



## RIVERSIDE CANCER CARE SERVICES

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*2015 Annual Report*





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# The Year in Review 2014-2015

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Cancer is not simply one disease, but rather a collective term that encompasses more than 200 disorders and sub-varieties of those disorders. Just as cancer is more than one disease, it can take more than one physician, one surgery or one drug to treat it. It takes a multidisciplinary team of knowledgeable, skilled, exquisitely trained and focused professionals, all working together on behalf of each individual patient, with one shared goal: to provide cancer care of unparalleled quality to each patient. To pursue and maintain the highest recognized national standards of practice. To offer each patient respect and compassion. And to treat each patient as they would care for those they love.

The past year has been one of acquisition, achievement and accomplishment for the Riverside Cancer Care team. In April 2015, the construction and installation of the new state-of-the-art linear accelerator was complete and open to patients in need of radiation treatments at the Gloucester Cancer Center. Also, only four months later in August 2015, we acquired one of the most powerful tools available for treating cancers of the head and neck – the Leksell Gamma Knife® Perfexion™ stereotactic radiosurgery system – one of only 300 such systems in the world.

Beyond the scientific/medical excellence Riverside offers cancer patients is our focus on treating the whole person, rather than the disease alone. Supporting patients is our Patient Navigator program, now staffed by four Oncology Certified Nurses, and the innovative work done in Integrative Medicine therapies. The sections on these programs can only hint at the profound effect they have on patients and their caregivers.

Educating the communities we serve is always top of mind, as evidenced by our outreach activities and programs. We continued to take the message to the people this year, including promoting our newest program, a partnership with the national 80% by 2018 initiative on colorectal cancer.

We continued to participate in clinical trial research, exceeding national and self-imposed benchmarks for accrual. We maintained our accreditation by the American College of Surgeons Commission on Cancer, and were again recognized by the American College of Radiology and other national organizations.

One of the highlights of Riverside's year was a gift to the Dr. Mark E. Ellis Endowment Fund for Cancer, which brought the fund's corpus to \$1,000,000. Other gifts described in the section on the Riverside Health System Foundation demonstrate the generosity of the people of Hampton Roads, as well as their continuing faith and confidence in the medical care Riverside has provided for almost a hundred years.

Riverside Cancer Care is proud to present this Annual Report to the community, to our colleagues and to our patients.



## Our Reach and Our Facilities

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Riverside Cancer Care serves individuals and communities throughout southeastern Virginia through a wide range of inpatient and outpatient treatment and diagnostic locations. The broad geographic distribution of these healing environments, supported by skilled and experienced staff and state-of-the-art technology, helps assure that a growing number of patients have access to high quality cancer care closer to home.

- 1 Riverside Regional Medical Center**  
500 J. Clyde Morris Blvd.  
Newport News, VA 23601
- 2 Riverside Cancer Care Center**  
12100 Warwick Blvd., Suite 201  
Newport News, VA 23601
- 3 Riverside Diagnostic and Breast Imaging Center**  
895 Middle Ground, Suite 104  
Newport News, VA 23606
- 4 Riverside Walter Reed Hospital**  
7519 Hospital Drive  
Gloucester, VA 23061
- 5 Riverside Middle Peninsula Cancer Center**  
7544 Medical Drive  
Gloucester, VA 23061
- 6 Peninsula Cancer Institute**  
120 Kings Way  
Williamsburg, VA 23185
- 7 Williamsburg Radiation Therapy Center**  
3901 Treyburn Drive, Suite B  
Williamsburg, VA 23185
- 8 Cancer Specialists of Tidewater - Suffolk**  
5839 Harbour View Drive, Suite 100  
Suffolk, VA 23435
- 9 Riverside Tappahannock Hospital**  
618 Hospital Road  
Tappahannock, VA 22560
- 10 Riverside Shore Memorial Hospital**  
9507 Hospital Avenue, P.O. Box 17  
Nassawadox, VA 23413
- 11 Shore Cancer Center**  
10085 William F. Bernart Circle  
PO Box 802  
Nassawadox, Virginia 23413





9 Riverside Tappahannock Hospital

Tappahannock

11

Riverside Shore Cancer Center

10

Riverside Shore Memorial Hospital

Nassawadox

4

Riverside Walter Reed Hospital

5

Riverside Middle Peninsula Cancer Center

7

Williamsburg Radiation Therapy Center

6

Peninsula Cancer Institute

3

Riverside Diagnostic & Breast Imaging Center

2

Riverside Cancer Care Center

1

Riverside Regional Medical Center

8

Cancer Specialists of Tidewater-Suffolk

8

Cancer Specialists of Tidewater-Virginia Beach

8

Cancer Specialists of Tidewater-Chesapeake

# Prevention, Early Detection and Outreach

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According to the Centers for Disease Control, cancer costs the United States an estimated \$216.6 billion every year, attributed to lost productivity and direct medical costs. The loss in terms of creativity, society and human potential are incalculable.

The tragedy, the CDC says, is that at least half of all cancer deaths could be prevented or detected early simply by using the knowledge and tools that are readily available today. There is undisputed evidence that screening has dramatically increased the five-year survival rate for patients with breast, colon, cervical and certain other cancers.

Riverside's commitment to providing free or low-cost cancer screenings, along with reliable educational materials and effective outreach activities is long-standing and unwavering. The year 2015 saw that commitment expanded and realized in a wide variety of events all across the communities Riverside serves. Of special interest in 2015 is the addition of Riverside's participation in 80% by 2018, a national initiative dedicated to reducing colorectal cancer mortality rates by ensuring that 80 percent of its population receive screening by 2018. See the following pages for more information about this special initiative.

## Peninsula and Middle Peninsula – *Data is from November 2014 to October 2015*

### SCREENINGS

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#### Women's Health:

**Gloucester Mathews Free Clinic** – 10 times each year – Riverside provides Pap smears and breast exams, and assists women in signing up for mammograms. Ninety-five women were seen, with 46 Pap smears provided.

**Tappahannock Free Clinic** – Monthly and Annual Women's Day – Riverside partnered with the Clinic by providing funding for women to receive Pap smears at the Clinic. A total of 78 women received Pap smears.

**Lackey Free Clinic** – Monthly and Annual Women's Day – Riverside partnered with the Clinic by providing funding for women to receive Pap smears at the Clinic. A total of 54 women were seen.

