

# Partnership in Caring



Morristown Memorial  
**HEALTH FOUNDATION**  
Morristown Memorial Hospital



ATLANTIC HEALTH

# Executive Summary

*Since opening its doors in April 1998*, Carol G. Simon Cancer Center has been committed to providing cancer patients with the most advanced oncology services without the stress of traveling to a major urban area like New York, Boston, or Philadelphia.

The center is named for Carol Girard Simon, wife, mother, volunteer and philanthropist, who lost her long and courageous struggle with breast cancer in 1995. To pay tribute to this special woman, and to acknowledge the Simon family's long-standing commitment to the hospital, Morristown Memorial named the center in Carol Simon's honor.

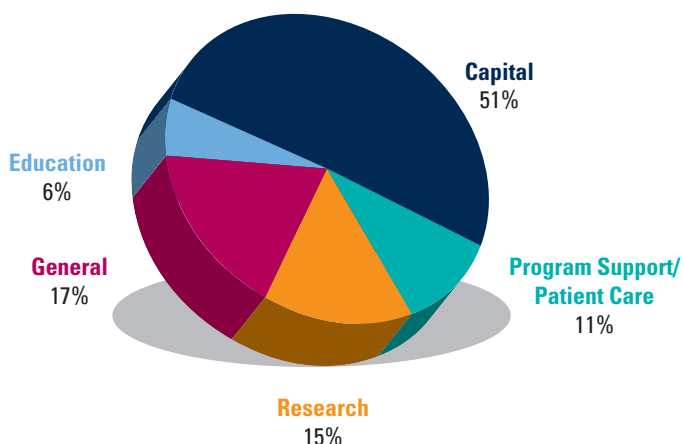
The mission at Simon is to provide expert, compassionate care for cancer patients and their families while advancing the understanding, diagnosis, treatment, cure and prevention of cancer and related diseases. To assist families on their journey to wellness, Simon offers a continuum of cancer care services – from prevention, screening and early detection programs to the most current diagnostic procedures, treatment options and resources for support. These important services are accessible and easily coordinated for new and previously diagnosed patients who seek out the care and attention of our physicians and health care professionals.

This document provides some quick facts about Simon and highlights the center's high priority initiatives and areas of need. The initiatives provide significant opportunities for individual and community partnerships, which, in turn, allow Simon to continue offering world-class cancer care to patients in need.

## Simon Cancer Center QUICK FACTS

- *Designated a Teaching Hospital Cancer Program with commendation by the American College of Surgeons Commission on Cancer Approvals Program, ensuring care that improves chances for a cure, survival and better quality of life*
- *Over 55 board-certified, top-ranked physicians (many of whom are listed as the state's top doctors by NJ Monthly magazine) representing all aspects of cancer in one location*
- *First in the nation to launch CT-guided radiation therapy, with more than 10,000 treatments to date*
- *3,091 inpatient visits and 103,059 outpatient visits in 2010*
- *All digital Rippel Breast Center recognized as breast imaging center of excellence by the American College of Radiology*
- *Over 65 active clinical trials*
- *Nationally recognized for innovation in Integrative Medicine*
- *Nurses, social workers and dieticians with national certification in oncology*

### 2010 Philanthropic Support



# High Priority Initiatives

## **GI NURSE NAVIGATOR | \$35,000/YEAR**

The Gastrointestinal (GI) Nurse Navigator is a dedicated, trained professional with extensive knowledge of gastrointestinal, hepatobiliary and pancreatic diseases. As a patient advocate, the GI Nurse Navigator:

- meets with the patient and family to review the diagnosis and treatment options presented by their doctors;
- explains medical terms and processes to the patient and caregivers throughout the course of treatment and after treatment;
- schedules and coordinates appointments and follow-up care, as well as tracks patients to ensure completion of the recommended treatment plan;
- and identifies and refers patients to appropriate medical, social and community resources and locates services that can help the patient and caregivers deal with the stress of a cancer diagnosis.

This service is available to all patients diagnosed and/or treated at Carol G. Simon Cancer Center with hepatobiliary, pancreatic and other gastrointestinal cancers. There is no fee, and no medical insurance is needed.



