

2020

Public Reporting of Outcomes

Cleveland Clinic Akron General McDowell Cancer Center



As an accredited Commission on Cancer (CoC) program, Cleveland Clinic Akron General McDowell Cancer Center provides the Public Reporting of Outcomes to show the results of activities completed by our cancer program as required by the American College of Surgeons (ACOS) CoC. Accreditation is granted to facilities that have demonstrated compliance with the CoC Eligibility Requirements and Standards. To maintain accreditation, cancer programs must undergo an on-site survey every three years and meet or exceed standard requirements.

Our program's Cancer Committee is responsible for monitoring, assessing and identifying changes that are needed to maintain compliance with CoC criteria.

2020 Cancer Committee

PHYSICIAN MEMBERS:

- Esther Rehmus, MD | Chairman
- Noaman Ali, MD | Associate Member
- Andrew Fenton, MD | Cancer Liaison Physician (CLP)
- Thomas Herbener, MD | Required Member
- Jayram Krishnan, MD | Associate Member
- Amanda Mendiola, MD | Associate Member
- Mary Murray, MD | Required Member
- Angela Powell, MD | Required Member
- Ashok Ramalingam, MD | Required Member
- Sonia Sandhu, MD | Quality Improvement Coordinator
- Anthony Visioni, MD | Alternate CLP
- Roberto Vargas, MD | Associate Member

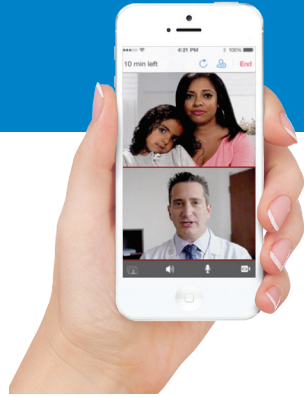
ADMINISTRATIVE MEMBERS:

- Justin Andras, Pharm | Associate Member
- Sarah Catchpoke, CTR | Alternate for Renee Santin
- Wendy Catchpole | Alternate Cancer Research Coordinator
- Frank Colella, MSN, RN, OCN | Program Administrator
- Amy Cordova, MSN, APRN-CNP, OCN | Survivorship Program Coordinator
- Rebecca Daubner, LISW, OSW-C | Alternate Psychosocial Coordinator
- Alicia Ferrell, MS, RD, LD | Associate Member
- Kristen Glaspell | Associate Member
- Kristen Holmes | Associate Member
- Dena Hunt, LISW, LCDC III, OSW-C | Psychosocial Coordinator
- Julie Imani, MSN, RN, CNS, OCN | Required Member
- Deborah Liedtke MS, RN, OCN, BMT-CN | Associate Member
- Mary Anne Loftus, RN, BS | Associate Member
- Kathy Lukity, RN, BSN, CBCN | Breast Health Center
- Jessica Marquard, MS, LGC | Required Member
- Michael McNeal, RN, BSN | Cancer Research Coordinator
- Gillian Myers, MSN, RN, CNS, ACNS-BC, ACHPN, OCN | Palliative Care
- Londa Roberts | Associate Member
- Brenda Runion, PT, MEd, DPT, CCCE | Associate Member
- Renee Santin, CTR | Cancer Registry Coordinator/ Cancer Conference Coordinator
- Claire Wilson, DPN, APN, RN | Associate Member
- Tiffany Williams, MPA – ACS Representative | Associate Member



2020 At-A-Glance
Data through October 2020

5,264
Virtual visits



547 SCREENING COLONOSCOPIES

17,990*
Mammograms



*Includes Muffins for Mammograms

20,200
INFUSION
APPOINTMENTS

19,100
Radiation treatments



1,396 NEW
ANALYTIC
CASES
FOR 2020

85 Research
cases



\$51,495

Raised for Muffins
for Mammograms
through WQMX 94.9FM Bosom Buddies
virtual fundraiser

Outcomes: Art Therapy

Art Therapy Accomplishments in 2020

636

TOTAL ART THERAPY VISITS
FROM JANUARY TO NOVEMBER

114

Face-to-face
visits from
January to
March

522

Art therapy tool kits provided to patients via
mail or pick-up from April to November

The art therapy program worked creatively to overcome adversities this year due to COVID-19. Starting in April, the program began utilizing art therapy tool kits as a method to continue therapeutic emotional support and creative outlets to patients and their caregivers during this challenging time. The weekly kits were themed, included printed directions, as well as a recorded video, from the therapist. They were either mailed or available for pick-up at the infusion center.

