

Caring for more than 6,000 patients over the last 10 years Cancer Center Celebrates 10 Years of Caring

In July, the Cancer Center celebrated a major milestone in our history – our 10th anniversary in the beautiful Cancer and Surgery Center on the La Crosse Campus. Hundreds of past patients, colleagues and community members gathered to help us celebrate. During this past 10 years, we've helped more than 6,000 patients through their cancer journeys. Because of your support and trust, we've administered more than 14,000 treatments to our patients. Of course, our services began decades before our move to our present facility. We are incredibly grateful to all of the providers, nurses and other members of our patient care team for your role in our history. We hope you enjoy this year's Annual Report to the Community and invite you to join us as we continue our mission to meet the ongoing needs of our cancer patients and their families.



Saying goodbye to our dear friend and mentor Remembering Dr. James Novotny

This past October, our Cancer Center family had to say goodbye to our mentor and friend, Dr. James Novotny. Dr. Novotny died peacefully in his home with his family, at age 63, after almost three years living with pancreatic cancer.

Dr. Novotny worked at Franciscan Healthcare for 29 years, where he was the sole oncologist for many years and was instrumental in building the Cancer Center in 2004. During that time, he cared for thousands of patients with cancer and said he learned everything he needed to know about living with the disease from them.

Dr. Novotny will be remembered by all as a sweet, gentle, brilliant colleague and friend. One of his nurses described him as a "dear man, loved by his patients and those of us who worked with him." Thank you, Jim, for all you shared with us.

(photo to left): Dr. James Novotny is warmly greeted by colleagues and friends at the Cancer Center 10-Year Anniversary Celebration in July 2014.

Supporting healthy lifestyles

Preventing Lung Cancer

Lung cancer is the leading cause of cancer deaths in the United States, among both men and women. Lung cancer claims more lives each year than colon, prostate, ovarian and breast cancers combined. Lung cancer occurs in people who never smoked and in those who never had prolonged exposure to secondhand smoke. In these cases, there may be no clear cause of lung cancer. However, people who smoke have the greatest risk of lung cancer. The risk of lung cancer increases with the length of time and number of cigarettes you've smoked. If you quit smoking, even after smoking for many years, you can significantly reduce your chances of developing lung cancer. If you smoke and have been unable to quit, make an appointment with your doctor. There are numerous very effective smoking cessation strategies for quitting smoking, such as counseling, medications and nicotine replacement products. For more information, visit mayoclinic.com.



New Volunteer Program Ensures that No Patient Dies Alone

No one should ever be alone in their last days of life. A new program at Franciscan Healthcare ensures that terminally ill patients have a caring volunteer to provide companionship and support during those final days. Spearheaded by registered nurse Mary Kief, "No One Dies Alone: A Franciscan Presence" is a collaboration of several departments and the Franciscan Sisters of Perpetual Adoration. Thirty volunteers, including active and retired staff and FSPA, have completed the training program. "A patient dying alone doesn't happen a lot, but it happens occasionally," Kief says. "Some are estranged from family members; others don't have children or have outlived friends and relatives. It's really an honor to be present for someone at the end of life. That's why I volunteer for the program." A key Franciscan value — respecting the dignity, diversity and Godgiven worth of every human being — is the foundation for the program. In the early days of St. Francis Hospital, Franciscan Sisters would often sit quietly at patients' bedsides in their final days. In that era of medicine, often the only care a sister could offer was her mindful, prayerful presence.



Providing an Oasis for Patients and Families

Life is tough. It's even tougher when you have cancer. Gifts to the Oasis Fund for Cancer Patient Support directly impact patients who struggle financially while undergoing treatment at the Cancer Center at Mayo Clinic Health System in La Crosse. In the past 10 years, the Oasis Fund has granted \$51,251.75 to patients. These donations help pay for travel expenses, medications and much, much more. For more information on the Oasis Fund, visit: mayoclinichealthsystem.org/giving.

Conducting Skin Cancer Screenings in our Communities

People of all skin tones, ages, and races get skin cancer. But with early diagnosis and proper treatment, skin cancer is a very treatable condition, even for melanoma, the most deadly form of skin cancer. That's why our dermatologists conduct free skin cancer screenings throughout our communities. This past year, Michael White, M.D., conducted free screenings at a La Crosse Loggers game, at the Franciscan Sisters of Perpetual Adoration's convent, and in conjunction with Gundersen Health System.

