Reach Total: 3,907
- Engagements: 166 reactions, 19 comments, 12 shares



Takeover Tuesday: HCCC Employees - Amity Wamsley

Published Nov. 19

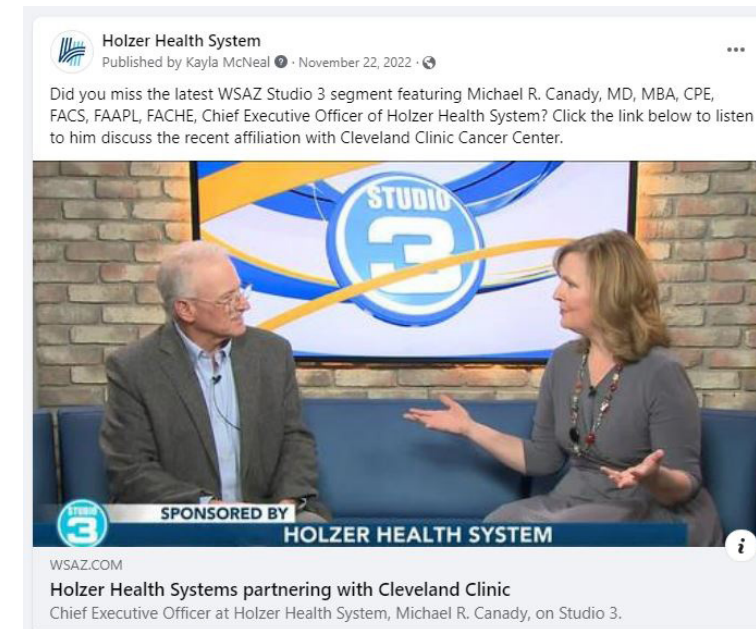
- Reach Total: 4,569
- Engagements: 148 reactions, 44 comments, 6 shares



WSAZ Studio 3: Dr. Canady - HCCC Affiliation with Cleveland Clinic Cancer Center

Published Nov. 22

- Reach Total: 1,782
- Engagements: 15 reactions, 8 shares



Campaign: Holzer Center for Cancer Care

Published Nov. 23

- Reach Total: 6,256 (organic: 1,489; paid: 5,171)
- Engagements: 48 reactions, 4 comments, 14 shares





ILLUMINATION OF HOPE

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.

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



Illumination of Hope Promo

Published Nov. 22 & 25

- Reach Total: 4,668
- Engagements: 36 reactions, 1 comment, 11 shares

Holzer Health System
Published by Kayla McNeal · November 25, 2022 · 🌐

REMINDER: Join us at the Holzer Center for Cancer Care on Tuesday, November 29 as we honor/remember loved ones, friends and co-workers with a special tree lighting. Ornaments can be purchased to be hung on the tree in honor or memory of your loved ones. All funds raised will be utilized for Holzer Center for Cancer Care patients. Questions? Call 740.441.3572.

ILLUMINATION OF HOPE
Honor or remember special loved one, friend or co-worker with a personalized ornament. Your contribution of \$10 will be added to a fund utilized for Holzer Center for Cancer Care patients. Please print the information below for your ornament.

Donor Name: _____
Address: _____
City, State, Zip: _____
Phone Number: _____

In Honor In Memory

Honoree's Name: _____

Tuesday, November 29
5:30pm
Holzer Center for Cancer Care
Join us as we honor/remember loved ones, friends

Please make checks payable to Holzer Center for Cancer Care or use the QR code to complete an online payment. Send completed forms to

Marketing CAMPAIGN

The major marketing campaign in 2022 for HCCC featured technology available and the new affiliation with Cleveland Clinic Cancer Center.

The campaign comprised of a full range of multimedia, including a television commercial, traditional and internet radio spots, print ads, print newsletter, outdoor billboards — digital and vinyl, social media, and digital advertising.

