

Center Stage™

A quarterly publication by West Michigan Cancer Center



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WMCC Recognized by Two Prestigious National Oncology Organizations

West Michigan Cancer Center has become one of the first cancer practices in the nation to be recognized by the Quality Oncology Practice Initiative (QOPI®) Certification Program, an affiliate of the American Society of Clinical Oncology (ASCO). The QOPI® Certification Program is a new initiative to certify oncology practices that meet rigorous standards for high-quality cancer care.

"We're extremely proud to be among the first to receive this certification from ASCO and QOPI, which underscores our commitment to excellence for our patients," said Terry McKay, WMCC President and CEO.

"Increasingly educated patients and families demand accountability and the highest standards from cancer care providers," said

Douglas W. Blayney, MD, immediate past president of ASCO. "The QOPI certification will allow oncologists in the community to be at the forefront of cancer care, and to be recognized for their quality. The Certification Program will help practices determine whether they are providing the best treatment and care possible to their patients, and demonstrate a commitment to excellence and ongoing quality improvement in the hematology-oncology outpatient practice."

In addition, the Commission on Cancer (CoC) of the American College of Surgeons (ACoS) has granted Three-Year Accreditation with Commendation to the cancer program at WMCC. We are the only freestanding cancer center in the state of Michigan, and only one of three in the country to earn the prestigious accreditation.

A facility receives a Three-Year Accreditation with Commendation following an on-site evaluation by a physician surveyor during which the facility demonstrates a Commendation level of compliance with one or more standards that represent the full scope of the cancer program. This includes cancer committee leadership, cancer data management, clinical services, research, community outreach, and quality improvement. In addition, a facility receives a compliance rating for all other standards.

"This Three-Year Accreditation which included seven Commendations by the ACoS continues to move West Michigan Cancer Center forward in our mission to be nationally recognized for delivering quality cancer care compassionately," said Terry McKay.

200 North Park Street
Kalamazoo, MI 49007-3731

West Michigan Cancer Center
Together, we win.



Art As Healing

An Art Therapy Group for Adults Coping with Cancer

Who: Patients of West Michigan Cancer Center

What: This six-week group therapy is for individuals who are living with cancer. The creative process of art-making offers an active way of responding to the experience of coping with cancer. Art can be a vehicle to express all the emotions that accompany cancer. Please join us in exploring the possibilities. **No prior art experience is required.**

This group is facilitated by Kathleen Buday, MEd, ATR-BC, a Registered, Board-Certified Art Therapist from Borgess VNA Home Health & Hospice.

When: Wednesdays from 1:00 pm – 3:00 pm
Feb. 23rd – March 30th

Where: West Michigan Cancer Center
Lower Level Conference Room

Contact: Space is limited and you must commit to attending the majority of the six sessions. To register or for more information, contact Kathleen M. Buday, Expressive Arts Coordinator at Borgess VNA Home Health & Hospice at 1-800-343-1396 or email kathleenbuday@borgess.com.

Please park in the Radisson ramp and we will validate your ticket at the front desk on the 1st floor.



Kathleen M. Buday

Why I Donate

By Jill W.

I didn't expect to be diagnosed with colon cancer at 34 years old. And, I certainly didn't expect to be diagnosed with cancer just three days before my second child was born. The early days of my cancer diagnosis were easily the scariest and most worrisome time of my life. The chaos of cancer and the beauty of my daughter's birth are forever intertwined for me and my family. I was fearful of chemotherapy and, frankly, not looking forward to becoming a patient of West Michigan Cancer Center.



Jill W. and her daughter Trudy

The WMCC Patient Care Services Program helped to transform my fear by comforting and caring for me during my weekly trips to the cancer center.

- During my first trip I was greeted by a volunteer who shared her personal experience and offered herself as a resource for me during my cancer journey.
- During each treatment I was provided with a massage---a welcome comfort from the painful neuropathy in my hands and feet.
- I was able to participate in an exercise research study and make use of the onsite fitness room. Being able to exercise was a huge boost to my mental and physical health. It also gave me the ability to feel proactive toward my recovery.
- My family was able to participate in a workshop for children whose parents have cancer. This workshop not only helped my son, but also gave me some relief in my worry about how my cancer was affecting him.

All of these services were provided to me free-of-charge. More importantly, these services were directed to me when I may not have had the time or energy to seek them out on my own. I'm told that providing these services through the Patient Care Services Program is expensive and funded entirely through donations to WMCC. I will show my gratitude by making a financial donation to the program each year so that future cancer patients can continue to have the same opportunities I had. Please won't you consider making a donation to this program too?