**Community Free Clinic of Newport News, Annual Women's Day** – March 7, 2015 – Riverside partnered with the Clinic by providing education on Pap smears, colorectal cancer and smoking cessation. Thirty seven women were seen.

**Brentwood Family Practice, Annual Women's Day** – October 5, 2015 – Riverside Cancer Services partnered with the clinic to provide Pap smears, clinical breast examination and education on colorectal health. Thirty seven women participated in this event.

#### Men's Health:

**Hampton Roads Prostate Forum, Prostate Cancer Early Detection Workshop** – February 7, 2015 – Riverside partnered with the Forum as a sponsor of the Workshop and provided PSAs and educational material on exit interviews. Sixty five men were seen.

**Men's Health Screening Event** – Prostate Cancer Early Detection. Fifty-eight men were seen at three Riverside locations.



### **Retirement Community Outreach:**

**Brookdale Retirement Community in Williamsburg** – July 10, 2015 – DermaScan skin analysis and education regarding sun damage prevention was provided to 50 people.

**Windsor Mead Retirement Community in Williamsburg** – April 15, 2015 – DermaScan skin analysis and education regarding sun damage prevention was provided to over 100 people.

**The Eastern Shore** – *Data is from October 2014 to October 2015*

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## **SCREENINGS**

**October 14, 2014** – Breast cancer awareness day. 20 participants – 11 referred for mammogram; one woman referred to surgeon.

**July 20, 2015** – Skin cancer screening. 42 participants – 34 referrals to dermatology or primary care for further evaluation.

**August 20, 2015** – Skin cancer education event for county employees during their open enrollment education.

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## **COMMUNITY EVENTS, OUTREACH AND EDUCATION ACTIVITIES**

**Daffodil Days** – April, 2015 – Riverside distributed 80% by 2018 and other cancer material at the event, with over 300 people in attendance.

**Yorktown Health and Fitness Market** – May 9, 2015 – Riverside presented 80% by 2018 material, and other cancer prevention and early detection information at the event, attended by more than 125 people

**Brentwood Family Practice Health Fair** – May 9, 2015 – Riverside Cancer Services presented 80% by 2018 material, including its large-scale, walk-in colon exhibit, and other cancer information at the event, with over 50 in attendance.

## Prevention, Early Detection and Outreach cont.

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**Cannon Wellness Days** – Various dates – Riverside presented 80% by 2018, skin, breast, prostate, lung and cancer prevention. Attendance varied.

**The Doctor Is In, Patrick Henry Mall** – Various dates – Riverside Cancer Services attended these talks, providing cancer prevention and early detection messages, including 80% by 2018 material, prostate and breast prevention, as well as a discussion by Riverside surgeon Dr. Claude Hawkins to discuss breast reconstruction. Attendance varied.

**WHRO-TV Forum, Cancer: A Conversation** – March 23, 2015 – Riverside was invited to participate in a pre-screening of the Ken Burns documentary, “Cancer: Emperor of All Maladies.” Colorectal surgeon Dr. Brian Billings and pathologist Dr. Michael Alan Schwartz and Nurse Educator and OCN Fran Holcomb talked with attendees and provided an exhibit. More than 200 people attended.

**WHRV-FM Talk Show, Another View** – June 26, 2015 – Riverside surgeon Dr. David Salzberg talked with host Barbara Hamm Lee and other guests about the relationship of obesity to cancer, particularly with regard to the African American population.

**Cancer “Previvor” Events** – A monthly discussion of cancer topics featuring Board-certified Riverside physicians and surgeons was launched in August 2015. Topics and attendance were:

August 26	Dr. Brian Billings discussed colorectal cancer. Forty one attended.
September 23	Dr. John H. Donohue discussed breast cancer. Twenty four attended.
October 28	Dr. Scott Burgess discussed prostate cancer. Twenty six attended.

## PARTNER EVENTS

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**American Cancer Society: Relay for Life** – New in 2015, Riverside sponsored survivor dinners following the Relays in each of three locations, providing 80% by 2018 and other cancer educational material.

Williamsburg – June 30, 2015 – 100+ attended.

Newport News – May 2, 2015 – 125+ attended.

Gloucester – May 2, 2015 – 60+ attended.

**Beyond Boobs! Support Group: Run for the Hills** – October 17, 2015 – Riverside provided the DermaScan skin analysis as well as 80% by 2018 materials at the event, attended by 650 people.

**American Cancer Society: Making Strides to End Breast Cancer** – October 11, 2015 – Riverside provided breast health education. More than 2,000 attended the event, and 175 Riverside team members (six teams) participated.

**Leukemia and Lymphoma Society: Light the Night** – Riverside’s Leukemia, Lymphoma and Myeloma Support group participated in this survivorship celebration.

## SURVIVORSHIP PROGRAMS and SUPPORT GROUPS

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Riverside believes cancer care doesn’t end when the patient leaves the office, the chemo suite or the hospital. To be truly comprehensive, cancer treatment includes the camaraderie and support of fellow patients and caregivers, in a comfortable group setting and relaxed atmosphere. These groups are led by cancer professionals who can answer specific medical questions and provide compassionate care.



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**American Cancer Society Partnerships** – Offered 11 months of the year  
Look Good, Feel Better – Newport News and Gloucester  
Nutrition and Physical Activity Before, During and After Cancer Treatment

### **Riverside Support Groups**

Transitions Post-Treatment Support Group – Meets quarterly, Newport News  
Breast Cancer and Caregiver Support Group – Meets monthly, Newport News and Gloucester  
General Cancer and Caregiver Support Group – Meets monthly, Newport News  
GYN Cancer Support Group – Meets monthly, Newport News  
Leukemia and Lymphoma Cancer Support Group – Meets monthly, Newport News  
Peninsula Lost Chord Club – Meets monthly, Newport News  
Gentle Yoga Therapy – Offered weekly for cancer patients at Riverside Doctors’ Hospital Williamsburg  
Happy Healthier Living: A Retreat for Cancer Survivors – April 18, 2015, Williamsburg, 25 survivors attended

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### **GRANTS**

Federally funded through the Virginia Department of Health, Every Woman’s Life is a public health program that helps uninsured, low-income women gain access to free breast and cervical cancer screening services. Riverside received its first EWL grant in 1998, and has received funding every year since then. The grant period is from July 1 through June 30. During the past year, 355 women received screening at Riverside facilities. Of those, 14 were diagnosed with breast cancer, four with cervical cancer, and two with pre-cancerous conditions of the cervix.

