



CENTRA

Alan B. Pearson
Regional Cancer Center

CENTRA ALAN B. PEARSON
REGIONAL CANCER CENTER
• LYNCHBURG, VIRGINIA •

Cancer Care

THE REGION'S CANCER CARE FOCUSED NEWSLETTER FROM CENTRA

>> CENTRA CANCER CARE SPECIALISTS

VOL.2 ISSUE 1

Lynchburg Hematology-Oncology earns QOPI certification

Lynchburg Hematology-Oncology is among the first oncology practices nationwide to earn Quality Oncology Practice Initiative (QOPI) certification from the American Society of Clinical Oncology (ASCO).

The QOPI certification program is a new initiative to recognize oncology practices that meet rigorous standards for high-quality cancer care. Lynchburg Hematology-Oncology was among the first group of 16 oncology practices nationwide—and the only one in Virginia—to earn certification in June. Only 23 of the 580 practices participating in QOPI earned certification in 2010.

The goal of QOPI is to promote excellence in cancer care by helping practices create a culture of self-examination and improvement by measuring the quality of care that patients receive. More than 80 percent of cancer

[CONTINUED ON PG.3]



Digital mammography aids in breast cancer detection

Centra has converted all mammography to a full-field digital mammography system, a technologically advanced system that has improved the detection of breast cancer in certain women.

Digital mammography was shown in a study conducted in 2005 by the American College of Radiology to detect up to 28 percent more cancers than film mammography in women younger than 50 years of age, premenopausal and perimenopausal women, and women with dense breasts.

For patients, the digital mammography exam is similar to a film mammography exam, with the added advantages of

reduced radiation, shorter exam times, faster results and fewer callbacks.

The greatest benefit to digital mammography is in how the breast images are captured and the radiologist's ability to manipulate those images. In digital mammography, X-ray images are collected on a digital detector and stored on a computer rather than being stored on film. Technologists can check the images more quickly for optimal positioning and technique. Brightness and contrast can be adjusted, images can be inverted and digital magnification can be applied to selected regions of the image. This advanced technology leads to improved analysis and diagnosis.

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The Hologic Selenia digital mammography system at Centra offers a number of technological advantages:

- Selenia uses an amorphous selenium, direct conversion detector. This technology produces incredibly sharp digital images by completely eliminating the image-degrading effects of light diffusion found on other digital mammography systems.
- The system's 24- by 29-centimeter field of view accommodates almost all breast sizes with a single exposure and is the only system available with this feature.
- Selenia offers exceptional diagnostic tools for the radiologists, which assists in providing immediate results of the mammography exam.

Centra is among the more than 60 percent of U.S. breast imaging facilities offering digital mammography. Digital screening mammograms are offered to women without symptoms of breast problems at Centra Screening Mammography Centers at 20293 Timberlake Road and 1900 Tate Springs Road, both in Lynchburg. Digital mammography screening is also offered at Centra Southside Community Hospital, 800 Oak Street, Farmville, and with the mobile mammography van.

Diagnostic mammography, for women with symptoms of breast problems or to further investigate abnormal or suspicious screening mammograms, is performed at the Breast Imaging Center at Centra Virginia Baptist Hospital. The newly renovated diagnostic center offers greater access and more conveniences for patients.

To schedule a mammogram appointment at a Centra Screening Mammography Center, call 434.200.4048 or 1.800.950.4048 or go to CentraHealth.com. To schedule an appointment at Centra Southside Community Hospital, call 434.315.2770.

Meet Dr. Armock

Robert Armock, M.D., helps hospital patients facing progressive and life-limiting illnesses and their families have what may be one of the most difficult conversations of their lives.

"We offer inpatient consultations to patients who are facing a serious illness for which there may or may not be an effective treatment," said Dr. Armock, Centra hospitalist and medical director of inpatient palliative care.

He leads a palliative care team that gives hospital patients with life-threatening or severe advanced illness and their families a voice in their care and quality of life.

"We discuss the diagnoses and make sure patients understand the options for treatment and what they may entail," he said. "We discuss quality of life issues with the goal of having patients decide how they want their lives to play out. A patient may decide to pursue all available therapies or elect to go home and never see a doctor again. The key is that the patient and family have had this discussion, and they become the decision makers."

Dr. Armock said his role ranges from education to the treatment of pain or nausea, but "the focus of the consult is our conversation. We attempt to have patients clarify their goals—do



Dr. Armock

they wish to continue with their current medical pathway or is there a sense they would rather spend their last days at home. There is no right or wrong. What is

important is that the patient decides."

Dr. Armock has been with Centra for 10 years, first in private practice and the last six years as a hospitalist, associated with Medical Associates of Central Virginia. He is board certified in hospice and palliative care and family practice. He earned his medical degree from Michigan State University College of Human Medicine and served his residency in family medicine at Lynchburg Family Medicine Residency.

Centra has been offering a full-time, palliative care inpatient consult service since 2008. Centra's palliative care service can be provided to patients at any stage of their illness—from the time of diagnosis through the final days of their life. A major focus of the service is to involve and support the patient and family while helping the patient decide on personal treatment goals.

Palliative care consults are through physician referrals or family or patient requests. To receive a consult, families may call 434.200.4522.

Our highly trained staff of radiation oncologists, medical oncologists and certified nurse practitioners each have offices in the new center. By bringing these experts together under one roof, the center fosters an atmosphere of collaboration and teamwork.

Angela Brady, M.D.

Radiation Oncology
Residency: Virginia Commonwealth University/
MCV School of Medicine
Internship: Baylor College of Medicine
Degree: Baylor College of Medicine

Robert Driskill, M.D.