## **MD ANDERSON OVARIAN CANCER SCREENING | \$500,000**

No early-detection tool currently exists to identify ovarian cancer in women. But a clinical trial to be unveiled in early 2011 at Carol G. Simon Cancer Center will likely change the standard of care for this silent disease and lead to routine screening for all women.

“It’s easier to treat ovarian cancer if identified at an early stage, but over 75 percent of women are diagnosed with advanced stage disease,” says Brian Slomovitz, MD, director of research for Carol G. Simon Cancer Center and associate director of the Women’s Cancer Center. “This clinical trial is the best study available to screen low-risk women for this deadly disease.”

Morristown Memorial and Overlook will be the only regional hospitals included in this innovative study with MD Anderson Cancer Center at the University of Texas that employs a new Risk of Ovarian Cancer Algorithm (ROCA) – a mathematical model using a woman’s age and CA-125 score. Based on preliminary results, investigators believe this study will yield an effective tool for early detection of ovarian cancer.

# High Priority Initiatives

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## **BREAST CENTER ULTRASOUND | \$215,000**

Breast ultrasound is an increasingly vital imaging tool in the fight against breast disease. Experienced technologists and dedicated breast radiologists employ high frequency sound waves to obtain detailed images of the inside of the breast. This painless examination is used as the first evaluation of breast lumps in women under the age of 30; for the characterization of palpable masses; and to evaluate asymmetries of the breast in post-cancer patients and post-surgical patients. It is used extensively as a problem-solving tool for mammography and allows radiologists to assess whether lesions are cystic or solid and to locate small cancers. At the Rippel Breast Center:



- ultrasound volume has steadily increased at an average of more than 15 percent since 2008, including breast intervention.
- there are two dedicated breast ultrasound machines. Currently, a diagnostic ultrasound can be scheduled within five to seven days after a screening mammography. The goal is to reduce that time to 48 hours.
- the newly launched High Risk Program has registered over 100 patients, who each require a screening ultrasound. To meet the increased volume, the center deployed a portable ultrasound machine last year. However, because the portable ultrasound cannot be used for all patients, it often sits unused while patients wait for one of the dedicated ultrasound machines. To better accommodate the current volume and continue to grow, a third dedicated breast ultrasound machine is critically needed.

# Additional Areas of Need

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## **FELLOWSHIP IN BREAST IMAGING | \$70,000**

Offered through the Rippel Breast Center, this fellowship provides extensive experience in interpreting diagnostic and screening mammograms and in performing stereotactic, ultrasound and MRI-guided interventions. Fellows also participate in research trials, investigating new diagnostic tools. Fellowships are often a valuable retention tool; the goal is to keep hard-to-find radiologists with a subspecialty in mammogram interpretation at Morristown Memorial.

## **CANCER CENTER ANNUAL LECTURE FUND | \$30,000 ANNUALLY**

Support of this fund would help attract renowned speakers to yearly community lectures promoting advances in cancer care (clinical, supportive, complementary, etc.) for patients and caregivers.

## **MASSAGE THERAPIST | \$10,000 ANNUALLY**

Massage therapy has been shown to decrease pain, symptom distress and anxiety and reduce the need for pain medication in hospitalized oncology patients. In 2009, a \$10,000 grant enabled 580 patients on Franklin 4 to receive massage therapy. Funding is now being sought to continue that beneficial intervention.



## **CHILD LIFE PROGRAM | \$18,500**

Simon's Child Life Program offers age-appropriate play/art-based interventions and activities for children who have a parent with cancer. The objective is to help a child cope with a parent's illness. Currently, Child Life services include predominantly individual sessions with children and/or parents, and focus on processing and expressing emotions, sibling play sessions, child-centered parent training and guidance on how best to talk with children about cancer. In response to the increased need for additional programs and services for children and parents coping with cancer, we are proposing the development of an enhanced Child Life program that would provide psycho-educational group sessions and additional educational outreach programs and overnight retreats.

