

Oncology Update

LEON HESS CANCER CENTER at Monmouth Medical Center
An affiliate of the Saint Barnabas Health Care System

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A Message from the Medical and Administrative Directors

It's an old dilemma when treating cancer: How do you kill cancerous cells without doing too much harm to the healthy tissue that surrounds them? Now there is an answer, as the Institute for Advanced Radiation Oncology prepares to launch a new treatment platform that allows physicians to generate cone-beam CT, or 3-D, images of a tumor site, just prior to treatment. This technology will enable our physicians to treat cancerous tumors with more precision than ever before using image-guided radiation therapy (IGRT).

The introduction of IGRT is a further manifestation of the department's mission to use the latest technology to treat cancer with minimum toxicity and maximum cure. And now, with the addition of cone-beam technology, the radiation oncologist can obtain 3-D images to deliver radiation to a tumor based on its location in the body at the precise moment of treatment. Until now, radiation oncologists have had to contend with variations in patient positioning and the patient's breathing motion by treating a small amount of healthy tissue around the tumor, but this technology enables doctors to actually treat a moving target. Radiation oncologists at the Leon Hess Cancer Center plan to use IGRT with the new cone-beam imaging package to treat a host of cancers, including breast, prostate, lung, colon and rectal and head and neck.

The importance of advanced radiation therapy procedures to the growth and success of a hospital was underscored during Monmouth's semiannual Physician Leadership Off-Site Meeting, a forum held last month at the Ocean Place Resort and Spa. Consultant David L. Katz, M.D., J.D., a principal with The Advisory Board Company, a firm serving more than 2,500 of America's leading health systems and top hospitals, presented an expansive report forecasting potential growth for a wide array of outpatient services. Dr. Katz, who maintained a faculty appointment at Harvard Medical School for 20 years, detailed 10-year market growth estimations for intensity-modulated radiation therapy (IMRT) and stereotactic radiosurgery that showed triple-digit percentage expansion in these areas — exceeding all other areas except orthopaedic surgery. We are so grateful to the hospital board and administration for their recognition and support of the key role these state-of-the-art oncological services play in the success of Monmouth Medical Center.

To learn more, call the Institute for Advanced Radiation Oncology at 732-923-6890.

David J. Sharon

David J. Sharon, M.D.
Medical Director, Leon Hess Cancer Center

Shirley Hwang

Shirley Hwang, R.N., M.S., AOCNS
Administrative Director, Leon Hess Cancer Center

▲ News from Radiation Oncology

Cone-Beam IGRT to Debut at MMC



The problem of tumor motion over a four- to six-week course of daily radiation therapy treatments has remained as an obstacle to the most pinpoint cancer treatment — until now.

An advanced radiation delivery system that debuted at Monmouth Medical Center's Leon Hess Cancer Center last year — allowing the hospital's radiation oncologists to achieve unparalleled tumor targeting and normal tissue sparing — has been upgraded to adapt treatments for tumor motion due to respiration or patient movement.

"It really represents the next phase of oncology care in our specialty, as it allows us, through image guidance, to watch the tumor move as a patient breathes, and target it much more accurately than before," explains Mitchell Weiss, M.D., chairman of Radiation Oncology at Monmouth. "It allows the physicians to use functional images from PET scans, MRIs and CT scans to identify the target in a much more accurate way, and now, with cone-beam technology, we can actually track tumor motion and adapt the treatment accordingly."

Monmouth Medical Center marked a milestone in radiation therapy in 2003 when it became the first hospital on the East Coast to treat a patient with the Oncor Avant-Garde Linear Accelerator, technology offering the most sophisticated computer-guided planning capabilities available. This advanced system was the platform that allowed Monmouth last year to become the first hospital in the region to offer the IGRT technique with fiducial-implanted markers inside the prostate gland.

Jack Yang, Ph.D., chief physicist for Monmouth's Institute for Advanced Radiation Oncology, explains that through the delivery of IGRT, a CT image of the patient is developed using a "cone-beam" technique, allowing an entire 3-D volume to be imaged with just one Linac rotation.

"Much like global tracking, this system allows us to pinpoint the targeted area, delivering radiation only to the precise area of the tumor and sparing healthy adjacent tissue," Dr. Yang says.

In recent years, the Institute for Advanced Radiation Oncology at Monmouth has received international, national and state recognition for its clinical research into advanced methods of radiation therapy, including IMRT — which until the introduction of IGRT was the most advanced breakthrough in 3-D conformal radiotherapy. As a model site for Siemens Medical Solutions, Monmouth has hosted hundreds of site visits, welcoming radiation oncologists, medical physicists and other cancer specialists from throughout the world to explore the process and benefits of establishing an IMRT practice in a community hospital.

