

**The Cancer Center at Maria
Parham Medical Center
*Delivers Community-Based
World-Class Care***

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The Cancer Center at Maria Parham Medical Center Delivers Community-Based World-Class Care

The Cancer Center at Maria Parham Medical Center, a Duke Medicine affiliate, has long provided a level of cancer care beyond that typically seen at a rural hospital. Of course, it does help when the institute it's affiliated with, the Duke Cancer Institute, has been ranked among the top centers in the nation for cancer services, according to *U.S. News & World Report*, and a leader in the southeast since 1993. But it goes much deeper – the medical staff at Maria Parham Medical Center and the Duke oncologists at the center have devel-

oped a consistent and effective communication model that benefits each and every cancer patient.

At The Cancer Center at Maria Parham Medical Center, patients needing both disciplines of cancer therapy are seamlessly seen by radiation and medical oncologists. As needed, surgeons, pathologists, urologists, radiologists and other physicians on the hospital staff join the patient's health care team. This multidisciplinary approach continues with a support staff of registered

nurses, radiation technologists, social workers, clerical personnel and even patient navigators, who are there to escort the cancer patient through the entire process. This multidisciplinary partnership results in improved patient care.

Hospital physicians involved in any aspect of cancer care at Maria Parham routinely attend tumor board meetings and planning sessions. Along with determining optimal medical care, other patient needs are recognized and best solutions are discussed.



From left, David Mack, M.D., medical oncologist with the Duke Oncology Network and The Cancer Center at Maria Parham Medical Center, reviews a chart with Catherine Blankenship, R.N., B.S.N., C.H.C.A., director of The Cancer Center at Maria Parham Medical Center.

This type of collaboration, along with an expansion of cancer-related diagnostic services offered at the hospital, allows most patients to receive the care they need here at home.

Bob Noel Jr., M.D., a surgeon with Northern Carolina Surgical Associates, is one of the specialists who works closely with The Cancer Center at Maria Parham team. "We had a grass root effort by staff physicians and specialists to create the cancer committee and work toward accreditation as an ACS (American Cancer Society) cancer center. That includes ongoing participation in educational activities, such as tumor board and cancer program improvement activities, such as program and patient care quality analysis," Dr. Noel says.

The Cancer Center at Maria Parham Medical Center Earns National Accreditation

The Cancer Center at Maria Parham took another large step in distinguishing itself as a premier place to receive cancer care when the Commission on Cancer of the American College of Surgeons granted it a three-year accreditation with commendation in March.

To earn voluntary Commission on Cancer (CoC) accreditation, a cancer program must meet or exceed 34 CoC quality care standards, be evaluated every three years through a survey process and maintain levels of excellence in the delivery of comprehensive patient-centered care. Three-year accreditation with commendation is only awarded to a facility that exceeds standard requirements at the time of its triennial survey.

Catherine Blankenship, R.N., B.S.N., C.H.C.A., director of The Cancer Center at Maria Parham, says, "This achievement reflects the highest quality of cancer care available anywhere. Our program not only met the standards to become accredited, but also exceeded the requirements to receive commendation in several areas.



Physicist Qing Chen, R.S.O., D.A.B.R., (left) collaborates with chief therapist Anthony Kidd, C.M.D., R.T., (sitting) and radiation oncologist Kulbir K. Sidhu, M.D. All are members of the Duke Oncology Network and The Cancer Center at Maria Parham Medical Center medical staffs.

Hospital administration and our strong clinical team have made the commitment to achieve and continue to challenge ourselves in how we provide multidisciplinary cancer care and awareness in our area."

When patients receive care at The Cancer Center at Maria Parham Medical Center, they also have access to information on clinical trials and new treatments, genetic counseling and patient-centered services, including psycho-social support, a patient navigation process and a survivorship care plan that documents the care each patient receives and seeks to improve cancer survivors' quality of life.

"The CoC accreditation program brings new and evolving national standards for cancer care to our attention quickly, allowing for prompt incorporation into our patient care plans," says Dr. Noel.

Excellent Technologies and Facilities Improve Patient Convenience

An important aspect of providing high-quality cancer care is to make receiving

that care as convenient as possible to the patient. One of the goals of the center when it was established in 1990 was to eventually provide comprehensive care within one location. With the addition of on-board imaging, respiratory gating, computed tomography simulation and positron emission tomography scanning, that goal has been achieved for a majority of the cancer patients.

"Most of our cancer patients can now receive full-service cancer care right here at Maria Parham," says Ms. Blankenship.

The center has undergone multiple face-lifts, including a major expansion of the medical oncology department in 2010 that nearly quadrupled the size of the unit. Each of the 12 patient spaces has a view of an outdoor garden that allows natural light into the treatment room. The radiation oncology side of the center is currently undergoing its own expansion with new treatment rooms, office space and waiting areas being built to handle the ever-increasing patient volumes the center has seen during the years.

In the Hands of Well-trained Experts

As important as all of these new technologies are, it is their use in the hands of well-trained, experienced physicians and staff that makes all the difference. Under the leadership of Duke medical oncologist David Mack, M.D., and Duke radiation oncologist Kulbir Sidhu, M.D., The Cancer Center at Maria Parham Medical Center has seen consistent growth in the volume of patients seeking medical and radiation cancer care. Working along with Drs. Mack and Sidhu are Duke oncologists Ivy Altomare, M.D., (medical) and Nicole a. Larrier, M.D., M.S., (radiation).

"Our goal has always been to provide world class, Duke-level cancer care at Maria Parham, and we feel that we have done just that," Dr. Mack says.

"Maria Parham is fortunate to have not only a team of talented Duke oncologists but also a team of surgeons and specialists on staff locally who work side by side with the cancer team to provide excellent care here in Henderson," says Bob Singletary, chief executive officer of Maria Parham Medical Center. "Our surgeons, specialists and even our primary care physicians actively participate in planning sessions and attend the tumor board sessions. This type of collaboration makes for a continuity of care not seen in most facilities."

The Cancer Center at Maria Parham Medical Center is a testament to the way teamwork between a world-renowned health care institution, like Duke Medicine, and a community-based hospital, like Maria Parham, can create a special place where patients can receive the quality, expertise and commitment they deserve.

About Maria Parham Medical Center, a Duke LifePoint Hospital

Maria Parham Medical Center, located in Henderson, is a regional hospital serving the people of north-central North Carolina and Southside Virginia. As a Duke LifePoint Hospital, Maria Parham offers a combination of Duke University Health System's world-renowned leadership in clinical excellence and quality care and LifePoint Hospitals' extensive resources, knowledge and experience in operating community hospitals.

Maria Parham offers a wide range of services and the latest technology to meet the health care needs of the community. It is fully accredited by The Joint Commission and Core Measure Sets. For more information about Maria Parham Medical Center, call (252) 438-4143 or visit the website at www.mariaparham.com.

Medical Oncology Treatment Room