# Additional Areas of Need

## **SPECIAL NEEDS FUND FOR PATIENTS WITH CANCER | \$12,500 ANNUALLY**

Even among patients with cancer who have comprehensive health insurance policies, the financial burden of the disease can be substantial. This fund provides relief from everyday expenses (medications, child care, transportation, etc.) incurred by cancer patients and their families who are facing financial hardship. If all other resources have been exhausted, a social worker will estimate a patient or family member's financial need and generate a "gift" from the Special Needs Fund to cover expenses up to \$500 per year per patient.

## **JEFFREY FRANK WACKS MUSIC THERAPY PROGRAM | \$15,000 ANNUALLY**

Since its inception in 2002, the Jeffrey Frank Wacks Music Therapy Program has provided a variety of clinical music therapy interventions to over 1,431 patients and caregivers and has quickly become an essential component in Simon's integrative approach to the care and treatment of adult patients with any form of cancer. Patients, family members, and staff are entertained by the weekly Music in the Atrium program, High Tea, the Colonial Symphony Orchestra Project, New Jersey Symphony performances, the Strolling Harp program, Jazz and Blues on the Roof (summer concert series), and our Volunteer Music Program. Additional music therapy interventions include Somatron sessions, inpatient consultations, music therapy groups, and presentations in the radiation oncology and chemotherapy orientations.



## **MEMORIAL SERVICE FUND | \$12,500 ANNUALLY**

A memorial service is held yearly in November in remembrance of patients who have been treated at Simon the previous year and have passed away. Families are invited to join in a one-hour service of music and verse. Light refreshments are served after the service. Staff from all areas of the cancer center participate.

## **BEREAVEMENT SUPPORT PROGRAM | \$5,000 ANNUALLY**

This support program, conducted by a social worker/counselor, is offered for individuals who have lost loved ones to cancer.

## **NJCEED PROGRAM | \$90,000**

The New Jersey Cancer Education and Early Detection (NJCEED) Program provides comprehensive outreach, education and screening services for breast, cervical, colorectal and prostate cancers. Morristown Memorial's program targets the Morris County underserved community, screening approximately 500 women and over 100 men annually and providing cancer prevention and breast health awareness information to a multicultural patient population. Last year, the program diagnosed one prostate, two cervical and five breast cancer patients and helped many secure Medicaid coverage for follow-up care and treatment. Philanthropic support is needed to cover operational expenses beyond what is funded annually by the state.

# Additional Areas of Need

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## **MIND BODY OPERATING FUND | \$60,000 ANNUALLY**

Simon's mind-body medicine program helps patients connect with their inner strength and maintain or regain a sense of hope and control over their medical situation. Many patients that take advantage of these offerings report greater peace of mind, relaxation and improved communication with family members. The Mind-Body Operating Fund will further develop the program by supporting additional specialists in guest lecture series, additional massage programs and staff training to include hypnotherapy or other emerging modalities.



## **ARTS THERAPY PROGRAM | \$7,500 ANNUALLY**

The Arts Therapy Program is a hands-on arts program for patients receiving chemotherapy that needs continued funding. The project is a collaboration of "Arts Infusion," a joint arts and healing initiative of the Arts Council of the Morris Area (ACMA) and Simon. Under the supervision of Jean Marie Rosone, Simon's mind body coordinator, trained artists work one-on-one with patients receiving treatment in the hospital's infusion area. Projects include journal decoration, haiku writing, haiku bookmaking and art conversation, origami and mandala painting.

## **SURVIVORSHIP WORKSHOP | \$9,500 ANNUALLY**

The Survivorship Workshop will be an ongoing lecture series to help survivors through their healing journey. Workshops will offer tips on managing health care after treatment and general diet and nutrition classes. Workshops will also include journal writing, integrating arts as a healing tool and using mind body modalities. A yearly retreat will cover "reinventing life" topics in greater detail.

## **SURVIVOR'S DAY | \$20,000 ANNUALLY**

Survivor's Day is a national annual event celebrated on the first Sunday in June. On this special day, Simon cancer patients and their families enjoy four hours of music, food and entertainment.