Welcoming New Providers to our Cancer Care Team



Jonathan Ticku, MD
Oncology / Hematology



Rifat Elkhatib, MD
Oncology / Hematology



Abigail Stockham, MD
Radiation Oncology



David J Schwartz, MD
Radiation Oncology



Richard Ellis, MD
Clinical Breast Radiology





Supporting local breast care services The Return of the Big Blue Dragon Boat Race

Despite a change in venue because of high water levels this spring, the 2nd annual Big Blue Dragon Boat Race was a huge success. As sunshine broke through the clouds on Saturday morning, July 5, Copeland Park in La Crosse was filled with more than 2,000 people, including 1,100 paddlers showing their pride and team spirit in support of breast cancer awareness and survivorship. Excitement was in the air as 52 teams – 29 community, 19 corporate, and four breast cancer survivors teams – joined in the fun, teamwork, and competition of the 270-meter races on the Black River. The community’s collective paddle power raised more than \$50,000 to benefit the Center for Breast Care. Area women served by programs for breast cancer prevention, diagnosis, treatment and survivorship will benefit from the funds raised.



Kathleen Christian, M.D., medical director for the Center for Breast Care, and Heather Christensen, M.D., from the Center for Women’s Health, celebrate the great day of racing and thank the thousands who supported the event.

Warm, inviting surroundings mix with the latest in care Center for Breast Care Moves into New Home

The Center for Breast Care on the La Crosse Campus moved into a newly renovated state-of-the-art facility in July 2014. Our Center for Breast Care is now on the second floor of the Hospital Building on the La Crosse Campus.

The Center provides evaluation, treatment and follow-up of breast concerns. The breast health team is led by physicians specializing in breast care. A clinical nurse breast health specialist and technologists support them. This team develops comprehensive plans to address each patient’s individual breast concerns. Specialists from breast imaging, general surgery, plastic surgery, medical oncology, radiation oncology, pathology, genetic counseling and nursing collaborate as needed to achieve the best possible results.



“Mamm & Glam” Reaches Those Overdue for Mammograms

It was girls’ night out in April, when Health Tradition and Mayo Clinic Health System offered the third annual “Mamm & Glam.”