FREE TOURS OF MONMOUTH MEDICAL CENTER'S INSTITUTE FOR ADVANCED RADIATION ONCOLOGY FOR THE GENERAL PUBLIC ARE OFFERED THE SECOND FRIDAY OF EACH MONTH FROM 1:30 TO 2:30 P.M. IN SEPTEMBER, THE TOUR WILL BE HELD ON FRIDAY, SEPTEMBER 8.

THE TOUR KICKS OFF IN THE INSTITUTE'S LOBBY ENTRANCE AREA.

Pre-registration is requested by calling 732-923-6462 and leaving a message.

For more information on IGRT, call 732-923-6890.

▲ News from Surgery

Region's First Laparoscopic Prostatectomy Performed at MMC

At Monmouth Medical Center, the trend of performing surgery through small incisions is clearly illustrated in a history that is rich in laparoscopic milestones. In 2006, Monmouth's Department of Surgery has added another impressive achievement to this particular long list of firsts as MMC surgeons performed the region's first laparoscopic prostatectomy.



In the open radical prostatectomy procedure, the incision begins below the navel and extends to just above the pubic bone, but the less invasive laparoscopic prostatectomy eliminates the need for a large surgical incision to remove the prostate, explains urologist Samuel Litvin, M.D., who teamed with Frank Borao, M.D., chief of Laparoscopic Surgery at Monmouth, to perform the surgery. As a result, the patients experience less pain and scarring, faster recovery and less risk of infection, Dr. Borao adds.

The laparoscopic procedure offers a host of benefits to patients. Unlike open surgery where the catheter stays in for two to three weeks, laparoscopic prostatectomy patients often have their Foley catheters removed on the seventh post-surgical day. In general, patients are discharged in about 36 hours, about half the average hospital stay required following open surgery. Recovery time averages two to four weeks, as opposed to conventional surgery, where recovery may last as long as 12 weeks.

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In 2002, Drs. Litvin and Borao teamed to perform the region's first laparoscopic nephrectomy, spurring referrals of kidney cancer patients from New York's Memorial Sloan-Kettering Cancer Center. They are now trained in the da Vinci® S Surgical System, which combines computer and robotic technology.

Spotlight on ACCREDITATION

In this issue of *Oncology Update*, the monthly feature spotlighting the standards required for accreditation by the Commission on Cancer of the American College of Surgeons takes another look at the requirements for a hospital cancer committee.

Cancer Program Leadership: Program Activity Coordinators

Standard 2.3 — One coordinator is designated for each of the specified areas of cancer program activity.

PURPOSE: *To promote team involvement and shared responsibility among members of the cancer committee.*

Meeting Schedule

Standard 2.4 — Quarterly with subcommittee workgroups is recommended.

PURPOSE: *Regular meetings ensure that administrative responsibilities related to cancer program leadership are carried out.*

Duties and Responsibilities

Standard 2.5 — The Cancer Committee develops and evaluates the annual goals and objectives for endeavors related to cancer care.

PURPOSE: *These annual goals provide direction for cancer program activities and serve as the basis for the cancer program evaluation.*

Required Goal by Category:

- Clinical
- Community Outreach
- Programmatic Endeavors
- Quality Improvement

Standard 2.6-2.10 — This standard requires multidisciplinary attendance and that the required number of cases are discussed, and that at least 75 percent of the cases are presented prospectively. This standard monitors and evaluates the attendance at cancer conferences, and establishes and implements a plan to evaluate the quality of cancer registry data and activity. For "teaching hospital" status, a cancer committee must meet quarterly, and it is recommended that subcommittee workgroups be formed.

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gies to create a new category of surgical treatment, making it possible to treat a broader range of conditions — including prostate cancer — by replicating every movement of the surgeon's hands with increased accuracy and control through the use of its pioneering Endowrist instrumentation system. The major benefits of using the highly efficient robotic system for surgeons over traditional approaches are greater surgical precision, increased range of motion, improved dexterity, enhanced visualization and improved access, making it possible for more patients to become candidates for the minimally invasive approach.

Monmouth Medical Center is one of just 300 hospitals worldwide to introduce the da Vinci Robotic Surgical System.

To learn more about minimally invasive prostatectomy or other minimally invasive surgical options, call Monmouth Medical Center at 1-888-SBHS-123.

