

BayCare Cancer Report | 2019



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### Mission

BayCare Health System will improve the health of all we serve through community-owned health care services that set the standard for high-quality, compassionate care.

### Values

The Values of BayCare are *trust*, *respect* and *dignity*, and reflect our *responsibility* to achieve health care *excellence* for our communities.

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# Message from Leadership



Matt Novak

The BayCare Cancer Network celebrated another successful year of cancer treatment, support and outreach throughout our four county service area.

As a health system, we recognize the great need in our community to decrease preventable cancers, increase early detection and support those who are fighting cancer. Our collaboration with the American Cancer Society (ACS) has included clinical programs, patient education, screening initiatives and more than a dozen community events where our team members showed their passion for the fight against all cancers

Over the past year, BayCare contributed more than \$250,000 to support the American Cancer Society's mission to save and celebrate lives. This is an increase of more than \$25,000 over last year. More than 800 team members helped support ACS events, and the greatest gains in support came in our track record for supporting the *Relay for Life* and *Making Strides Against Breast Cancer* events.

Matt Novak  
BayCare Oncology Service Line Leader

|   | 2017     | 2018     | 2019     |
|---|----------|----------|----------|
| <b>Relay for Life</b>                       |          |          |          |
| Number of Teams                             | 4        | 14       | 17       |
| Number of Participants                      | 75       | 264      | 265      |
| Team Fund-Raising                           | \$7,393  | \$30,019 | \$38,972 |
| Sponsorship                                 | \$26,500 | \$30,000 | \$30,000 |
| <b>Making Strides Against Breast Cancer</b> |          |          |          |
| Number of Teams                             | 86       | 50       | 75       |
| Number of Participants                      | 753      | 569      | 749      |
| Team Fund-Raising                           | \$68,684 | \$71,456 | \$77,228 |
| Real Men Wear Pink                          | \$22,849 | \$16,000 | \$20,145 |
| Sponsorship                                 | \$47,500 | \$57,500 | \$62,500 |

We extend our gratitude and thanks to all the individuals who serve on our boards throughout the year, along with the loyal medical professionals who care for our cancer patients. With their leadership and support, we're confident in our ability to fulfill our mission and set the standard for high-quality, compassionate cancer services in our community.

Peter Blumencranz, MD  
Oncology Medical Director

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# About the BayCare Cancer Network

## Who We Are

Founded in 1997, BayCare is a not-for-profit organization that operates an integrated, health care delivery system in the Tampa Bay area of Florida. With hundreds of access points, BayCare provides a full continuum of care through its inpatient, outpatient, imaging, diagnostic, behavioral health, laboratory and wellness services. Being the leading provider of cancer care, BayCare offers more locations for cancer screening than any other health system in Tampa Bay.



## Our Network

BayCare Behavioral Health  
BayCare HomeCare  
BayCare Laboratories  
BayCare Medical Group  
BayCare Outpatient Imaging  
BayCare Surgery Centers  
BayCare Urgent Care

## Our Hospitals

Bartow Regional Medical Center  
BayCare Alliant Hospital  
Mease Countryside Hospital  
Mease Dunedin Hospital  
Morton Plant Hospital  
Morton Plant North Bay Hospital  
St. Anthony's Hospital  
St. Joseph's Hospital  
St. Joseph's Children's Hospital  
St. Joseph's Women's Hospital  
St. Joseph's Hospital-North  
St. Joseph's Hospital-South  
South Florida Baptist Hospital  
Winter Haven Hospital  
Winter Haven Women's Hospital

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“As a health system, we recognize the great need in our community to decrease preventable cancers, increase early detection and support those who are fighting cancer.”