A smaller EWL grant established to provide screening to younger women is funded by the Commonwealth. During the past year, Riverside screened 76 women under this grant. Of those, two were diagnosed with breast cancer, one with cervical cancer, and seven with pre-cancerous conditions of the cervix.

The Tidewater affiliate of Susan G. Komen for the Cure® provides community grants to the Hampton Roads region, including one that supports breast cancer detection, support and educational awareness. The grant runs from April 1, 2015 through March 31, 2016, and will provide mammograms to as many as 195 women who do not fit the EWL criteria. Riverside Cancer Services also provides funding for women who need a clinical breast exam and/or Pap smear – and importantly, breast health education that includes the importance of having a clinical breast exam prior to imaging through mammography.



## COMMUNITY PARTNERSHIP HIGHLIGHT: *80% by 2018*

In January 2015, Riverside joined 80% by 2018, an initiative of the National Colorectal Cancer Roundtable (NCCRT). NCCRT is a coalition of groups nationally, including the American Cancer Society and ACS Cancer Action Network, which are dedicated to reducing colorectal cancer incidence and mortality. NCCRT requested and received a presidential proclamation naming March National Colorectal Cancer Awareness Month, with a mandate to recruit additional partners dedicated to raising public awareness of the preventable nature of this disease. Their goal: ensuring that 80% of their respective populations are screened for colorectal cancer by 2018.



For Riverside, the decision to join the 80% by 2018 initiative made sense. Colorectal cancer is the third leading cause of cancer death in men and women in the United States, and a cause of considerable suffering for those diagnosed with colorectal cancer each year. Further inspiring Riverside was awareness of a disturbing national trend: the National Cancer Institute has predicted that by 2030, incidence rates among people 20 to 34 years old will increase by 90 percent for colon cancer, and by 124 percent for rectal cancer. Among those in the 35-49 age range, incidence rates will increase by 27.7 percent for colon cancer and by 46 percent for rectal cancer.

Once Riverside joined the 80% by 2018 initiative, a team was put in place to strategize and implement effective community educational outreach and associated activities. The team developed informational handouts – one for patients 50 and older, and one focused on a younger population – to be distributed at health and fitness fairs, community lectures, churches and area clinics. At nearly all of the outreach events listed on the preceding pages, Riverside provided 80% by 2018 material, which included educational material, as well as information about how and where to get a

colonoscopy.

Because colorectal cancer is no longer exclusively a disease of old age, an important component of Riverside's outreach is educating the community about the other risk factors:

- Being African-American or Hispanic
- A personal history of colorectal cancer or polyps
- Inflammatory intestinal conditions
- Inherited syndromes that increase colon cancer risk
- Family history of colon cancer and colon polyps
- Low-fiber, high-fat diet, diabetes, obesity
- A sedentary lifestyle
- Smoking and/or heavy alcohol use
- A personal history of radiation therapy for previous cancer

An additional, equally important education element is providing information about the colon itself, and the various screening techniques. Riverside maintains a large-scale model of a human colon that allows visitors to see what healthy colon tissue, as well as tissue with non-malignant colorectal disease, colorectal polyps and various stages of colorectal cancer look like.

Riverside's first major outreach for 80% by 2018 was at Gloucester's annual Daffodil Days celebration in early April. Riverside is one of the sponsors of the festival, which allowed the team to talk to and share information with many of the more than 300 in attendance.



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Another high profile event was held on March 23 at the Ray Kroc Center in Norfolk. Riverside was invited by local public broadcaster WHRO to a pre-screening of filmmaker Ken Burns’ documentary, “Cancer: Emperor of All Maladies,” and to participate in a community forum about cancer care in Hampton Roads. The staff provided an exhibit at the forum that included 80% by 2018 messaging.

The messaging of 80% by 2018 is straightforward and to the point, and emphasizes the following facts:

When adults are screened for colorectal cancer, it can be detected early, at a stage when treatment is most likely to be successful – and in some cases, colorectal cancer can be prevented through the detection and removal of precancerous polyps during colonoscopy.

There are several recommended screening test options, including stool tests or fecal immunochemical tests, and sigmoidoscopy – and of course, colonoscopy, which is universally accepted as the gold standard.

***Above all, screening can save lives – but only if people get tested!***

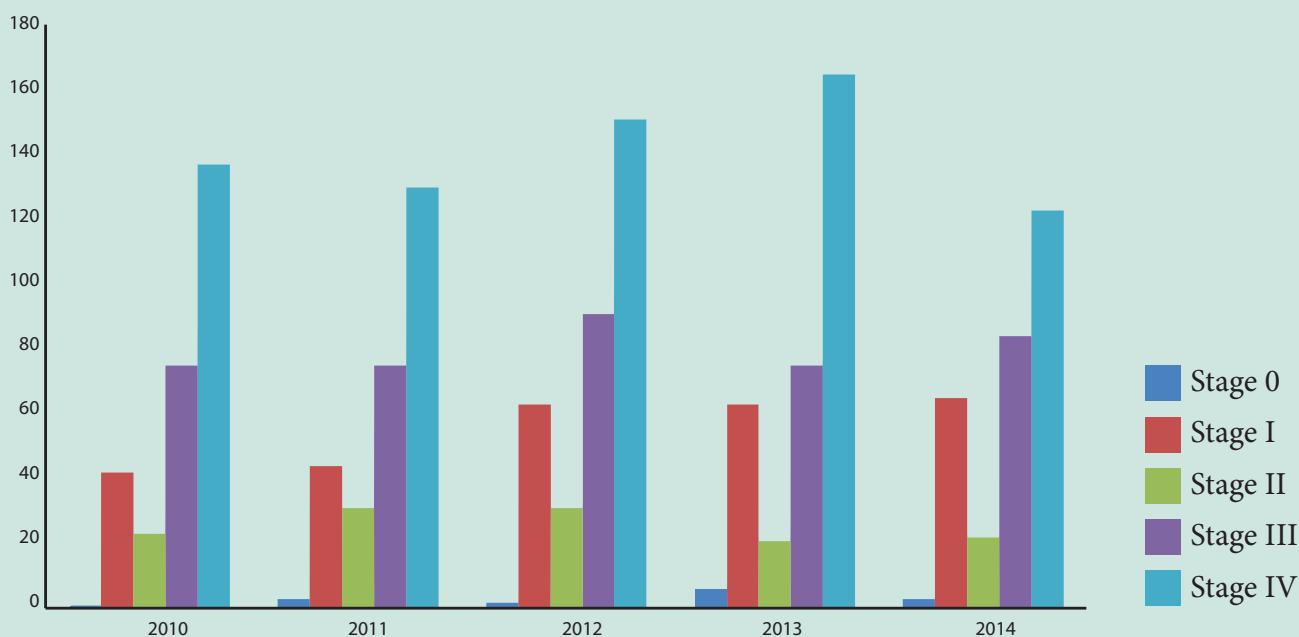
### UPDATE ON RIVERSIDE’S LDCT Lung Cancer Screening Program