TV Commercial

Broadcast on WSAZ, local cinemas, social media, and as digital advertising



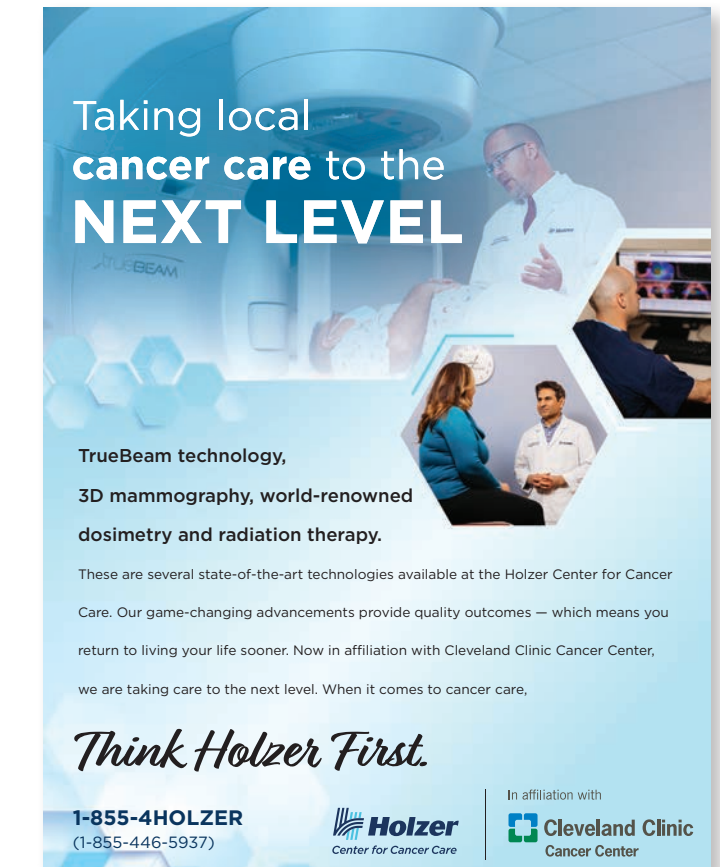
Billboards

Billboards were placed throughout all market area



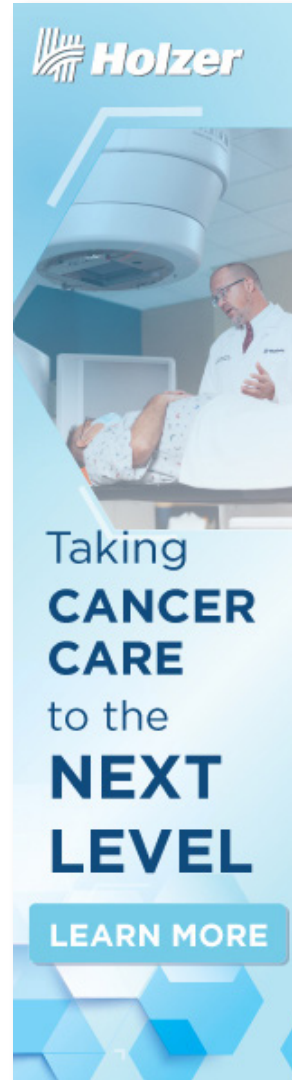
Print Ads

Ads placed in local newspapers in all market area.



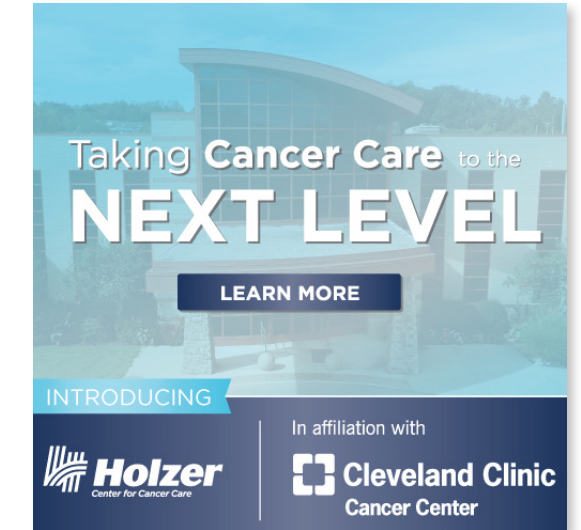
Digital Advertising

Digital ads were placed through Google.



Digital Advertising

Digital ads were placed through Google.