~ Matt Novak  
*BayCare Oncology  
Service Line Leader*

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# Fighting Cancer in Our Hospitals

## Hillsborough County, Florida

### BayCare Hospitals

- St. Joseph's Hospital
- St. Joseph's Children's Hospital
- St. Joseph's Women's Hospital
- St. Joseph's Hospital-North
- St. Joseph's Hospital-South
- South Florida Baptist Hospital

In 2019, St. Joseph's Hospital invested \$4.5 million in an advanced TrueBeam linear accelerator, which provides streamlined imaging and specialized patient positioning tools to treat cancer throughout the body. Patient benefits also include quick treatments, reduced X-ray exposure and high, accurate dose rates. For example, simple treatment that would typically take 10 minutes can be completed in less than two minutes, and complex treatment that typically takes 40 minutes to an hour can be completed in just five to 20 minutes.

## Physician and Team Member Education

St. Joseph's hosted several educational events throughout the year, with special emphasis on human papillomavirus (HPV).

- *HPV Awareness and Cancer Prevention* educated hospital team members on the HPV vaccine and its impact on cancer prevention. The presentation also helped address common concerns and barriers related to the HPV vaccine and highlighted available resources.
- *Understanding the HPV Vaccine and Its Role in Cancer Prevention* targeted community physicians and was led by Dr. Marcy Baker, BayCare Medical Group Pediatric Medical Director, and Susan Vadaparampil, PhD, MPH, from Moffitt Cancer Center.
- *Surgical Options for Breast Reconstruction*, presented by board-certified plastic surgeon, Melanie Aya-Ay, MD, provided useful information to hospital team members.



# 3,274

## Screening mammograms

performed at St. Joseph's Women's Hospital's Shimberg Breast Center during the first half of 2019

## Polk County, Florida

### BayCare Hospitals

- Bartow Regional Medical Center
- Winter Haven Hospital
- Winter Haven Women's Hospital

The Cassidy Cancer Center at Winter Haven Hospital features an inpatient oncology unit as well as outpatient services including physicians clinics, dedicated infusion and radiation therapy areas, and specialized surgical oncology services, including:

- Diagnostic radiology
- Interventional radiology
- Medical oncology
- Nuclear medicine
- Radiation oncology and pathology services
- Surgical specialties
- Thoracic and pulmonary specialists

Our oncology Nurse Navigator guides patients throughout their individual cancer care journey and is an advocate for patients, family and caregivers. The Nurse Navigator provides education, coordinates office visits and treatments, and connects patients with support groups and other available resources.

The program has a full-time data management registry that provides data on cancer incidence in our treatment area, which assists us in building our program to meet the current needs of our patient population.

The registry records significant elements of each cancer patient's history and treatment(s), for malignant, precancerous and specific benign conditions. Registry



BayCare team members from infusion, radiation oncology and inpatient care deliver compassionate care to cancer patients throughout the community.

services are also provided for cancer cases that are diagnosed or treated at Bartow Regional Medical Center and South Florida Baptist Hospital.

Patient history data provides useful information in advancing our understanding of cancer. Our Oncology Data Management department collects and manages data about cancer patients, assisting physicians in every aspect of patient care, from investigating the cause of cancer, to making the diagnosis and tracking the effectiveness of treatment.

Lifetime follow up with our patients is conducted annually and patient information is always kept confidential. Only aggregate data is analyzed and published.

### Year-Round Melanoma Screenings

Living in Florida can be paradise. But spending time in the Florida sun has a serious downside—an increased risk for skin cancer. Melanoma is the most life-threatening form of skin cancer. This is why Winter Haven Hospital Cancer Committee hosted their 2nd annual Melanoma Monday.

Though skin cancer didn't show up on the Community Health Needs Assessment (CHNA), it proved to be a community need. There were 50 participants. Forty-six percent of participants were referred to a community dermatologist for biopsies and 4 percent were found to have a lesion that was suspicious for melanoma.

## North Pinellas County and Pasco County, Florida

### BayCare Hospitals

- Mease Countryside Hospital (MCH)
- Mease Dunedin Hospital (MDH)
- Morton Plant Hospital (MPH)
- Morton Plant North Bay Hospital (MPNBH)

Morton Plant Mease cancer programs continue to provide comprehensive, quality care of the highest standard for the best outcomes in the communities we serve.