In 2013, Riverside began offering the new low-dose CT lung screening procedure, in hopes of detecting lung cancer at its earliest and most treatable stages. The following results have been achieved from December 2013 through September 2015:

Patients screened:

- 146 patients have had the low-dose CT of the chest for lung cancer screening.
- We have identified two patients with stage II lung cancer; both were surgical candidates and their surgeries have been completed.
- Many of the patients enrolled in our program have had their second yearly scan.

### 2010-2014 RHS: Stage at Diagnosis for Lung Cancer



# RIVERSIDE ADDS A POWERFUL NEW TOOL TO ITS ARSENAL OF CANCER-FIGHTING TECHNOLOGY

On August 3, 2015, in the Radiosurgery Center on the campus of Riverside Regional Medical Center, a team of neurosurgeons, radiation oncologists, medical physicists and nurses treated the first patients with Riverside's newly-installed Leksell Gamma Knife® Perfexion™ stereotactic radiosurgery system – one of only 300 such systems in the world.

The Riverside team was joined by Ian Paddick, M.Sc., a preeminent medical physicist and consultant at four Gamma Knife Centers in the United Kingdom, who came to Virginia specifically to help Riverside launch the Perfexion system. Recognized as the leading authority on the Gamma Knife, Dr. Paddick praised the Perfexion™ for its unequalled conformity – precisely matching the radiation dose to the size and shape of the tumor.

The Gamma Knife delivers a single, finely focused, high dose of radiation to its target, causing little or no damage to surrounding tissue. Abnormalities measuring less than three (3) centimeters, or one inch in diameter, can be treated with the Gamma Knife. Riverside installed its first Gamma Knife, the 4C system, in 2006, to provide advanced radiation treatments for patients with small-to-medium cancers, including brain tumors, abnormal blood vessel formations, and a host of other neurological conditions.

The Perfexion™ system dramatically streamlines workflow and expands the treatable volume through an automated, multi-source collimator. System benefits include faster set-up and treatment delivery to one or more tumors in a single session. Perfexion allows treatment of a wider range of targets faster and more efficiently than ever before.

The radiosurgery system's unique collimator is a permanent device divided into moveable sectors, ensuring superior conformity, accuracy and dosimetry while reducing the residual dose to unintended areas. Integrated and intuitive treatment planning software facilitates creation of even the most complex plans (e.g., a donut-shaped dose distribution) by configuring composite shots that avoid overexposure to critical structures. Perfexion™ offers 98 percent reliability and unrivalled accuracy, guaranteed to 0.50 mm.

Further, the risks associated with open surgery are eliminated, and because no incisions are required, the procedure can be performed using only local anesthesia. Treatment can be planned and programmed within a matter of an hour or two, requiring fewer MRI sequences. Treatment time is significantly less than conventional radiation and other delivery systems – often just one or two sessions – and because it's most often done on an out-patient basis, most patients return to normal activity within 24 hours.



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Such was the case on August 4, when a patient presented to the hospital with a history of headache and involuntary facial movement following chemotherapy for colon cancer. When an MRI revealed two lesions in the patient's brain, he was taken to the Radiosurgery Center and treated with the Perfexion®. Prior to Riverside acquiring the Perfexion, the patient would have required two treatments – including two sessions on the table, two MRIs and two rounds of anesthesia. With Perfexion, the entire treatment took 56 minutes, resulting in a significant reduction in time, cost and inconvenience.

There are other applications for the Perfexion™ system as well, including the ability to treat tumors that occur not just in the middle of the brain, but along the sides as well. Additionally, tumors that form at the junction of the brain and spinal cord can be effectively treated.

Considered the gold standard for brain tumors and abnormalities, stereotactic radiosurgery was introduced in 1951 by Dr. Lars Leksell. He understood that the nervous system doesn't tolerate radiation as well as other parts of the body; thus his discovery has led to methods of limiting the toxicity of radiation

to normal healthy tissue, while maximizing the amount of radiation that can be given to malignant or neoplastic tissue. No other non-invasive treatment method in the field has greater clinical acceptance anywhere in the world.

The Gamma Knife is used for patients with brain tumors as well as other conditions, such as arteriovenous malformations, trigeminal neuralgias or vestibular schwannomas (acoustic neuromas). Often mistaken by patients as utilizing actual surgical knives making incisions, the Gamma Knife Perfexion is 192 beams of radiation all coming on at the same time and meeting at one very carefully calculated point in the brain. Invented in 1967 by Dr. Leksell with Drs. Ladislau Steiner and Borje Larsson, the Gamma Knife administers high-intensity cobalt radiation therapy that concentrates the radiation over a small volume.

The acquisition of this technology by Riverside is further proof that cancer patients in the community need not leave Hampton Roads to receive world-class medical care.

# RIVERSIDE ONCOLOGY NURSE NAVIGATION PROGRAM

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## Patient Navigators



**Harolette Kelley,**  
RN, BSN, OCN



**Elizabeth Carter,**  
RN, BSN, OCN



**Francie Verniel,**  
RN, BS, OCN



**Mary Cleckler,**  
RN, BS, OCN

A pilot patient navigator program instituted by the American Cancer Society, comparing five-year survival rates of breast cancer patients who had a patient navigator versus those who did not, showed such marked improvement in the navigated that in 2005, Congress passed the Patient Navigator, Outreach and Chronic Disease Prevention Act, which provided funding to implement the program nationally. That same year, Riverside Health System began offering patient navigation to its cancer patients.