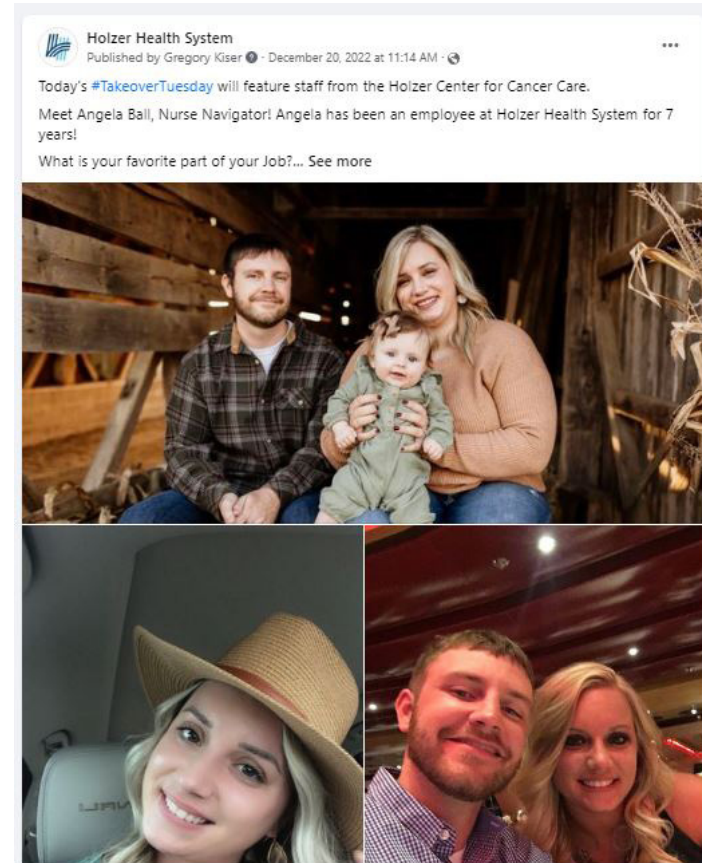
Takeover Tuesday

Placed on Social Media - Facebook and Instagram

HCCC Employees - Angela Ball, NP

Published Dec. 20

- Reach Total: 5,162
- Engagements: 155 reactions, 4 comments, 2 shares



HCCC Employees - Kaylee Dunnivant, CMA

Published Dec. 20

- Reach Total: 2,971
- Engagements: 38 reactions, 5 comments, 1 share



HCCC Employees - Sydney Stoops, NP

Published Dec. 20

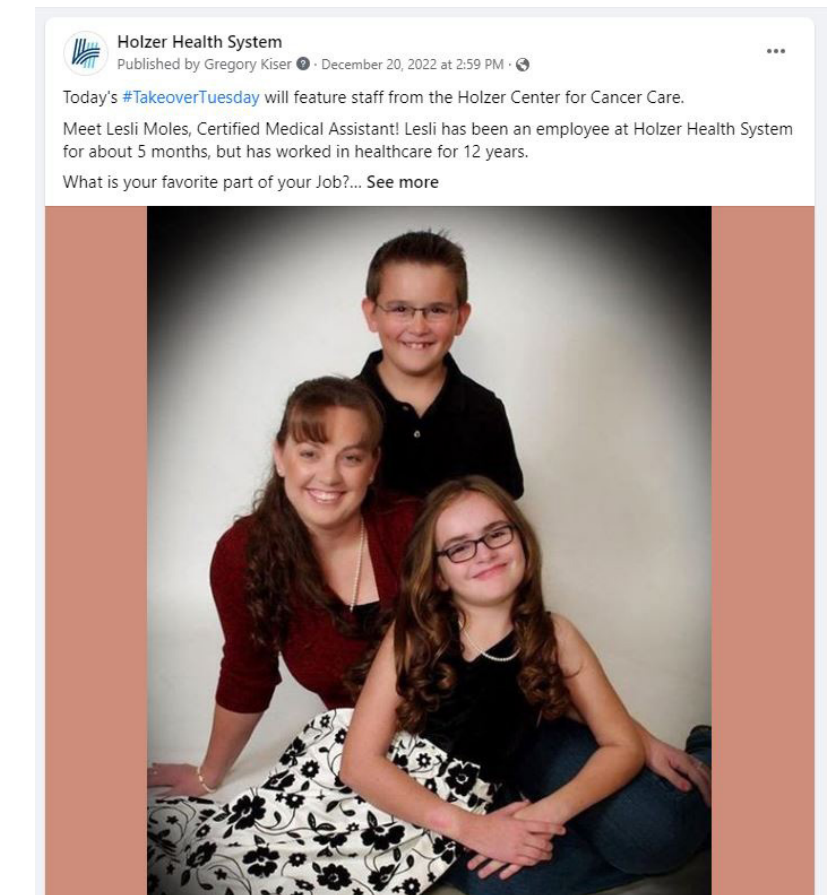
- Reach Total: 3,455
- Engagements: 34 reactions, 4 comments, 2 shares