Donations to West Michigan Cancer Center's Patient Care Services Program can be made with the envelope provided in this newsletter, online at wmcc.org or by calling Jessica Hermann-Wilmarth, Director of Development at 269.373.0129.

A Letter to My Patients and Colleagues

By Radha Vemuri, MD



Radha Vemuri, MD

Author David McCullough recently said, "Real success is finding your lifework in the work that you love." This quote genuinely speaks to me as I reflect on the past three and a half decades of my life, caring for people who have received a cancer diagnosis. I have truly enjoyed my long career in medical oncology—and consider it a tremendous privilege to be a healthcare partner with so many wonderful patients, caregivers and physicians.

With that said, the time has come to inform you that I will be winding down my practice at West Michigan Cancer

Center in Kalamazoo over the next few months. I will continue to care for patients through the end of March. Shortly thereafter, I will be moving out of state.

I will certainly miss caring for all of my patients—a calling I have truly enjoyed throughout my 35 years in practice here. Once again, it has been an immense privilege to be an oncology physician.

West Michigan Cancer Center Welcomes Four New Physicians

The past year brought significant growth to the Cancer Center with addition of three new medical oncologists and one radiation oncologist.



Keith Bailey, MD



Sree Chandana, MD



Wendy French, DO



Jason Duelle, MD

Medical Oncology

Keith Bailey, MD, has rejoined us in medical oncology after many years in private practice and we are delighted to welcome him back. Board certified in internal medicine and medical oncology, Dr. Bailey is currently seeing WMCC patients in his office on Gull Road in Kalamazoo. He earned his medical degree from Louisiana State University Medical Center in New Orleans and completed his residency at the Southwest Michigan Area Health Education Center at Borgess and Bronson hospitals.

Sree Chandana, MD, received his medical degree from Guntur Medical School in Guntur, India and a PhD in pharmacology from Wayne

State University, Detroit. Dr. Chandana completed his residency at McLaren Regional Medical Center in Flint and a fellowship at Michigan State University. He is board certified in internal medicine and medical oncology and board eligible in hematology. Dr. Chandana's clinical and research interests include gastrointestinal, thoracic, head and neck cancers as well as lymphomas.

A Hope College graduate, **Wendy French, DO**, earned her medical degree from the University of Osteopathic Medicine and Health Science, Des Moines, Iowa. She completed a residency in internal medicine at the University of Kentucky at Lexington and a hematology/oncology fellowship

at Virginia Commonwealth University in Richmond. Board certified in internal medicine and medical oncology, Dr. French is published and lectures on various topics with an interest in cancer prevention.

Radiation Oncology

Jason Duelle, MD, received his medical degree and completed his internship and residency at the Medical College of Wisconsin in Milwaukee. Board certified in radiation oncology, Dr. Duelle most recently served as a Lieutenant Commander in the US Navy and practiced at the National Naval Medical Center in Bethesda, Maryland for six years.

Pink Saturdays Program Uncovers Cancers

Three uninsured area women have been diagnosed with breast cancer and five more are awaiting follow-up care as a result of the free mammogram screening program known as "Pink Saturdays".

A total of 1,073 women took advantage of the free mammogram testing in October which was a cooperative effort of 25 healthcare partners and private foundations in seven counties. WMCC partnered with the organization, Access Breast Cancer Screenings, to organize the fourth annual event for uninsured women ages 40 to 64.

"With an unexpected shortfall in funding of Pink Saturdays this year, there would have been no way to provide the over 1000 free mammograms to uninsured women of southwest Michigan if it were not for the generosity in effort, time, and financial support of all the radiologists, hospitals, and funding foundations to continue this annual program," said Terry McKay, President and CEO

of West Michigan Cancer Center. "More striking is the possibility of three women going undiagnosed thus delaying treatment to possibly save their lives."

Breast cancer is the most commonly diagnosed cancer and the second leading cause of cancer-related deaths among US women. Early detection is essential for the successful treatment of breast cancer—best accomplished with an annual mammogram.

According to estimates, a low percentage of women in Southwest Michigan receive annual mammograms—only, about 30 percent compared to a national average of 65-75%.

Since the program's inception in 2007, more than 4,000 free mammograms have been provided with ten women diagnosed and treated for breast cancer as a result.