Now in its tenth year, Riverside's patient navigator program has expanded to meet the needs of the growing cancer patient population. And for the tenth year, the services are offered to patients without charge.

For the first time in 2015, the program is exclusively composed of certified Oncology Nurses, who have passed a rigorous examination covering the entire continuum of care for oncology patients, and who annually maintain their certification through Continuing Medical Education courses.

Patient navigators play a unique role in patient care. They build relationships with patients who are having to learn to navigate the ever more complex health care system, at a time when they are at their most vulnerable. From helping to coordinate and schedule appointments, assisting with transportation and arranging for financial and economic consultations to providing a comforting ear to talk to or a shoulder to cry on, these navigators identify the unique and specialized needs of each patient, and find solutions, including alternatives whenever possible.

Patient navigators are available during all phases of cancer care, from diagnosis to survivorship, including surgery, radiation and/or chemotherapy. Because they are trained oncology professionals, they are able to answer medical questions, provide information about treatment modalities, and help patients explore all available options.

Because of the nature of the cancers they work with, these navigators have very different caseloads and very different interactions. They visit their patients at different times during their journey, some on the day of diagnosis and some in the moments before surgery. They share one common, unswerving goal: to ease the experience of each patient as fully and compassionately as possible.



## THE MANY FACETS OF INTEGRATIVE MEDICINE

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The Riverside team knows that there's more to comprehensive cancer care than subduing or curing the physical disease: the strain on the mind and the spirit can be as devastating as the strain on the body, and equally in need of healing. For nearly ten years, Integrative Medicine has been an integral part of the treatment plan for Riverside cancer patients. A passion of the late Dr. Mark Ellis, Integrative Medicine combines conventional medical therapies with evidence-based complementary therapies that have been proven to promote a patient's well-being.

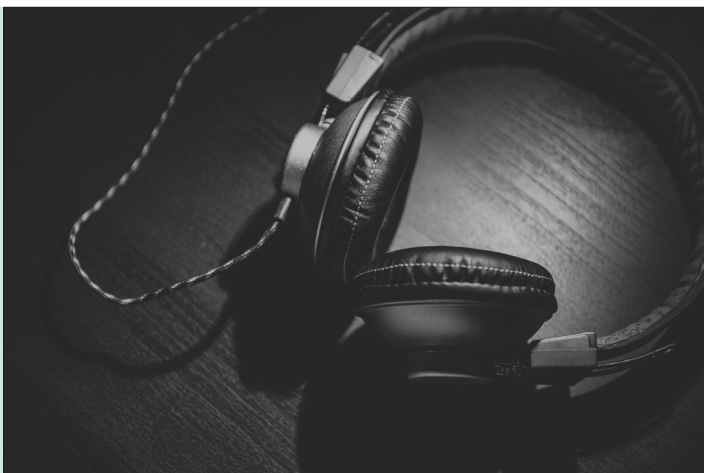
While it is atypical of many hospital systems to offer such a wide array of non-medical, non-reimbursed services, it is Riverside's belief that providing these therapies should be the standard of care in treating cancer patients.

**MUSIC THERAPY:** Introduced to Riverside cancer patients in 2006, music therapy has long been known to help manage stress, reduce anxiety, even enhance memory and alleviate pain. Just as patients' medical therapy is tailored to the individual, so too is music therapy. The intake form for patients preparing to undergo chemotherapy includes a question about the specific types of music they prefer. Based on their answers, Riverside's music therapy coordinator prepares individual playlists for these patients, which are presented to them on iPods outfitted with Bose headphones. During the past year, most patients made use of this therapy during both chemo and radiation sessions.

**MASSAGE THERAPY:** Cancer treatment can be fatiguing and uncomfortable for many patients. Therapeutic massage, when indicated, may alleviate many of the related symptoms, reducing stress and anxiety, and enhancing sleep. Chemotherapy patients are offered hand or foot massages during their infusion sessions. In addition, patients who are cleared by their physicians can receive a full-body massage on non-infusion days, performed by certified massage therapists, Jill, Gretchen and Kadie. Patients are consistently monitored to ensure the treatment remains appropriate. Throughout the last year, 2,165 therapeutic massages were given to patients.



**PET THERAPY:** Service animals have been a part of the Riverside Cancer Care team since 2005. As many as three times per week, these service dogs visit patients, offering therapy in the form of a wet nose, a comforting paw or just a lap snuggle. For patients, the opportunity for tactile interaction with an animal, or even just the sensation of feeling another heartbeat, can have significant healing power.



The Music Therapy staff can see the impact of their efforts every day on the faces of their patients. One recent episode demonstrates not just the power of the program, but the keen insight of our therapists as well. Upon learning a patient was originally from England, Greg programmed "God Save the Queen" on her iPod. The look of surprise in her eyes, followed by one of pure delight, tells the value of music therapy far better than any words.



**PSYCHOSOCIAL CARE:** Caring for the whole patient also means understanding patients as individuals – who they were before they got cancer, what support systems they have to help them through their journey, what financial burdens they may face throughout their treatment, and how their cancer affects their closest family relationships. The Integrative Medicine team includes highly trained professionals, including a family therapist, nurse educators, and a cancer-trained/educated dietician – all of whom are available at every step of the journey.

Treatment plans are dynamic and fluid, changing as the circumstances of the patient’s journey change. When the journey contemplates hospice, Integrative Care provides compassionate, comprehensive end-of-life counseling and services. When it includes survivorship, the message of Riverside’s Integrative Medicine program is clear:

“You gave us your life for the time you were here getting treatment – now we want to give your life back to you.”



**NUTRITION SERVICES:** During cancer treatment and recovery, nutrition plays an integral role in the overall well-being of patients. Obtaining cancer-fighting nutrients, vitamins, minerals and necessary caloric intake can be challenging but can also make a big difference in patients’ healing. By offering patients access to dieticians certified in oncology throughout their experience, they can be assured knowing they have the necessary tools and understanding to overcome any nutrition obstacles related to their individual treatments.



# RESEARCH AND CLINICAL TRIALS



Riverside has both a legacy and an ongoing commitment to clinical research designed to investigate new ways to prevent, detect, diagnose and treat cancer. As an important component of this commitment, Riverside participates in clinical trials in collaboration with the National Cancer Institute, as well as in network, university and pharmaceutical studies.