HCCC Employees - Lesli Moles, CMA

Published Dec. 20

- Reach Total: 2,619
- Engagements: 19 reactions, 3 comments



2022 Cases

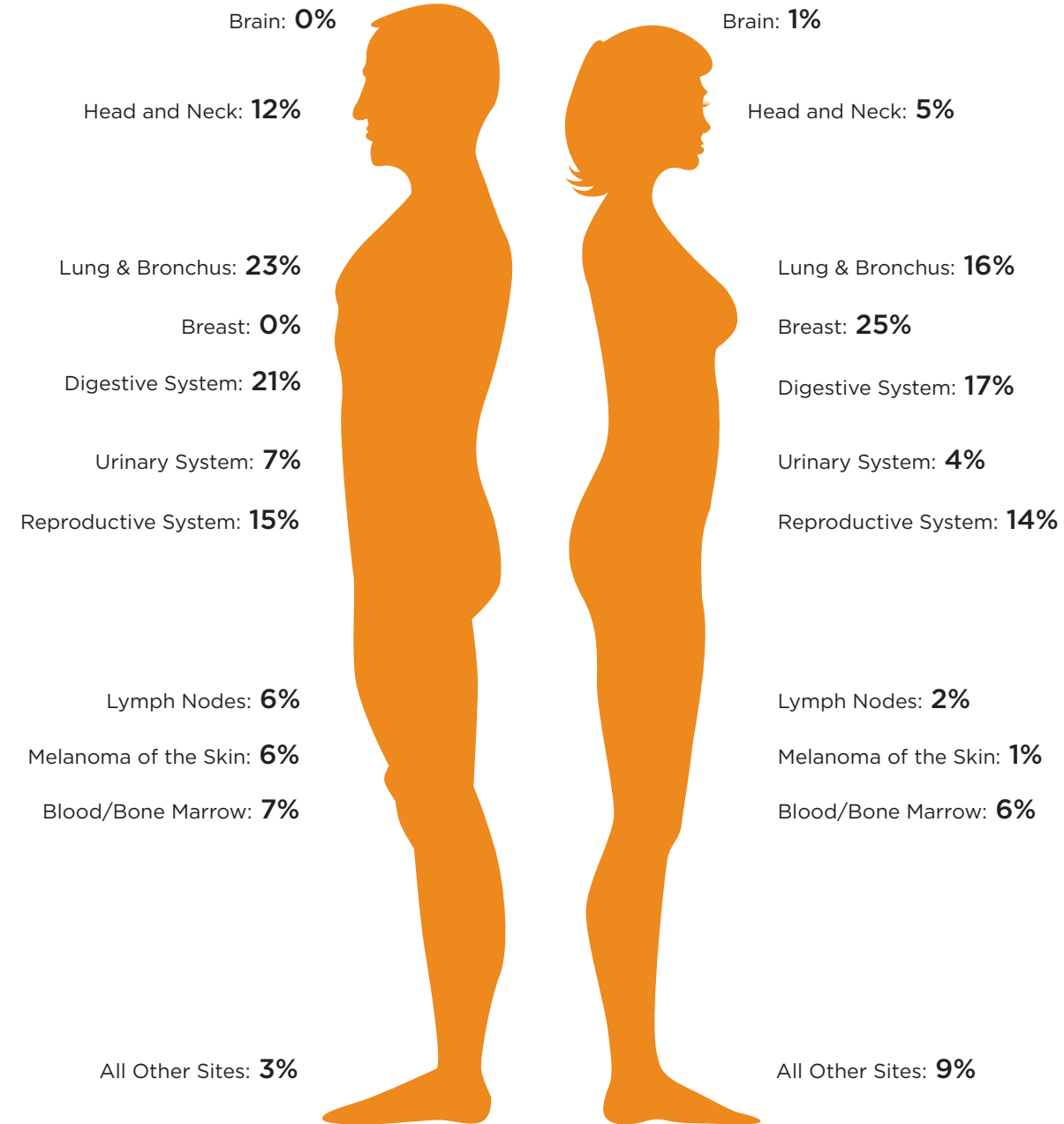
DIAGNOSED

Description of Top Sites Compared to Ohio & National

	HCCC	PERCENTAGE	OHIO	PERCENTAGE	NATIONAL	PERCENTAGE
Lung/Bronchus	54	19%	10,430	14%	287,850	15%
Breast	42	15%	10,610	14%	236,740	12%
Colorectal	30	11%	5,870	7%	151,030	8%
Leukemia	18	6%	1,910	2%	60,650	3%
Corpus Uteri	17	6%	2,760	3%	65,950	4%
Prostate	15	5%	9,530	13%	268,490	14%
Skin	8	3%	4,110	5%	99,780	5%
Bladder	5	2%	3,260	4%	81,180	4%
Uterine Cervix	2	1%	480	1%	14,100	1%
All Others	89	32%	27,470	37%	652,260	34%
TOTALS:	280	100%	73,700	100%	1,918,030	100%