ADDITIONAL PROGRAM HIGHLIGHTS INCLUDED:

- Weekly “Art Therapy at Home” program that brought fun and enjoyment to patients using simple materials throughout their house
- Weekly newsletter to patients, featuring art-related video resources on You Tube, a list of available art therapy kits, updates on the annual exhibit and inspirational quotes
- Weekly “Virtual Walk” videos from the therapist to provide socialization to patients during COVID restrictions
- Annual Exhibition of Patient Artwork is on display at the McDowell Cancer Center lobby, showcasing 16 original pieces of artwork from patients participating in the program this year
- A solo art collection is on display in the lobby from a patient who has been participating in the program since 2017



Outcomes: Art Therapy

Art Therapy Accomplishments in 2020

What do you say to someone who has cancer? It's like the elephant in the room – everyone knows what is going on, but no one knows what to say. This collaborative art therapy project, created by 40 patients, addresses this question and provides insights into how to be helpful.

The design is based off of the Festival of Elephants in India, where the elephant symbolizes power, perseverance and grace through adversities. The safari grass features quotes written by patients with what they have found most helpful during their journey.

The artwork will be permanently hung in the lobby of the Infusion Center at Cleveland Clinic Akron General's Health & Wellness Center, Stow.



The Elephant in the Room

Outcomes:

Prevention & Screening Programs

Standard 8.2 – Cancer Prevention Events

Standard 8.3 – Cancer Screening Events


While cancer outreach efforts were significantly impacted during 2020, the team conducted virtual forms of prevention education through marketing and PR opportunities, including:

- Advertising campaign to increase awareness of services and encourage prevention through colonoscopy screenings, make an appointment and download a treatment guide, using high-performing creative
- COVID-specific messaging focusing on safety and the importance of getting cancer symptoms checked and keeping up with annual screenings, even among the pandemic
- Advertising campaign to increase awareness of services and encourage women to make mammogram appointments, adjusting creative from 2019 to accommodate COVID-19 realities

Someday, we hope all cancers are preventable.


Get screened for the one that is today.

Colorectal cancer can be prevented.

 **Cleveland Clinic**
Akron General

[Schedule your colonoscopy](#)


RLS - V2



From traditional to 3D mammograms.

1x250 - Frame 1

HTML5 - V2



Get the personalized screening you deserve.

300x250 - Frame 2

HTML5 - V2


The leader in breast health has safe and convenient locations near you.

300x250 - Frame 3

HTML5 - V2

For empowerment. For peace of mind. For every care in the world.

[Schedule your mammogram today](#)

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Akron General

300x250 - Frame 4



Andrew H. Fortson, MD



Robert A. Marley, MD



Amanda M. Mendola, MD



Mary K. Murray, MD



William C. Popowicz, MD

 **From your simplest questions to your greatest concerns.** 

Cleveland Clinic Akron General Breast Surgeons
Providing emerging techniques and collaborative care when it matters most.

330.344.2778

 **Cleveland Clinic**
Akron General

 **WKYC Channel 3 - Cleveland** with Cleveland Clinic Akron General
Paid Partnership

Cancer isn't deterred by a pandemic. Early diagnosis is important. Call a doctor immediately about any health problems. And don't delay cancer treatments. The Akron General McDowell Cancer Center is a safe place to get the care you need. Learn more at [akrongeneral.org/cancer](#).



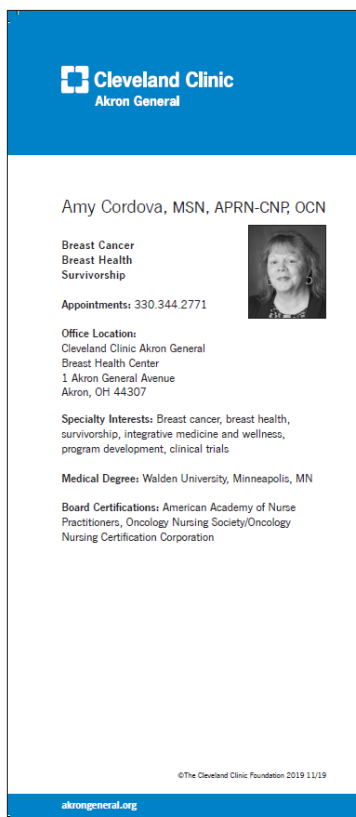
130 10 Comments 5 Shares

[Share](#)

Outcomes: Survivorship

Standard 4.8

While a traditional survivorship event wasn't possible this year, our marketing team provided program support with a branded flyer and rack card to promote the coordinator and program, as well as the launch of the new breast cancer specific survivorship program.



PROGRAMMATIC FOCUS:

76 referrals to Cleveland Clinic Akron General's Cardio-Oncology Program

For more information or feedback about this report or our program, please call us at 330.344 HOPE (4673) or visit akrongeneral.org/cancer.

2019 Types of Cancer

Total cases: 1,607