Most of the cancer treatments that are now considered the standard of care – and which are currently benefiting Riverside Cancer Care patients as well as patients throughout the country – initially incorporated clinical trials as part of their development.

While all clinical trials related to cancer have potential benefit, Riverside focuses on participating in those studies that involve documented cancers and cancer-related symptoms that are identified as most relevant to residents in the coastal Virginia communities served by Riverside Health System. By accruing patients to clinical trials in a way that reflects the real-world prevalence of diagnosed cancers, as well as the specific demographic, socioeconomic, racial and ethnic makeup of the region, Riverside's clinical and research teams are making both measurable local impact, and the best use of resources.

In 2014 and 2015, Riverside patients participated in targeted chemotherapy studies, as well as supportive and quality of life clinical trials. These included clinical trials related to breast, lung and hematologic cancers, as well as those related to heredity.

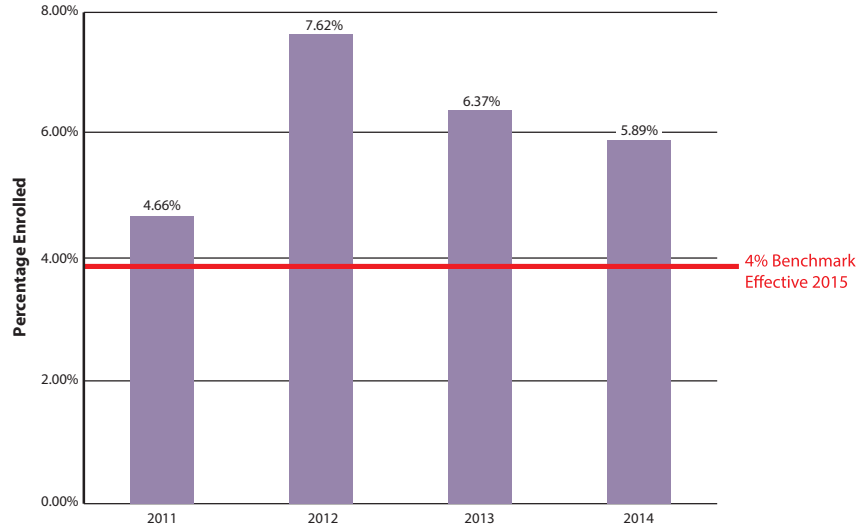
## RIVERSIDE CLINICAL TRIALS ACCRUAL BY PROGRAM

The charts that follow indicate Riverside's participation in clinical trials from 2011 to 2014. These studies were carried out at Riverside Regional Medical Center, Riverside Walter Reed Hospital, Riverside Shore Memorial Hospital and through programs under the auspices of the National Accreditation Program for Breast Cancers, a program of the American College of Surgeons.

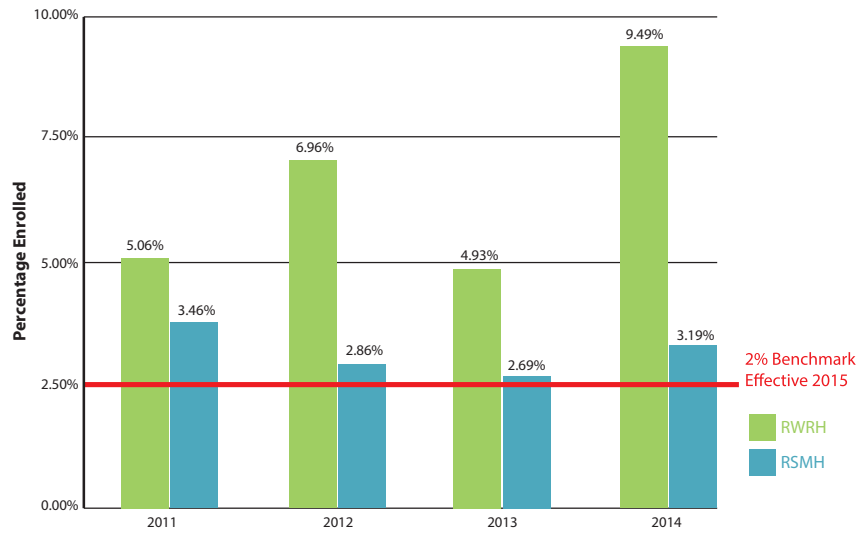
Along with clinical trial participation in 2015, Riverside took part in continuing collaborative cancer care related research with the University of Virginia Medical Center in Charlottesville. In addition, Riverside continued to expand its tele-research program, which includes real-time, interactive initiatives with off-site clinicians and researchers.

As reflected in the accompanying charts, Riverside is not just meeting, but exceeding, national benchmarks established by the Commission on Cancer.

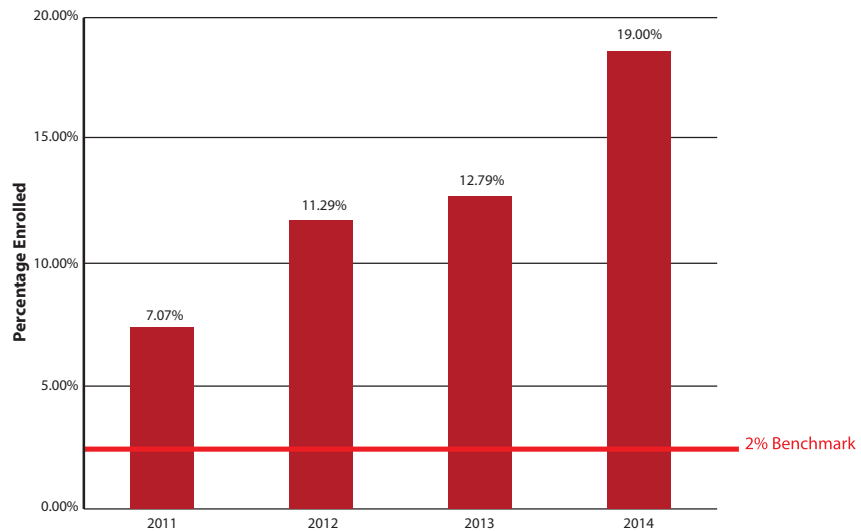
## Clinical Trial Accrual for Riverside Comprehensive Community Cancer Program



## Clinical Trial Accrual for Riverside Community Cancer Programs



## 2011-2014 Clinical Trial Accrual for NAPBC



# Accreditations, Certifications and Awards

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As long as cancer continues to take the lives of men, women and children, the professionals of Riverside Cancer Care Services will continue to aggressively pursue, achieve and maintain the highest national standards of care for the patients who entrust them with their treatment.