We're very proud to announce that our comprehensive breast program has again achieved accreditation by the American College of Surgeons National Accreditation Program for Breast Centers (NAPBC). NAPBC accreditation is granted to facilities that are committed to providing the best care for

patients with diseases of the breast. Surgical oncologist **Peter Blumencranz, MD**, the medical director of our Comprehensive Breast Care Center and BayCare's oncology service line, was awarded the 2019 BayCare Lifetime Achievement Award for his outstanding leadership and contributions to cancer care.

Chemotherapy at our state-of-the-art infusion centers is provided by caring, oncology-certified and chemotherapy-credentialed nurses. High-quality, patient-focused infusion services, accessible to our community, now include the availability of cryo/cold therapy to minimize neuropathy and hair loss from chemotherapy.



In April 2019, Morton Plant Hospital's Lykes Radiation Pavilion became the only non-government radiation therapy facility in Pinellas County to achieve the American College of Radiology/Radiation Oncology Practice Accreditation (ACR/ROPA). Facility team members, equipment, treatment planning and treatment records were assessed. Patient safety policies and quality control/quality activities were reviewed and found to meet the high standards required for accreditation. Lykes is one of only two radiation therapy facilities in Pinellas County to achieve this standard of excellence.

Dr. Blumencranz addresses cancer survivors and their families at the annual BayCare Cancer Survivor Event, held at ZooTampa in June 2019.



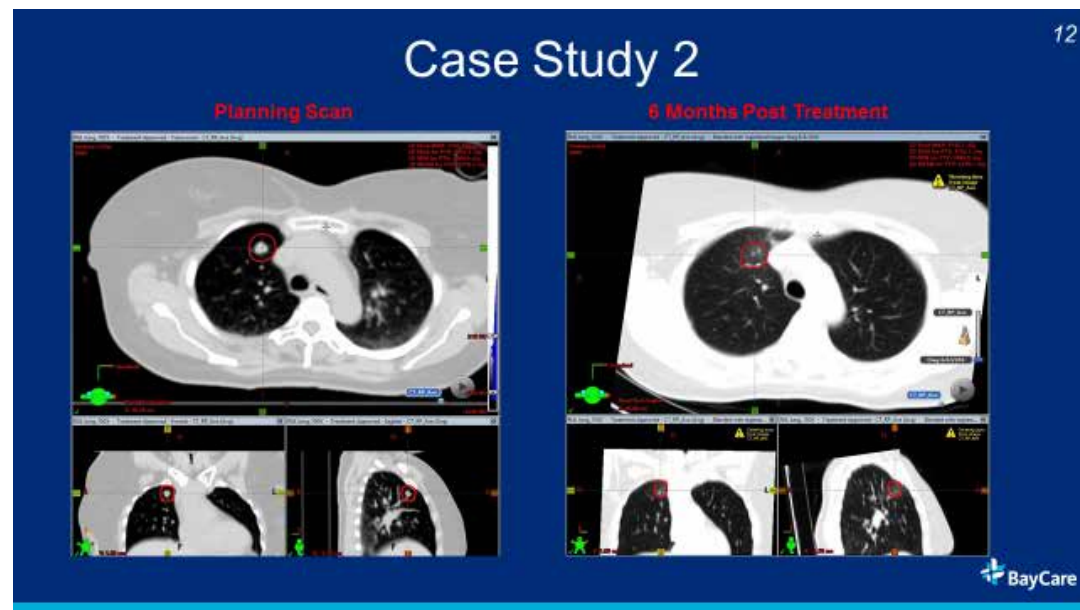
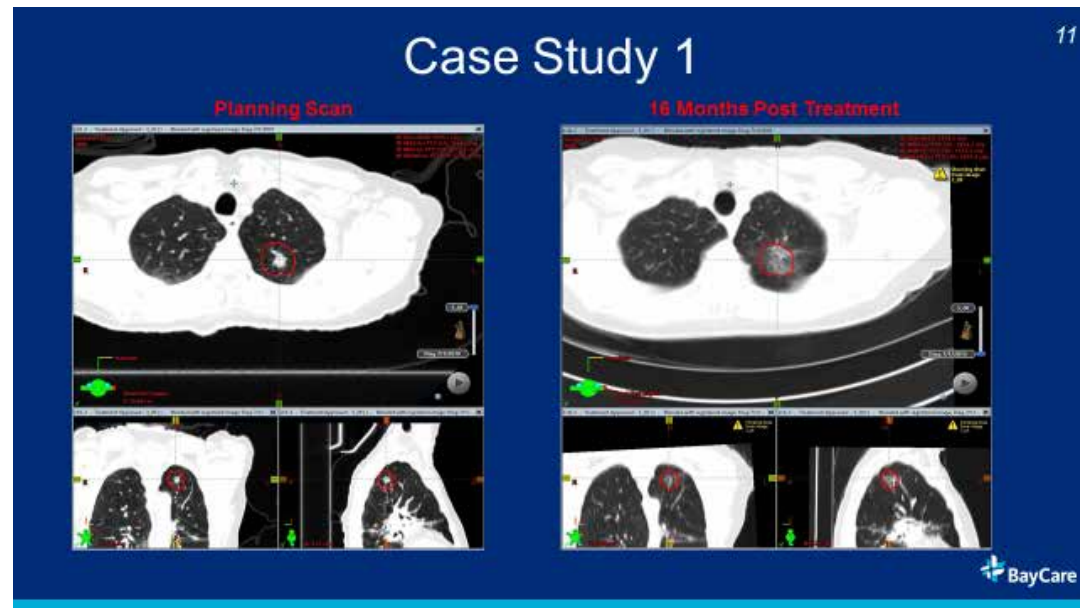
## Clinical Outcomes Using SBRT for Early-Stage Lung Cancer