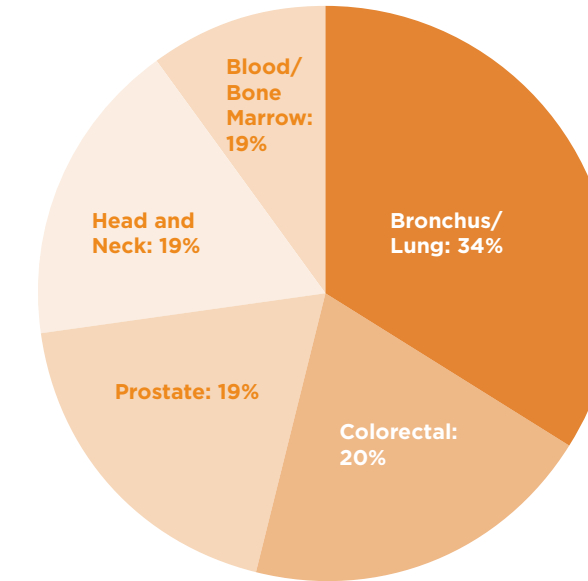
An estimated 1,918,030 new cancer cases have occurred nationally in 2022. The state of Ohio is estimated at 73,700. Holzer Center for Cancer Care (HCCC) had 280 analytic cases for the year. The incidence rate for men and women nationally is 983,160 and 934,870, respectively. Holzer was 5 percent above the Ohio level for lung and 4 percent above the national level. Prostate incidence at Holzer is significantly lower than both the Ohio and national average (8 to 9 percent respectively). Colorectal incidence is above the national and state average by approximately 3 to 4 percent.

2022 HCCC Site Distribution Data Illustration for Diagnosis



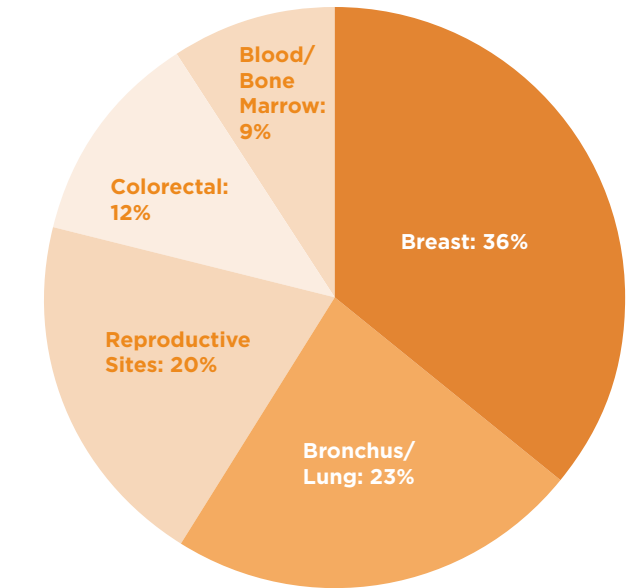
2022 Holzer National Comparison of Estimated Top Cancer Sites

TOP 5 SITES FOR MEN



PRIMARY SITE	CASES	PERCENT
Bronchus/Lung	27	34%
Colorectal	16	20%
Prostate	15	19%
Head and Neck	14	17%
Blood/Bone Marrow	8	10%
Total	80	100%

TOP 5 SITES FOR WOMEN



PRIMARY SITE	CASES	PERCENT
Breast	42	36%
Bronchus/Lung	27	23%
Reproductive Sites	23	20%
Colorectal	14	12%
Blood/Bone Marrow	10	9%
Total	116	100%

Site of Focus

MELANOMA

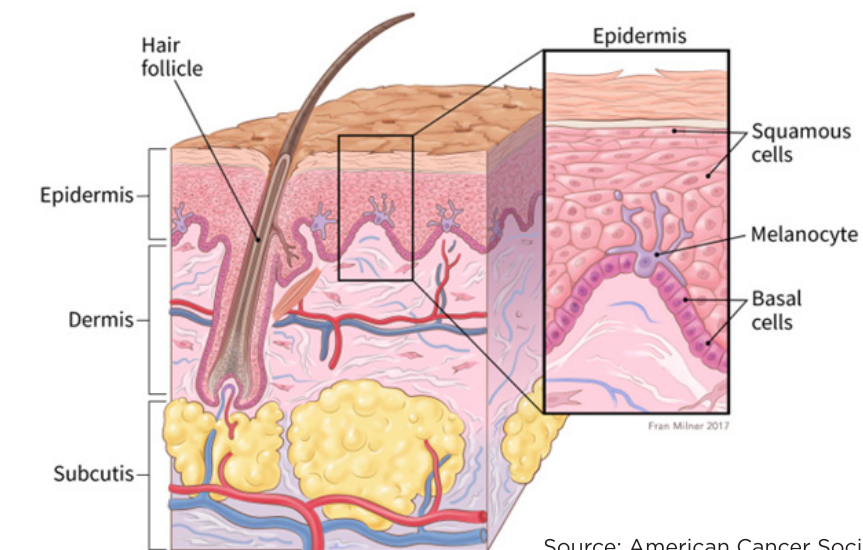
According to the American Cancer Society, the rates of melanoma have been rising rapidly over the past few decades, but this has varied by age.