The Commission on Cancer (CoC), a program of the American College of Surgeons (ACoS), recognizes cancer care programs for their commitment to providing comprehensive, high-quality, and multidisciplinary patient-centered care. The CoC is dedicated to improving survival and quality of life for cancer patients through standard-setting, prevention, research, education, and the monitoring of comprehensive quality care. Through the CoC, Riverside's cancer program has access to reporting tools to aid in benchmarking and improving outcomes at its three accredited cancer facilities, as well as educational and training opportunities, development resources, and advocacy.



Accreditation means that a center meets a national quality standard, establishes a framework for quality, and improves patient care. Riverside Regional Medical Center has been accredited since 1982, Riverside Shore Memorial Hospital since 2000, and Riverside Walter Reed Memorial Hospital has been accredited since 2011.



## Why it matters

These accreditations mean that these Riverside facilities have continuously met the high quality standards set by the CoC. CoC programs are surveyed every three years. During the past year, Riverside Walter Reed received the Commission's outstanding achievement award for the second consecutive three-year period. Riverside Regional Medical Center will be reviewed in November 2015, and Riverside Shore Memorial in 2016.

Riverside continues to pursue other accreditations, certifications and awards that demonstrate its commitment to world-class cancer care.

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## The American College of Radiology - Breast Imaging Center of Excellence

The American College of Radiology has recognized Riverside's high practice standards in the image quality, personnel qualifications, facility equipment, quality control procedures and quality assurance programs at three locations: Riverside Diagnostic & Breast Imaging Center in Oyster Point, the Diagnostic Center in Williamsburg, and Riverside Walter Reed Hospital. The breast imaging services at each of these facilities are fully accredited in mammography, stereotactic breast biopsy, breast ultrasound and ultrasound-guided breast biopsies. Additional requirements include peer-review evaluations conducted in each breast imaging modality by expert Board-certified physicians and medical physicists. The Breast Imaging Center of Excellence is currently being reviewed for re-accreditation .

## The American College of Radiology - Radiation Oncology Accreditation

The American College of Radiology has accredited imaging and treatment modalities since 1987, with a focus on safety and quality. In radiation oncology, treatment planning and staffing are peer reviewed to provide an impartial assessment of patient care and safety. Riverside Radiation Oncology at Newport News, Williamsburg, Middle Peninsula and the Eastern Shore has earned ACR reaccreditation through July 31, 2016.



## QOPI® Certification

Riverside Cancer Infusion Center, and Cancer Specialists of Tidewater, have received the Quality Oncology Practice certification, which recognizes medical oncology and hematology/oncology practices that are committed to delivering the highest quality cancer care with an evaluative focus on areas that affect patient care and safety. The QOPI is a practice-based quality improvement initiative based on retrospective reviews conducted within hematology/oncology practices.



Quality Cancer Care: Recognizing Excellence

## National Accreditation Program for Breast Centers

Riverside Regional Medical Center has received accreditation from the National Accreditation Program for Breast Centers. A voluntary commitment, this is the second cancer accreditation in the country. The focus is on diagnosis, as well as the treatment of breast cancer. NAPBC has recognized Riverside's focus on center leadership, clinical management, research, community outreach and quality improvement.



# Summary of 2014 Statistics

## 2014 Primary Site Table for Riverside Cancer Program

Primary Site	RRMC		RSMH		RWRH		RTH		RDHW	
	Total	Analytic	Total	Analytic	Total	Analytic	Total	Analytic	Total	Analytic
<b>ORAL CAVITY &amp; PHARYNX</b>	<b>51</b>	<b>44</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>
<b>DIGESTIVE SYSTEM</b>	<b>284</b>	<b>253</b>	<b>33</b>	<b>32</b>	<b>37</b>	<b>37</b>	<b>22</b>	<b>19</b>	<b>21</b>	<b>20</b>
Esophagus	20	18	0	0	3	3	1	1	2	2
Stomach	25	21	0	0	3	3	0	0	0	0
Small Intestine	9	7	2	1	0	0	1	1	0	0
Colon	100	91	12	12	17	17	13	11	14	13
Rectum	50	42	7	7	8	8	4	4	3	3
Anus	10	8	1	1	0	0	0	0	0	0
Liver	19	18	1	1	4	4	0	0	0	0
Gallbladder	7	7	0	0	1	1	0	0	0	0
Pancreas	33	31	7	7	1	1	3	2	0	0
Other	11	10	3	3	0	0	0	0	1	1
<b>RESPIRATORY SYSTEM</b>	<b>290</b>	<b>268</b>	<b>39</b>	<b>35</b>	<b>23</b>	<b>22</b>	<b>13</b>	<b>12</b>	<b>17</b>	<b>8</b>
Larynx	19	19	4	4	3	2	1	1	2	2
Lung	267	245	34	31	20	20	12	11	15	6
Other	4	4	1	0	0	0	0	0	0	0
<b>SOFT TISSUE SKIN EXCLUDING BASAL &amp; SQUAMOUS</b>	<b>16</b>	<b>16</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Melanoma	49	35	13	13	4	3	3	3	2	7
Other	3	5	0	0	0	0	1	1	0	0
<b>BREAST FEMALE GENITAL SYSTEM</b>	<b>486</b>	<b>432</b>	<b>24</b>	<b>24</b>	<b>54</b>	<b>51</b>	<b>26</b>	<b>24</b>	<b>15</b>	<b>14</b>
Cervix Uteri	21	18	2	2	0	0	0	0	0	0
Corpus Uteri	66	61	8	7	3	2	1	1	2	2
Ovary	24	21	3	3	0	0	1	1	0	0
Other	13	10	1	0	1	1	0	0	0	0