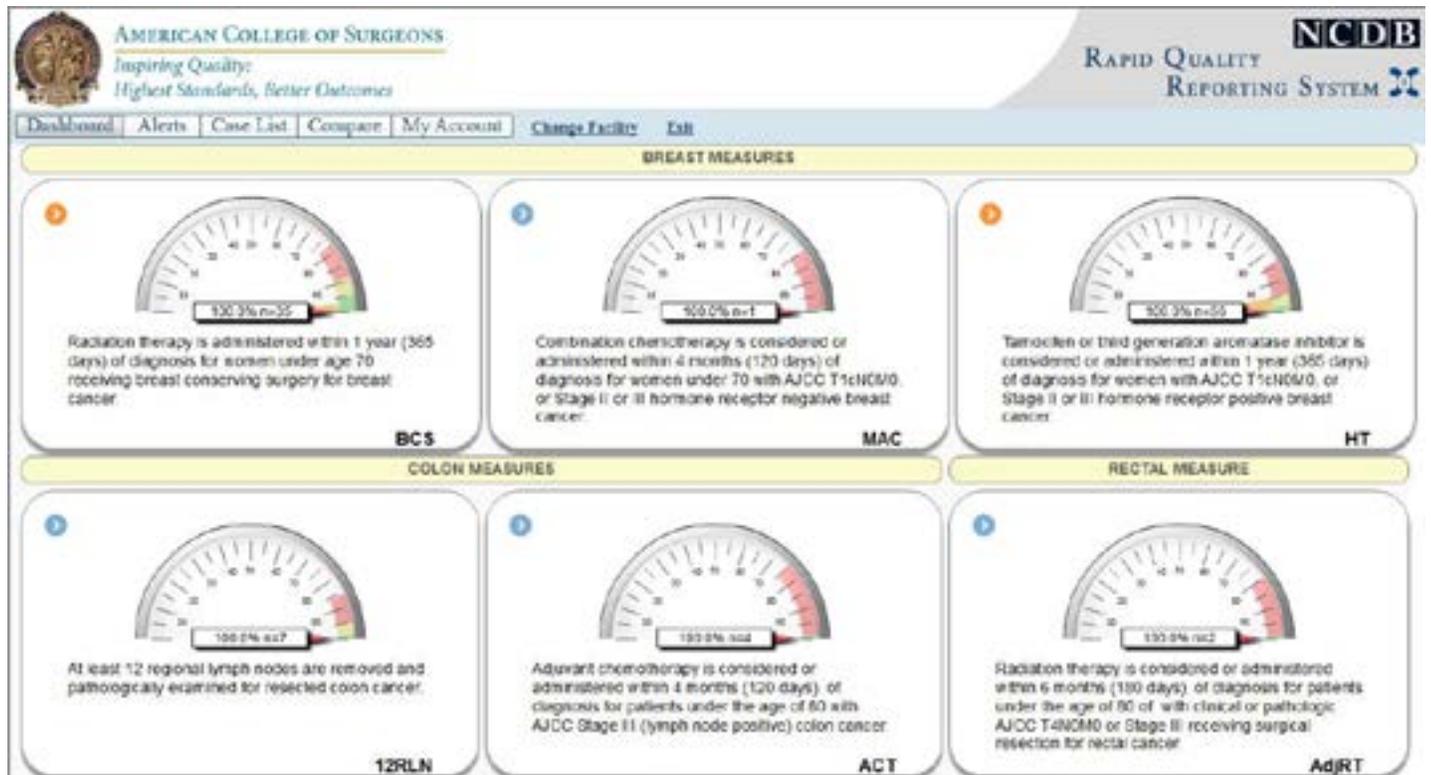
As the title implies, the evening was an opportunity for area women to have their annual screening mammograms and enjoy some glamorous pampering at the same time. Complementary offerings included relaxation services from the Center for Health and Healing and beauty consultations from the Ultimate Salon & Spa.

Mammograms are essential to early breast cancer detection and help decrease breast cancer deaths. “Mamm & Glam” aims to reach area women who haven’t had their routine mammogram in a few years.

Quality care, proven results

The Very Latest in Cancer Care Provided Locally

The Cancer Center at Mayo Clinic Health System in La Crosse continues to earn national recognition. We are proud to announce that in 2014, we again measured 100% in all six quality measures set by the American College of Surgeons' Rapid Quality Reporting System. It is a quality improvement tool which assesses and rates an organization's level of adherence to national quality of cancer care standards for breast and colorectal cancer care. This web-based system collects and reports data from participating cancer programs while advancing the very latest in evidence-based treatment methods to support care coordination. The "dashboard" below provides a view of the current year-to-date performance rate for each of the six measures at our facility.



- December 2014

Latest Treatments - Local Care

During 2013, 583 new cases of cancer were entered into the Cancer Registry at Mayo Clinic Health System in La Crosse. In addition many patients continued treatment at the Cancer Center, located in the Cancer and Surgery Center. Our partnership with Mayo Clinic and its world-wide respected medical practice blends seamlessly with our longstanding heritage of community-based care to provide patients with the reassurance that they will receive the most comprehensive and latest treatment options in a beautiful healing environment, with a compassionate, supportive health care team.

2013 Summary by Body System and Sex

Prostate - 77 28%	Breast - 115 37%
Lung & Bronchus - 35 13%	Lung & Bronchus - 45 14%
Melanoma of the Skin - 32 12%	Melanoma of the Skin - 35 11%
Urinary Bladder - 21 8%	Colon & Rectum - 17 5%
Colon & Rectum - 18 7%	Uterine Corpus - 14 5%
Oral Cavity & Pharynx - 11 4%	Thyroid - 14 5%
Non-Hodgkin Lymphoma - 8 3%	Kidney & Renal Pelvis - 8 3%
Kidney & Renal Pelvis - 5 2%	Non-Hodgkin Lymphoma - 7 2%
Leukemia - 5 2%	Leukemia - 2 1%
Pancreas - 4 1%	Ovary - 1 0%
All Other Sites - 56 21%	All Other Sites - 53 17%

Males 272

Females 311