▲ News from the David S. Zocchi Brain Tumor Center

Golf Outing to Benefit the Brain Tumor Center at Monmouth



The David S. Zocchi Memorial Golf Outing will be held on **Monday, October 2**, at the Manasquan River Golf Club, Brielle. Shotgun start for the morning golf session is 8 a.m., and the afternoon tee-off will have a 1 p.m. shotgun start. Lunch will be served from 11:30 a.m. to 2 p.m. at the club, and cocktails and dinner will follow afternoon golf at 6:30 and 7:30 p.m., respectively. The \$350 fee includes green fees, a cart, prizes, lunch, hors d'oeuvres, cocktails and dinner. The fee for hors d'oeuvres, cocktails and dinner only is \$100.

To register or to learn more about the golf outing or to explore sponsorship opportunities, call 732-528-4517.

▲ News from Breast Imaging

Dr. Staiger Interviewed by ABC News

Melinda J. Staiger, M.D., medical director of the Jacqueline M. Wilentz Comprehensive Breast Center, was an invited speaker for the August session of the Breast Cancer Strike Force of the



Eastern Division of the American Cancer Society (ACS) — addressing concerns about dwindling rates of mammographic screening in general and among the breast cancer survivor population. Through the session, she was inter-

viewed by ABC-TV News for a segment to air in October.

In other news, Dr. Staiger, chief medical officer for the Jersey Shore division of the ACS, spoke about future trends in breast cancer diagnosis at the kickoff breakfast for corporate sponsors and volunteers for the Making Strides Against Breast Cancer 5K Walk. Locally, the 5K event will be held Sunday, October 15, at 10 a.m. in Point Pleasant.

To learn more about the MMC Making Strides team, call Trudy Merer at 732-923-6575, or Roberta Angermiller at 732-923-6467.

▲ News from Pediatric Oncology

Valerie Fund Renovations Continue

The Valerie Fund Children's Center for Cancer and Blood Disorders is completing the second phase of its renovations — work that includes a new Family Conference Center complete with a plasma screen TV for educational purposes. This new area also will be the home of three staff offices, with the beach theme introduced in the first phase carried through. Phase 3 of the Valerie Fund Center renovations has started at the entrance to Steinam-Housman. The sliding red doors will soon be complimented by a face lift to the building's exterior as well as to the lobby.

In other news from the center, the Valerie Fund is building a presence in Ocean County as pediatric oncologist/hematologist **Joanna Luty, M.D.**, has begun seeing patients at Saint Barnabas Health Care System's Women's and Children's Specialty Center in Lakewood on the third Thursday of each month.

And through a grant secured by **Susan Dulczak, N.P.**, clinical director of the Valerie Fund, pediatric nurses for The Children's Hospital at Monmouth and Newark Beth Israel, as well as Saint Barnabas Medical Center, are continuing to be educated in pediatric chemotherapy with another Association of Pediatric Oncology Nurses (APON) chemotherapy and biotherapy course offered August 14 and 15. Each nurse who takes this two-day course receives a chemotherapy provider card from the Association of Oncology Nurses. APON has defined practice standards for the safe administration of chemotherapy. The first APON courses were held in held May.

To learn more or to refer a patient, call 732-923-7455.

Monmouth Medical Center is among five New Jersey hospitals that are part of the Valerie Fund — one of the nation's largest and most advanced pediatric oncology/ hematology networks, providing care to more than 5,000 children with cancer and blood disorders each year. In 2005, MMC's Valerie Fund alone offered treatment to more than 1,100 young patients.

CALENDAR OF EVENTS

▲ Cancer and Stroke Awareness Night

• **Wednesday, September 13, 7 to 9 p.m.**
Featuring a panel of MMC physicians and health care providers.
HOLMDEL SENIOR/COMMUNITY CENTER
4 Crawfords Corner Road

▲ Prostate Cancer Screening

All patients must arrive by 4 p.m.
• **Tuesday, September 19, BBR-4**

▲ Treating Prostate Cancer with Brachytherapy

Grand Rounds featuring Michael Zelefsky, M.D., a nationally and internationally recognized radiation oncologist and associate professor of radiation oncology at Memorial Sloan-Kettering Cancer Center in New York, where he also is chief of the brachytherapy service.