Stereotactic body radiation therapy (SBRT) is an innovative cancer treatment offered at Morton Plant Hospital's Lyke's Radiation Pavilion. SBRT kills cancer cells while minimizing radiation dosage to healthy tissue by delivering extremely precise, very intense doses of radiation to tumors. It can be used to treat cancers of the lung, liver, adrenal gland, pancreas and spine.

SBRT is especially useful in treating inoperable stage I lung cancer. According to a 2019 study published in *The Lancet Oncology*, SBRT nearly doubles survival in people with stage I inoperable lung cancer when compared with standard radiation therapy. SBRT can work as effectively as surgery for patients with inoperable lung cancers and for patients who aren't surgical candidates.

SBRT treatment at Lykes Radiation Pavilion has resulted in control of the disease comparable to surgery, and long-term survival has been possible in select patients. A 2019 focus study of SBRT outcomes conducted at Lykes showed very positive results:

- One hundred percent of all patients treated with SBRT in the previous year showed improvement or stability in the treated area.
- Seventy-nine percent of study cases showed a visible reduction in tumor size.
- Stability of the treated area was seen in the remaining 21 percent.





## South Pinellas County, Florida

### BayCare Hospitals

#### ■ St. Anthony's Hospital

The St. Anthony's Hospital Cancer Committee identified an opportunity to increase available resources to assist with emotional distress screening and support services for cancer patients in the community. The Cancer Program manager submitted a grant request through the St. Anthony's Hospital Foundation Community Impact Committee that provided initial funding for an expansion of the Cancer Patient Support Services (CaPSS) to serve the needs of inpatients and outpatients on the St. Anthony's Hospital campus.

The CaPSS program is a unique BayCare service that originated at Morton Plant Hospital over 20 years ago. With the help of St. Anthony's Hospital Foundation, it's now available to the patients at St. Anthony's Hospital to ensure that the psychosocial and emotional needs of the patients and their families are met. The CaPSS program is guided by a simple mission: To enhance quality of life for people in our community touched by cancer. CaPSS counselors provide services to cancer patients in hospital and outpatient settings, and are available to assist with cancer-related issues, including education about community resources.

The CaPSS counselor also runs a monthly Women's Cancer Support Group to ensure that women in the community have a safe place to come and talk openly about their cancer and experiences. The CaPSS program also oversees a free weekly yoga class for all cancer patients.