Melanoma is a specific kind of skin cancer. Our skin has cells called melanocytes, which give the skin its tan or brown color. Melanoma develops when these cells grow out of control. This specific skin cancer is not as common as other types of skin cancer, however, it is more dangerous because it is more likely to spread to other parts of the body.

Melanoma skin cancer can develop anywhere on the skin, but they are most found on the chest and back in men, and on the legs in women. Melanoma can be found in other parts of the body, such as the eyes, mouth, genitals, and anal area, but are less common than on the skin.

RISK FACTORS FOR MELANOMA

- 1. EXPOSURE TO ULTRAVIOLET LIGHT EXPOSURE.** The main source of UV rays is the sun, however, tanning beds and sun lamps are also sources.
- 2. MOLES.** Most moles will not lead to any problems. Someone who has many moles is more likely to develop melanoma.
- 3. FAIR SKIN AND LIGHT HAIR.** Melanoma risk is much higher for white skinned people than for African Americans. People with red or blonde hair, freckles, and light skin that burns easily are at an increased risk as well.
- 4. FAMILY HISTORY OF MELANOMA.** Your risk for melanoma is higher if one or more of your first degree relatives (parent, sibling, children) has had melanoma.
- 5. PERSONAL HISTORY** of melanoma or other skin cancers.



Source: American Cancer Society (www.cancer.org)

- 6. A WEAKENED IMMUNE SYSTEM.**
- 7. OLDER AGE.** Melanoma is most likely to occur in older people, but younger people can develop melanoma, especially if the other risk factors are present.
- 8. BEING MALE.** After the age of 50, melanoma is more common in men vs women.

(Source: American Cancer Society, www.cancer.org)

PREVENTION

1. Limit exposure to UV light.
2. Stay in the shade when you can.
3. “Slip, Slop, Slap and Wrap”...slip on a shirt, slop on sunscreen, slap on a hat, and wrap on sunglasses.
4. Avoid tanning beds and sun lamps
5. Perform self-skin exams and watch for abnormal moles

(Source: American Cancer Society, www.cancer.org)

HOW TO PERFORM A SELF-SKIN EXAM

(Source: American Cancer Society, www.cancer.org)

Face a Mirror

Check your face, ears, neck, chest, and belly. Women will need to lift their breasts to check the skin underneath.



Check your underarm areas, both sides of your arms, the tops and palms of your hands, in between your fingers, and under your fingernails.



Sit Down

Check the front of your thighs, shins, tops of your feet, in between your toes, and under your toenails.



Now use a hand mirror to look at the bottoms of your feet, your calves, and the backs of your thighs, first checking one leg and then the other.



Use a Hand Mirror

Use the hand mirror to check your buttocks, genital area, lower and upper back, and the back of your neck and ears. Or it may be easier to look at your back in the wall mirror using a hand mirror.



Use a comb or hair dryer to part your hair so that you can check your scalp.



The best time to do a skin self-exam is after a bath or shower. Check any moles, blemishes, or birthmarks from the top of your head to your toes. If you look at your skin regularly, you will know what’s normal for you.

What to Look For

1. A new, expanding, or changing growth, spot on the skin
2. A sore that bleeds and/or does not heal
3. A rough or scaly red patch that may crust over or bleed
4. A wart-like growth
5. A mole that’s new or changing in size, shape, or color
6. A mole with an odd shape, irregular borders, or areas of different colors

If you find something suspicious, go to your doctor to have it examined.