• **Thursday, September 21, Noon to 1 p.m., BORDEN AUDITORIUM.**

▲ The New Cervical Cancer Vaccination

CME dinner program sponsored by Merck featuring a panel discussion of the new vaccine Gardasil. Panelists include **Robert Graebe, M.D.**, chairman of Obstetrics and Gynecology at Monmouth, **Margaret Fisher, M.D.**, chairman of Pediatrics at Monmouth and a member of the American Academy of Pediatrics' Committee on Infectious Diseases the group that updates the nation's immunization schedule and gynecologic-oncologist **Thomas Hackett, D.O.** Also on the panel will be Paul Nyirjesy, M.D., a professor of Obstetrics and Gynecology at Drexel University College of Medicine, Philadelphia, Monmouth's teaching affiliate, who focuses on gynecological infectious diseases.

• **Thursday, September 21, 6 p.m.**
Moonstruck, 517 Lake Avenue, Asbury Park.

▲ Management Issues in BRCA1 /& BRCA2 Positive and Negative Individuals

CME dinner program featuring **Sherry Grumet, M.S.N., C.G.C.**, board-certified oncology genetic counselor, **Melinda Staiger, M.D.**, medical director of the Jacqueline M. Wilentz Comprehensive Breast Center, and gynecologist **Mindy Wiser-Estin, M.D.**

• **Thursday, September 28, 6:30 p.m., Cask 591, 591 Broadway, Long Branch.**

To learn more about any of these events, call the Leon Hess Cancer Center at 732-923-6575.

▲ News from Psychosocial Services

Support Group for Head and Neck Cancer Patients Debuts



MMC has introduced a chapter of Support for People with Oral and Head and Neck Cancer, Inc. (SPOHNC), a patient-directed self-help organization founded in 1991 by an oral cancer survivor.

It is a non-profit organization dedicated to meeting the emotional, physical and humanistic needs of oral and head and neck cancer patients and their caregivers.

Monthly meetings provide information, support and encouragement to newly diagnosed patients, survivors, family members and friends in a friendly and nonthreatening forum. Survivors discuss their situations, experiences, coping strategies and hopes.

Educational presentations are also part of the SPOHNC program. The group meets at MMC on the second Thursday of each month from 7 to 8 p.m. in the Goldsmith Wellness Center, Wimpfheimer 4. The group's inaugural meeting will be held on Thursday, September 14.

To register or to learn more about SPOHNC or to find out about other oncology support groups, call the Leon Hess Cancer Center at 732-923-6575.

▲ News from Radiology

MMC Earns Top NRC Honors



Monmouth Medical Center was granted a 10-year license from the U.S. Nuclear Regulatory Commission (NRC) — the maximum time allowed for license renewals from the NRC. MMC's NRC license permits the hospital to use certain radioactive by product materials for both therapy and diagnosis in radiotherapy and nuclear medicine.

Congratulations to Thomas Piccoli, medical physicist and radiation safety officer, on this impressive achievement.

To learn more about the NRC licensing process, call Tom at 732-923-6811.

▲ News from the High Risk Cancer Assessment Program

A Program Update from the Genetic Counselor



The Leon Hess Cancer Center continues to offer genetic counseling and genetic testing services for individuals at risk for hereditary cancer syndromes coordinated by board-certified genetic counselor **Sherry Grumet, M.A., M.S., C.G.C.**, who joined the program last September. She joined Monmouth with seven years

of oncology genetic counseling experience with Fox Chase Cancer Center, Philadelphia, and Mount Sinai Medical Center, New York. Additionally, new Leon Hess Cancer Center team member **Lolita Jacob, R.N., M.S., A.P.N.**, a nurse practitioner, also assists in providing risk assessment services.

The High Risk Cancer Assessment Program provides cancer risk assessment and counseling for all types of cancers, including breast, ovarian, colon, uterine, renal and thyroid. Each patient's personal and family medical history is evaluated. Patients learn about different risk factors for cancer, inheritance of cancer risks, genetic testing and management issues. If indicated, the genetic counselor provides the necessary testing, interpretation of results and follow-up counseling. The patient's physicians receive a detailed consultation note at the end of this process.

Insurance generally covers genetic counseling and testing, although coverage depends on the patient's policy. Out-of-pocket expenses can usually be determined in advance.

Call Sherry Grumet and the High Risk Cancer Assessment Program at 732-923-6711 or sgrumet@sbhcs.com with questions, to request program brochures and referral materials, or for patient appointments.

▲ News from Cancer Registry

Names in the News



Barbara Mihelic, L.P.N., C.J.R., manager of Monmouth Medical Center's Cancer Registry, has been named vice president of the Oncology Registrars Association of New Jersey for 2007. Additionally, tumor registrar **Diane Kunen, C.J.R.**, will be the historian for the Oncology Registrars Association.