The program was initiated at St. Anthony's Hospital in May 2018, and the CaPSS counselor saw nearly 340 patients through the remainder of the first year. In 2019, the CaPSS counselor saw more than 550 patients in both the hospital and outpatient setting, totaling nearly 900 patients since the program's inception. The program has proven to be a success and the feedback from the community is overwhelmingly positive. Patients and their families have benefitted in many positive aspects from the establishment of the CaPSS program.

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# Outreach Initiatives

BayCare ran two successful campaigns in 2019 to encourage women to get their screening mammograms.

## Mammos in May

In May 2019, BayCare ran a campaign called “Mammos in May.” The rationale was that many women put off their annual mammograms, and by the time October’s Breast Cancer Awareness Month rolls around, the imaging centers are very busy. Catching women’s attention at the midpoint of the year boosted appointments at BayCare Imaging Centers and helped many women get their annual screenings done at their convenience.

Letter from Sharon F, a BayCare team member who works at our Valrico Urgent Care location. Sharon wasn’t getting regular mammograms, but she was prompted to act when she saw our messages in May.

Hi ladies,

*I’m forever grateful for the Mammos in May notice that encouraged me to get a mammogram. As I told Ginger, my manager, having my mammogram wasn’t on my radar; however, I picked a time, made the appointment and went in for the test. The mammogram showed suspicious areas on both of my breasts and I was called in for additional views. Unfortunately things got worse from there and I was freaking out. Next, the ultrasounds and MRIs were all abnormal. I had biopsies of both breasts at St. Joseph’s Hospital-South and they were both malignant.*

**Mammos in May**

**Marketing Tactics**

- Direct Mail
- Paid Social
- Digital Display
- Web Take-Over

**Facility Activation**

- “I Got My Mammo” Stickers
- Table Tent Card
- Vanity Bag Giveaway

**Results**

|      |         |
|------|---------|
| 2015 | – 5,688 |
| 2016 | – 5,965 |
| 2017 | – 6,744 |
| 2018 | – 6,928 |
| 2019 | – 7,673 |

**Screening YoY Trend**

**Get Your Mammo In May (Get a free gift too!)**

To schedule: (855) 269-4333  
Learn more: [BayCareBreastHealth.org](http://BayCareBreastHealth.org)  
Share on social media: #IGotMyMammo

**I got my mammo!**

**Get Your Mammo in May**

Most women don't think about scheduling their mammograms until Breast Cancer Awareness Month. Don't wait until October to get your breast screening—beat the rush and get a Mammo in May!

Get a mammogram at any BayCare Imaging Center in May and you'll receive a special gift, following your appointment.

To schedule an appointment: (855) 269-4333 | [BayCareBreastHealth.org](http://BayCareBreastHealth.org)

BayCare

*I’ve had excellent treatment along the way, and many BayCare providers and team members to thank. I’ve had surgery and I can’t say enough about Dr. Gabordi. He calmed me down, explained the entire process to me, met with my family members and answered all our questions. I was so scared, yet at the same time had 100 percent confidence in him. I’m currently undergoing radiation therapy at St. Joseph’s Hospital.*

*The good news is, the doctors all agree that my cancer was caught in the earliest of stages and I have an excellent prognosis. Your “Mammogram in May” article on the BayCare Intranet has possibly saved my life. Words cannot express my gratitude.*

### In Our Hands

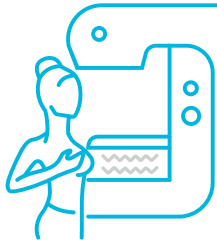
BayCare's "In Our Hands" campaign generated awareness about the importance of mammograms in the early detection of breast cancer. Highlighted in bright pink accents, the campaign features personal testimonials of women overcoming the myths, and their own fears about mammograms and the potential results they may yield. Cancer survivors tell their stories, emphasizing the importance of regular screenings. In 2018, BayCare performed 88,331 breast screenings.

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# 88,331

breast screenings

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Performed by  
BayCare in 2018





## Support Programs and Services

Ensuring our patients are cared for, we offer cancer patients, survivors, family members and caregivers support groups to help heal and support body, mind and spirit. Classes and sessions vary by location, but there are some common threads that are replicated across the system for ease of access.