Radiation Oncology
Residency: North Carolina Baptist Hospital, Wake Forest
University, University of Virginia Hospital
Internship: Roanoke Memorial Hospital
Degree: University of Virginia School of Medicine

Joy Hilliard, M.D.

Radiation Oncology
Residency: North Carolina Baptist Hospital,
Wake Forest University
Internship: Alton Ochsner Medical Foundation
Degree: Louisiana State University

John Halpin, M.D.

Internal Medicine, Medical Oncology
Fellowship: Ohio State University Hospitals
Residency & Internship: Presbyterian University Hospital
Degree: Georgetown University

Robert Headley, M.D.

Internal Medicine, Medical Oncology
Fellowship, Residency & Internship: Medical University of
South Carolina
Degree: University of North Carolina at Chapel Hill

Cecilia MacCallum, M.D.

Internal Medicine, Medical Oncology
Fellowship: University of Virginia Hospital
Residency: Maine Medical Center
Degree: George Washington University

John (Jack) MacNeill, M.D.

Internal Medicine, Medical Oncology
Fellowship & Residency: North Carolina Baptist Hospital,
Wake Forest University
Degree: University of North Carolina at Chapel Hill

Dwight Oldham, M.D.

Internal Medicine, Medical Oncology
Fellowship & Residency: Medical College of Virginia Hospitals
Degree: Medical College of Virginia

Kathleen Paul, M.D.

Internal Medicine, Medical Oncology
Fellowship: Virginia Commonwealth University/
MCV School of Medicine
Residency: University of Chicago Hospitals
Degree: Medical College of Virginia

Magen Calland, NP-C

MSN/ANP/AANP: James Madison University
BSN: Kaplan University

Phyllis Everett, NP-C

ANP: Duke University
BSN, MSN: University of North Carolina-Greensboro

Charlene Jordan, R.N., OCN, FNP-BC

ADN: Temple College
BSN, MSN: Radford University

Kathy Kennedy, FNP-BC

FNP, MSN: University of Virginia
BSN: Lynchburg College

QOPI *from page 1*

treatment in the United States is delivered in community-based practices.

“We have been participating in QOPI since it was launched in 2006 and have been following ASCO standards for the preparation and administration of chemotherapy since they were published two years ago,” said Dwight Oldham, M.D., oncologist with Lynchburg Hematology-Oncology Clinic. “We were pleased to be among the first group to receive QOPI certification.”

The goals of the QOPI certification program are to:

- Promote the highest quality cancer care as defined by the clinician experts
- Provide a trusted solution to satisfy external demand for quality activities
- Reduce redundant programs or requirements for oncology practices, including health plan programs

QOPI analyzes individual practice data semi-annually and compares it to more than 80 evidence-based and consensus quality measures. The information is then provided in reports to participating practices. Individual practices can compare their performance to data from other practices across the country, and, based on this feedback, doctors and practices can identify areas for improvement. Dr. Oldham praised the effort put into data collection by Lynchburg Hematology-Oncology Clinic staff members Ann Chenault, R.N., Barbara Smith, pharmacy technician, and Donna Wallace, office manager.

“Measuring and improving our quality indicators translate into improvements in patient care,” said Dr. Oldham. “As a result of our participation in QOPI, we have improved our documentation, standardized our chemotherapy regimens, offered more comprehensive chemotherapy counseling and begun survivorship counseling.”

QOPI is a voluntary program that evaluates five main areas of cancer care: documentation of care; chemotherapy planning, administration and treatment summary; pain assessment and control; smoking cessation; and psychosocial support. Practices also are evaluated on end-of-life care and symptom management in breast cancer, colorectal cancer, non-Hodgkin’s lymphoma and non-small-cell lung cancer.

Practices must meet 24 measures for cancer care and 17 specific chemotherapy safety standards to earn certification. The QOPI certification program provides a three-year certification for outpatient hematology-oncology practices that meet these standards for quality cancer care.

For more information about QOPI, visit www.qopi.asco.org.

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Alan B. Pearson
Regional Cancer Center

Matthew Foster, M.D., is appointed associate medical director of Centra Cancer Care Services

Matthew Foster, M.D., has been named associate medical director of Centra Cancer Care Services at Centra Alan B. Pearson Regional Cancer Center. As associate medical director, Dr. Foster joins associate medical directors Joy Hilliard, M.D., and Dwight Oldham, M.D.



Dr. Foster

Dr. Foster is a pathologist with Pathology Consultants of Central Virginia and serves as chairman of the Centra Cancer Committee.

From the latest cancer-fighting technology to new state-of-the-art facilities and services, Centra offers cancer care for patients and their families throughout central Virginia. Centra's comprehensive cancer services and treatments range from the newest da Vinci Surgical System and Trilogy linear accelerator to genetic testing and clinical trials.

For more information about Centra Cancer Care Services, please call 1.877.MDLINK1 (1.877.635.4651).

A note of appreciation

Centra Alan B. Pearson Regional Cancer Center and Hospice House thank Joe Reed of Lynchburg for his generous donation of a motorized scooter. He donated the scooter in memory of his wife Irene Reed, who died January 17, 2010, from acute myeloid leukemia. Mrs. Reed was 74.

"The care and attention Irene received at the Centra Alan B. Pearson Regional Cancer Center was nothing short of excellent," said Reed.

"I bought the scooter for my wife after she was diagnosed with cancer, but she was never able to use it," he said. "I wanted to give something in her memory and thought the scooter would be something many people could use."

The scooter has been made available to residents of Centra Hospice House, which provides supportive care to terminally ill patients in a home-like environment.

For more information about Centra Hospice House, please call 434.200.3204.