▲ Look Good, Feel Better

MMC, in conjunction with the American Cancer Society, offers Look Good, Feel Better, a special program sponsored by the American Cancer Society for cancer patients undergoing chemotherapy and radiation. Patients learn to cope with the side effects of treatment and feel comfortable with changes in their appearance by receiving a personal make-over by cosmetology professionals. For date, time, location and to register, call 732-758-8220.

For more information on other oncology support groups and community programs, call the Leon Hess Cancer Center at 732-923-6575.

Our Patients Say It Best

Radiation Therapy:

- Ecstatic over results.
- The people who helped me were outstanding.
- I found the new patient swipe cards for parking a great help.
- Deeply grateful for super care.
- The best doctor, therapists and nurses. Glad I chose LHCC (Leon Hess Cancer Center).
- The entire oncology staff deserves kudos for professionalism.
- Oncology staff was excellent. They made me feel at ease.

BBR-4 (Outpatient Oncology):

- Outstanding nurses. Dr. (David) Sharon and staff are kind and concerned.
- Everyone does their job with excellence. Wonderful, caring people.
- Excellent care by all nurses, and especially the social worker.
- The doctors and staff were the best.
- Staff was all very professional and pleasant. Great job!
- Keep up the good work — thank you all.

BBR-2 (Inpatient Unit):

- Keep up the good work. You are all compassionate people. Thank you all!
- Very efficient and skilled unit. Excellent nursing care.
- BBR-2 is an excellent facility. All concerned are professional and courteous.
- Dr. (Robert) Thompson told me he loves to have patients on BBR-2. The staff is so competent and the patients are treated like VIP's.

Spotlight on Accreditation continued from Page 4

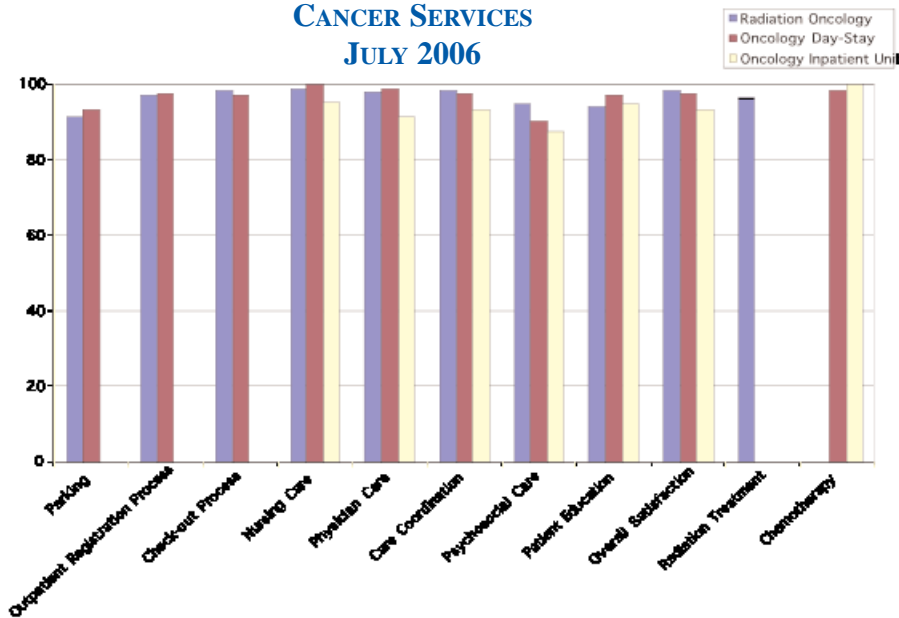
PURPOSE: Setting the frequency and format allows for prospective review of cancer cases and encourages multidisciplinary involvement in the care process.

Standard 2.11 — Each year, an analysis of patient outcomes is conducted and the results of the analysis are disseminated.

PURPOSE: Clinically meaningful analyses of patient diagnosis, treatment and outcomes are necessary to ensure that quality care is administered.

Commendation can be received for this standard with documentation and dissemination of more than one outcomes analysis annually through articles published by staff physicians and/or researchers, or in an annual report.

PATIENT SATISFACTION SCORES CANCER SERVICES JULY 2006



Leon Hess Cancer Center Telephone Directory

- Leon Hess Cancer Center 732-923-6575
- David S. Zocchi Brain Tumor Center 1-877-577-9800
- Head and Neck Cancer Program 732-923-6575
- High Risk Cancer Assessment Program 732-923-6711
- Institute for Advanced Radiation Oncology 732-923-6890
- Jacqueline M. Wilentz Comprehensive Breast Center 732-923-7700
- Valerie Fund Children's Center for Cancer and Blood Disorders 732-923-7455

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