TREATMENT FOR MELANOMA

Based on the stage of the cancer and other factors, your treatment options might include:

- Surgery
- Immunotherapy
- Targeted Therapy Drugs
- Chemotherapy
- Radiation Therapy

STATISTICS

The American Cancer Society’s estimates for melanoma in the United States for 2023 are:

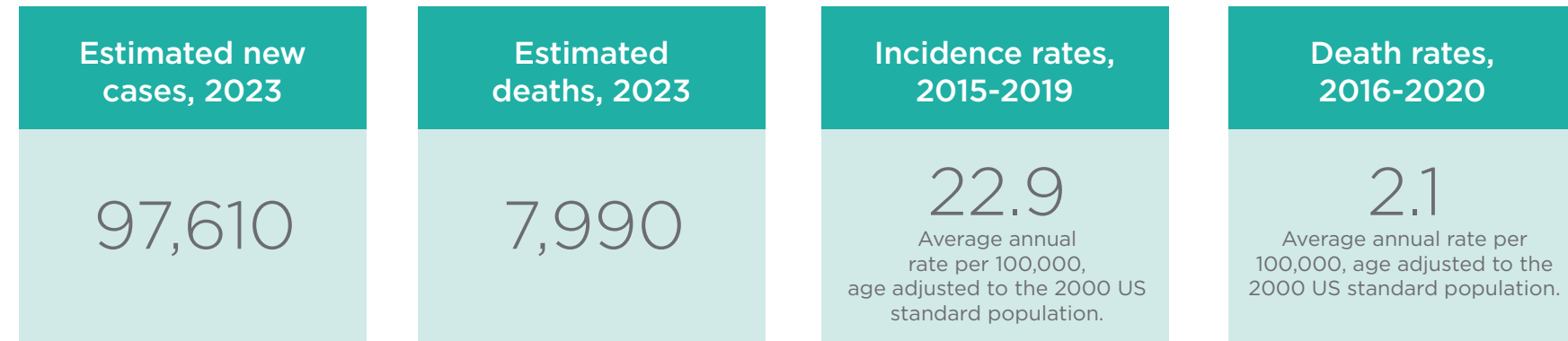
- About 97,610 new melanomas will be diagnosed (about 58,120 in men and 39,490 in women).
- About 7,990 people are expected to die of melanoma (about 5,420 men and 2,570 women).

The rates of melanoma have been rising rapidly over the past few decades, but this has varied by age. In adults ages 50 and older, rates continue to increase in women by about 1% per year from 2015 to 2019 but have stabilized in men.

Melanoma mortality rates declined rapidly over the past decade (2011 to 2020) because of advances in treatment, by about 5% per year in adults younger than age 50 and 3% per year in those 50 and older.

(Source: American Cancer Society, www.cancer.org)