## 2014 Primary Site Table for Riverside Cancer Program

Primary Site	RRMC		RSMH		RWRH		RTH		RDHW	
	Total	Analytic	Total	Analytic	Total	Analytic	Total	Analytic	Total	Analytic
<b>MALE GENITAL SYSTEM</b>	<b>258</b>	<b>178</b>	<b>21</b>	<b>19</b>	<b>7</b>	<b>4</b>	<b>31</b>	<b>29</b>	<b>8</b>	<b>8</b>
Prostate	247	168	20	18	7	4	31	29	5	5
Testis	8	7	1	1	0	0	0	0	2	2
Penis	3	3	0	0	0	0	0	0	1	1
<b>URINARY SYSTEM</b>	<b>137</b>	<b>130</b>	<b>17</b>	<b>14</b>	<b>8</b>	<b>6</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>12</b>
Bladder	61	59	12	11	5	3	13	12	11	11
Kidney	73	68	5	3	3	3	1	1	1	1
<b>BRAIN &amp; OTHER NERVOUS SYSTEM</b>	<b>55</b>	<b>46</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>
Brain	28	23	6	6	1	1	0	0	1	1
Other	27	23	1	1	4	4	0	0	0	0
<b>ENDOCRINE SYSTEM</b>	<b>35</b>	<b>33</b>	<b>2</b>	<b>2</b>	<b>7</b>	<b>7</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>
Thyroid	29	28	2	2	6	6	0	0	4	4
Other	27	23	1	1	4	4	0	0	0	0
<b>LYMPHOMA</b>	<b>84</b>	<b>72</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>3</b>	<b>2</b>
Hodgkins Lymphoma	7	6	0	0	0	0	0	0	0	0
Non-Hodgkins Lymphoma	77	66	10	9	9	9	7	7	3	2
<b>MYELOMA</b>	<b>39</b>	<b>34</b>	<b>4</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>
<b>LEUKEMIA</b>	<b>32</b>	<b>17</b>	<b>3</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>MESOTHELIOMA</b>	<b>9</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>MISCELLANEOUS</b>	<b>46</b>	<b>41</b>	<b>15</b>	<b>12</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>4</b>
<b>2014 TOTAL</b>	<b>2001</b>	<b>1716</b>	<b>206</b>	<b>188</b>	<b>169</b>	<b>159</b>	<b>125</b>	<b>116</b>	<b>92</b>	<b>80</b>

RRMC  
Riverside Regional Medical Center

RWRH  
Riverside Walter Reed Hospital

RSMH  
Riverside Shore Memorial Hospital

RTH  
Riverside Tappahannock Hospital

RDHW  
Riverside Doctors' Hospital Williamsburg

# Riverside Health System Foundation



In keeping with Riverside's mission – to care for others as we would care for those we love – the Riverside Foundation is the steward for philanthropic gifts, furthering the mission and providing a higher standard of care for the communities we serve. Over the past 12 months, the Foundation has received \$137,014.57 in gifts and pledges restricted to cancer care at Riverside. Contributions in support of cancer care can be made to either of two Funds:

## The Tree of Life Cancer Care Fund

To cancer patients, the smallest things can mean the world. The Tree of Life was created to give support not covered by insurance or other means of financial aid; this can include anything from a \$25 taxi ride after a breast biopsy to a \$3,700 MRI. It funds unmet needs such as Pap smears and mammograms, ultrasounds, biopsies, or even wigs for chemotherapy patients. The Tree of Life also provides educational materials for Riverside Support Group/Survivor meetings, including the American Cancer Complete Guide to Nutrition for Cancer Survivors.

In most cases, members of the Cancer Care team identify specific patient needs, and introduce them to Riverside's Cancer Patient Navigators. The Navigators work with the Foundation to review each case, and determine the appropriate and compassionate way to respond. In the last 12 months, The Tree of Life Cancer Fund received a total of \$38,332.66, a portion of which is also dedicated to supporting community outreach and prevention initiatives.

## Dr. Mark E. Ellis Endowment Fund for Cancer Care Advancement

Integrative medicine, a program pioneered by the late Dr. Mark E. Ellis, seeks to combat cancer by treating the whole person: body, mind and spirit. It combines top oncology care with dietary, music, massage, pet and yoga therapies - methods that can decrease stress, pain and even side effects while promoting health and wellness. The Dr. Mark E. Ellis Endowment was established by Dr. Ellis and his wife, Lynn in 2007 to support the expansion of these services throughout Riverside.

The Foundation is pleased to announce that this year the Endowment achieved a significant milestone. Thanks to the generosity of long-time contributor and Founder's Society member, Jimmy Bayne, the Endowment surpassed the \$1,000,000 mark of a \$5,000,000 goal.

In addition, in May of 2015, the Foundation unveiled the Ellis Family Waiting Rooms at the Riverside Cancer Care Center in Newport News, Riverside Middle Peninsula Cancer Center in Gloucester, and Peninsula Cancer Institute in Williamsburg, in honor of Dr. Ellis.

Lynn Ellis said her husband would be pleased with the continued commitment to Integrative Medicine in Riverside's cancer care programs. "It's wonderful to see Mark's work still making a difference in the lives of cancer patients," she said.





## Other Funds - Not Restricted to Cancer Care

Steve Spain has been a generous benefactor of Riverside Walter Reed Hospital for many years, giving through the Riverside Walter Reed Make A Difference Fund. When he heard about the Healing Garden planned for the Middle Peninsula Cancer Center at Walter Reed Hospital, he immediately wanted to help make it happen. “My mother loved to garden. She got so much pleasure out of it even as she was fighting cancer. The Healing Garden was an amazing idea and a wonderful way to honor my mother and make a difference to other cancer patients at the same time.” Groundbreaking for the Shirley Spain Healing Garden will occur in the fall of 2015.

All gifts made to the Riverside Foundation are tax-deductible to the fullest extent allowed by law. To learn more about Riverside’s Cancer Care Funds, go to [https://youtu.be/v\\_4tC28lAZc](https://youtu.be/v_4tC28lAZc) to view a video. You may also call 757-234-8740 or visit [riversideonline.com/foundation](http://riversideonline.com/foundation) for more information about giving opportunities.









## The Riverside Care Difference

Every member of our team commits to the Riverside Care Difference when they join Riverside. Our Riverside Care Difference is the way in which we deliver care and services, as a team, by putting our patients and customers at the heart of all we do. The Riverside care Difference represents our ongoing commitment to provide you with the best care possible:

- To keep you safe
- To help you heal
- To treat you with kindness
- To respect your wishes



Cancer Care