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# Cancer Center

## Annual Report to the Community





## Big Blue Dragon Boat Festival Thousands Gather to Support Breast Care

So much more than an athletic event, the Big Blue Dragon Boat Festival has quickly infused our community with energy and excitement by focusing on fun, fitness and teamwork. This unique event attracts nearly 2,000 paddlers, volunteers and spectators of all ages each year who choose to come together to support a great cause: celebrating breast cancer survivorship. Since 2013, our commitment to this event has raised more than \$260,000, with proceeds supporting patient programs and services at the Center for Breast Care. When people stand together, there is nothing that cannot be accomplished.

Three years ago, when we first embarked upon this adventure, we had no idea how incredibly well it would be received and celebrated! The Big Blue Dragon Boat Festival, now a two-day event, is a fun-filled, thrilling, spectacular experience. Thank you to our community for joining the celebration, one which leaves all of us more aware of the survivor within us. Paddles up!

For more photos and information, visit [mayoclinichealthsystem.org/bigbluedragon](http://mayoclinichealthsystem.org/bigbluedragon).

## Less invasive alternative to traditional breast reconstruction Now Offering 3-D Tattooing for Breast Cancer Survivors

The Center for Plastic & Reconstructive Surgery at Mayo Clinic Health System-Franciscan Healthcare now offers 3-D tattooing for women who have had a mastectomy and breast reconstruction. The procedure is a less invasive alternative to traditional nipple and areola reconstruction. Rebecca Kath, physician assistant, says 3-D tattooing is an attractive option for women who don't want to have another surgery after breast cancer treatment. "By the time women reach that point in their recovery, it's been a long process. They've often undergone multiple surgeries and multiple treatments, and they're just ready to live as survivors." Because of this, many women avoid the final step in breast reconstruction — nipple and areola reconstruction, which requires skin grafting and surgery. With 3D tattooing, they now have another option. Money raised by the Big Blue Dragon Boat Festival funded a grant from the Franciscan Healthcare Foundation to pay for special training and the equipment needed to provide this new service. To learn more or schedule an appointment, please call **608-392-9930**.



Rebecca Kath, P.A.-C.  
Physician Assistant  
Mayo Clinic Health  
System-  
Franciscan Healthcare

Now offering 3D mammograms

### 3D Digital Breast Tomosynthesis

3D digital breast tomosynthesis mammograms allow physicians to view multiple images of the breast rather than the typical single image obtained with traditional 2D mammograms. Digital breast tomosynthesis allows for increased detection of breast cancer abnormalities along with an improved breast cancer detection rate, specifically in women with dense breast tissue. The 3D imaging performed during your screening mammogram may decrease the need for follow-up imaging of the breast. For more information about this technology, talk to your primary care provider.

### 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. In April, our dermatologists collaborated with Gundersen Health System and reported a very successful screening: 251 people were screened, with 76 being referred for further work-up and 60 being referred for biopsy. One person was also found to have an enlarged neck node and subsequently was diagnosed with lung cancer.

## Tomorrow's technology today New Linear Accelerator Takes Precise Aim at Cancer



If you or someone you love has been diagnosed with cancer, you want the very latest technological advances. The Cancer Center at Mayo Clinic Health System – Franciscan Healthcare now has an advanced linear accelerator, the newest and most precise way to deliver radiation therapy. It is the only one of its kind in the Coulee Region. A linear accelerator provides powerful technology to accurately destroy cancer cells – while minimizing exposure to surrounding healthy tissue. It is game-changing technology in the fight against cancer.

» **Powerful beams of radiation destroy cancer cells** – This powerful technology uses noninvasive tumor-destroying beams of radiation to pinpoint cancer cells. When the very precise beams hit the cancerous cells, the cell's ability to reproduce is compromised and they eventually die – causing the tumor to shrink.

» **Tailoring the treatment to your type of cancer** – The linear accelerator rotates around your body to deliver radiation therapy from any angle. The advanced imaging allows doctors to tailor treatments specifically to each patient's particular type of cancer – including some of the more complex locations like the head and neck, lungs, breast, abdomen, and liver. In fact, even tumors that move (for example, those in the lungs) can be precisely targeted. Respiratory gating technology gives your doctor the ability to synchronize radiation beams with your breathing. Therefore, doctors can treat a moving lung tumor as if it were standing still.

» **Powerful, precise and accurate means better results** – The system provides real-time imaging, which allows your doctor to direct higher doses of radiation with greater accuracy. That precision helps protect nearby organs and healthy tissues from unnecessary radiation.

» **Why choose Mayo Clinic for Radiation Oncology** – Mayo Clinic doctors, and other specialists, develop an individualized plan of care for each patient. This plan is created in partnership with each patient, ensuring awareness of the full range of cancer treatment options available at Mayo Clinic. As part of the cancer team, our Mayo Clinic Radiation Oncologists in La Crosse have routine weekly patient chart reviews and are connected via network to review each plan with their Rochester Radiation Oncology colleagues. Mayo Clinic has a full range of cancer treatment options and recommendations are based on an individualized assessment by your radiation oncologist. Mayo Clinic recently introduced its Proton Beam Therapy Program in June of 2015 in its Rochester location. Proton Beam Therapy offered in Rochester, MN, will be the best option for certain patients and tumor types while others may benefit from conventional radiotherapy in La Crosse, WI. Talk with your doctor to find out what cancer treatment is right for you or your loved one.