U.S. STATISTICS AT A GLANCE



Source: American Cancer Society, 2023

ESTIMATED NEW CASES, 2023

Melanoma of the skin, By Sex



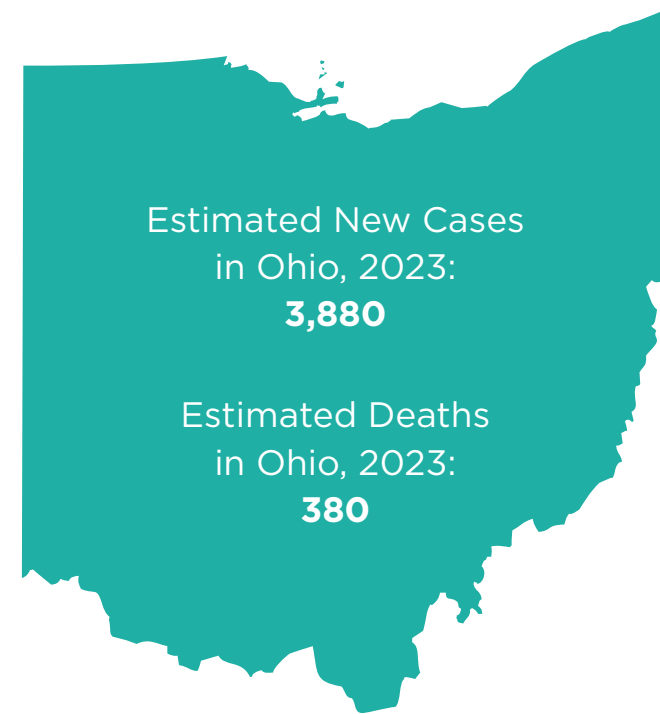
ESTIMATED DEATHS, 2023

Melanoma of the skin, By Sex



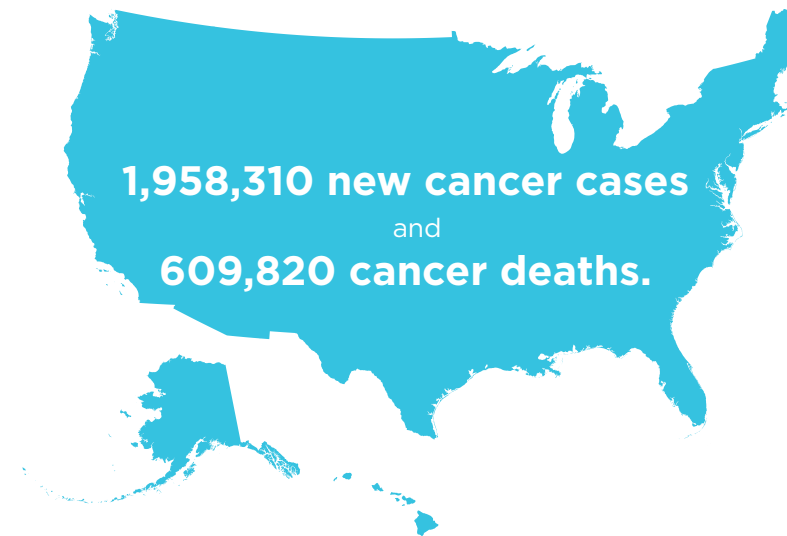
Source: American Cancer Society, 2022

Male Female

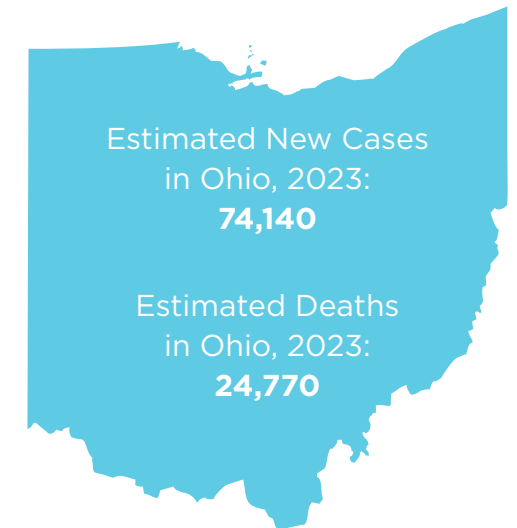
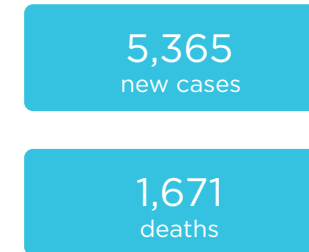


OVERALL STATISTICS

In 2023 in the U.S., there will be an estimated

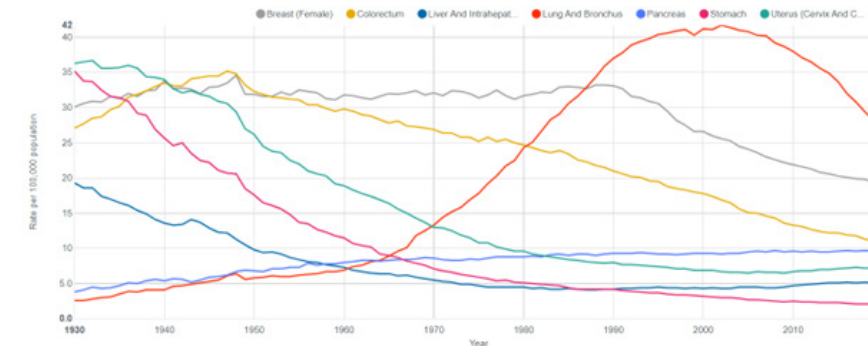


Every day, that's approximately



Trends in death rates, 1930-2020

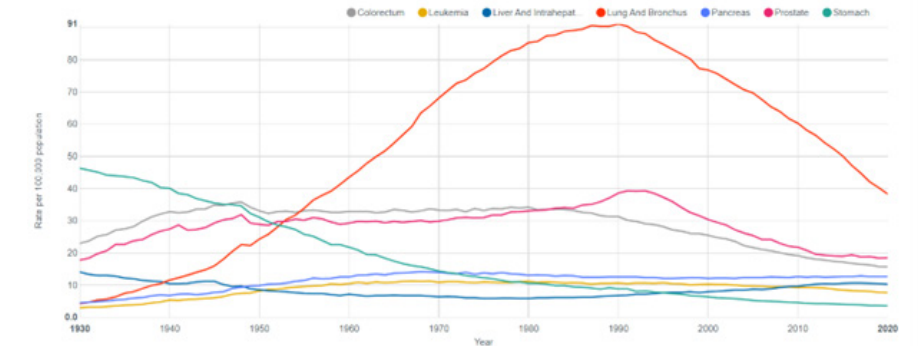
Females



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, 2022

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, 2022



170 Jackson Pike • Gallipolis, Ohio

www.holzer.org