### Restorative Yoga for Cancer Patients

Yoga incorporates stress reduction techniques including regulated breathing, visual imagery, meditation and various stretching postures. Yoga may help cancer patients cope with the side effects of treatment and help improve quality of life during and after treatments.

### Cancer Exercise Programs

These classes incorporate low-impact cardiovascular training, strength, balance, coordination and flexibility exercises for all levels of fitness in a safe environment under supervision of a certified cancer exercise trainer. This program is for cancer survivors and/or their family; however, anyone with a chronic illness may participate.

### Smoking Cessation Class

This two-hour class provides valuable tools to help attendees quit using tobacco. Includes free nicotine replacement patches, gum or lozenges.

### Lymphedema Management Program

Lymphedema is the accumulation of fluid that causes swelling of one or more body parts, usually the arms or legs. It can be caused by the removal of lymph nodes, radiation treatment, congenital abnormalities or chronic venous insufficiency. The program provides complete decongestive therapy (CDT) along with manual lymph drainage (MLD), compression therapy, skin care and guidelines, and a home maintenance program.

### Outpatient Rehabilitation Center

A wide scope of services is offered through the rehabilitation program for adults and children, from acute inpatient care to outpatient rehabilitation therapy, several days a week. Therapy treatment plans are individually designed to meet patients' needs, and the therapists develop a close working relationship with their patients.

### A Place for Her

BayCare offers our community "A Place for Her," a special boutique featuring a complete line of postmastectomy, lumpectomy and reconstructive products such as breast forms, bras, postsurgical camisoles, wigs and swimwear. The boutiques are located in the South Florida Baptist Hospital Cancer Resource Center (Plant City) and directly across from Morton Plant Hospital (Clearwater), but the boutique also offers in-home fitting services throughout the area.



# Events and Sponsorship

## 2019 BayCare Cancer Survivor Event

In 2019, BayCare moved its annual Cancer Survivor Event to a new location, ZooTampa. Rebranded as “Expedition Survivor,” the event featured open access to the zoo’s exhibits, rides and shows, along with special BayCare-sponsored entertainment, vendor booths and a Cancer Tribute Ceremony. Over 2,100 people attended the event.

## American Cancer Society Events

BayCare proudly teamed up with the American Cancer Society to participate in four Making Strides Against Breast Cancer® events. As a team, BayCare surpassed our goals in support of the American Cancer Society’s 2019 Making Strides Against Breast Cancer goals.

At last count, we raised \$77,228, exceeding our goal of \$75,000. Threatening weather caused the Pinellas County and Tampa walks to be rescheduled, but that didn’t dampen our spirits. Making Strides-Pinellas, the final walk in the series, turned out to be BayCare’s biggest event, with 31 teams made up of 294 walkers, raising \$45,136!

### Other points of pride include:

- BayCare registered 749 walkers—an increase of 180 over last year.
- BayCare had 19 Grand Club Teams (\$1,000+).
- The “Real Men Wear Pink” team surpassed their goal by 115 percent, raising a total of \$20,145.



Cancer survivors were treated to face-to-face animal encounters at the 2019 BayCare Cancer Survivor Event at ZooTampa.



BayCare brought 17 teams to eight Relay for Life events in 2019, raising an all-time high donation of \$38,972 for the American Cancer Society.



BayCare team members exceeded their goal of raising \$75,000 and made a donation of \$77,228 to the American Cancer Society, and participated in the 2019 Making Strides Against Breast Cancer walks.



Many spirited supporters attended the 2019 BayCare Cancer Survivor Event to celebrate cancer survivors and those who've been lost to cancer.

BayCare also participated in eight 2018 Relay for Life events. A record-breaking 17 teams raised an all-time high donation of \$38,972 for the American Cancer

Society. BayCare themed its tents with a zoo motif to help promote our annual Cancer Survivor Event that was taking place just a few months later.



[BayCare.org](https://www.BayCare.org)

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