### Help for those at risk for lung cancer

## Now Screening to Identify Lung Cancer at an Early Stage

We take about 20,000 breaths a day. So it's easy to see why lung cancer can be so devastating — it literally takes your breath away. Lung cancer is the leading cause of cancer deaths in the United States, among both men and women. In fact, more people die each year of lung cancer than colon, breast or prostate cancers combined. Often people can have lung cancer and not even know it because the symptoms aren't recognized until the cancer is in an advanced stage. That's why Mayo Clinic Health System - Franciscan Healthcare now screens for lung cancer in patients at risk. The goal is to detect lung cancer in otherwise healthy people at a very early stage – when treatment is most effective. In fact, early, treatable, lung cancers have already been identified this year through our Mayo Clinic Health System screening programs in La Crosse and Eau Claire!

While lung cancer does occur in people who never smoked, smokers 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.

Discuss the benefits and risks of lung screening with your doctor or you can call our lung screening program to schedule an appointment: **608-392-9862**. The screening program is covered by Medicare, Medicaid, and some insurance plans, including Health Tradition Health Plan.

## Continuing to Earn National Recognition

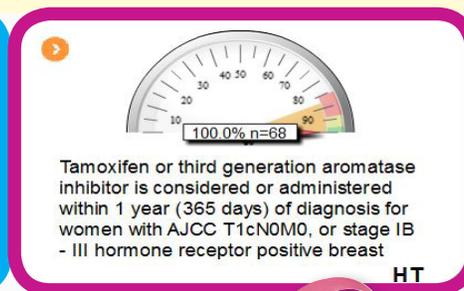
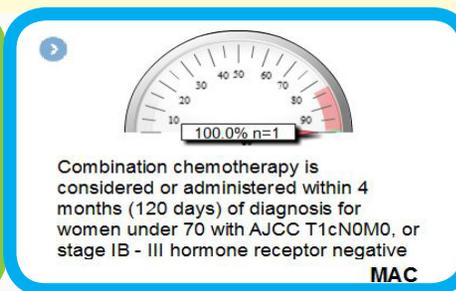
The Cancer Center at Mayo Clinic Health System - Franciscan Healthcare has again earned national Quality Oncology Practice Initiative (QOPI) certification. The American Society of Clinical Oncology established the QOPI program to certify practices that meet the highest quality standards for cancer care. Practices must meet core standards in all areas of treatment, including treatment planning, chemotherapy preparation and administration, staff training and education, and monitoring and assessment of patient well-being. Currently, only 284 practices in the country have achieved this certification. The Cancer Center at Mayo Clinic Health System - Franciscan Healthcare is only one in nine in Wisconsin to earn this QOPI certification.

# The Very Latest in Cancer Care Provided Locally

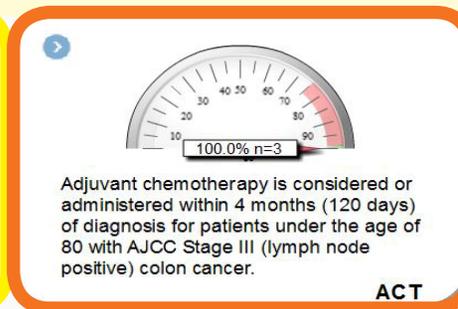
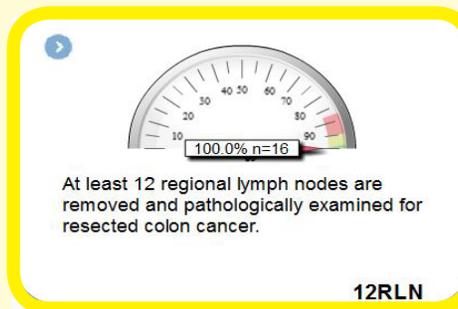
The Cancer Center at Mayo Clinic Health System in La Crosse continues to earn national recognition. We are proud to announce that in 2015, we again consistently ranked very highly in all five measures set by the American College of Surgeons' Rapid Quality Reporting System. It is a quality improvement tool which assesses and rates an organization's level of adherence to national quality of cancer care standards for breast and colon 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" provides a view of the current year-to-date performance rate for each of the five measures at our facility.

## American College of Surgeons – NCDB Rapid Quality Reporting System - December 2015

### BREAST MEASURES



### COLON MEASURES



## Latest Treatments - Local Care

During 2014, 618 new cases of cancer were entered into the Cancer Registry at Mayo Clinic Health System in La Crosse. 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.

## 2014 Summary by Body System and Sex

Prostate	- 54	20%
Melanoma of the Skin	- 46	17%
Lung & Bronchus	- 26	10%
Colon & Rectum	- 26	10%
Urinary Bladder	- 18	7%
Oral Cavity & Pharynx	- 13	5%
Non-Hodgkin Lymphoma	- 11	4%
Leukemia	- 10	4%
Kidney & Renal Pelvis	- 8	3%
Pancreas	- 7	3%
All Other Sites	- 50	19%



Breast	- 148	42%
Lung & Bronchus	- 41	12%
Uterine Corpus	- 27	8%
Colon & Rectum	- 21	6%
Melanoma of the Skin	- 20	6%
Kidney & Renal Pelvis	- 9	3%
Non-Hodgkin Lymphoma	- 8	2%
Ovary	- 4	1%
Thyroid	- 4	1%
Leukemia	- 3	1%
All Other Sites	- 64	18%

Males 269

Females 349