Thanks to the following partners: Borgess Medical Center; Borgess-Lee Memorial Hospital; Borgess Westside Lab and Radiology; Borgess at Woodbridge Hills; Borgess-Pipp Hospital; Premier Radiology; Bronson Center for Women; Bronson Diagnostics at Woodbridge; Bronson LakeView Hospital; Bronson Vicksburg Hospital; Advanced Radiology Services PC—Kalamazoo Division; Community Hospital; Oaklawn Hospital; Sturgis Hospital; Summit Radiology; Allegan General Hospital; Southwest Michigan Radiology; Radiology Consultants PLC; The Cancer Care Center at Battle Creek Health System; Battle Creek Health System; South Haven Community Hospital; Michigan State University-Kalamazoo Center for Medical Studies; the Southwest Michigan Breast and Cervical Cancer Control Program. Funding provided by: The Kalamazoo Community Foundation, Borgess Foundation, Bronson Foundation, Allegan General Hospital Foundation, Southwest Michigan Affiliate of Susan G. Komen for the Cure, Pfizer, Healthy Futures and the American Cancer Society.



WMCC Launches New, Updated Website

Click to www.wmcc.org for a refocused take on our fight against cancer. With more ways to connect to the Center's latest news, research, treatment options, technologies and the finest specialists, WMCC's new website is really worth a look.

- Daily events calendar
- Personalized MyWMCC patient site
- New Facebook page link



Whether you're a patient, caregiver, volunteer, donor or medical professional, there's something of value for you at www.wmcc.org

Thank You, Patients!

WMCC continuously strives to be the cancer center of choice for patients and caregivers. Patient satisfaction monitoring is one means for achieving that goal.

Since 1994, WMCC has retained Michigan-based Arbor Associates, Inc. to conduct customized opinion research studies. These ongoing surveys provide us with accurate patient satisfaction information which is used to guide efforts to improve performance and patient care. Survey information is collected via personal telephone interviews with recent patients.

Survey results for the fiscal year ending in 2010 were remarkable!

- 100% of patients surveyed would recommend WMCC to a family member or friend
- 98.5% reported overall patient satisfaction
- 67.7% said overall care was better than expected

We're thrilled with the latest numbers and want to thank those patients who took the time to complete the survey. Of course, we can't rest on our laurels, but vow to continue to work diligently to improve our services to you even more.

WMCC
Main Number
269.382.2500

Department	Dial	Department	Dial
All Appointments	21	Gynecologic Oncology	
Medical Oncology		Test Results	223
Test Results	221	Prescriptions	233
Prescriptions	231	Nurse	26
Nurse	24	Medical Records & Billing	3
Radiation Oncology			
Test Results	222		
Prescriptions	232		
Nurse	25		

Class Schedule

Classes listed are offered at no charge to current and former WMCC patients and a caregiver.

Art As Healing

Date: Wednesdays
Time: 1:00 pm – 3:00 pm
Location: Lower-Level Conference Room

This six-week group therapy is for individuals who are living with cancer. The creative process of art-making offers an active way of responding to the experience of coping with cancer. No prior art experience is required. Please call Kathleen M. Buday, Expressive Arts Coordinator at Borgess VNA Home Health & Hospice at 1-800-343-1396 or email kathleenbuday@borgess.com to register.

Blood Cancers Support Group

Date: Last Tuesday of each month
Time: 5:00 pm – 6:00 pm
Location: Lower-Level Conference Room

In collaboration with the Leukemia & Lymphoma Society, WMCC hosts this support group which is structured for survivors of all forms of blood cancer: leukemia, lymphoma, and myeloma. For more information, call 269.373.7446 or email socialwork@wmcc.org.

BRCA 1&2 Support Group

Date: **Quarterly** on the 3rd Tuesday of each month
Time: 5:30 pm – 6:30 pm
Location: Lower-Level Conference Room

Led by WMCC Genetic Educator Kelly Smith, NP, this support group is held in collaboration with the organization, FORCE (Facing Our Risk of Cancer Empowered). For more information call 269.373.7446 or email socialwork@wmcc.org.

Conditioning for Life

Tuesdays 4:00 pm – 5:00 pm
Wednesdays 9:00 am – 10:00 am
Fridays 1:00 pm – 2:00 pm
Location: Lower-Level Fitness Room

Strength, balance and cardiovascular conditioning can reduce pain, increase energy and improve overall health. The class is led by an exercise physiologist who will help participants adjust the class to fit their ability levels. For more information, call 269.373.0129 or email wellness@wmcc.org.

Cooking Class

Dates: 1st Thursday of each month
Time: 4:30 pm – 6:00 pm
Location: 3rd Floor Multi-Purpose Room

Monthly topics selected by WMCC Nutritionist feature foods with significant health benefits. She also shares recipes and samples with participants. To register, contact the nutritionist at 269.373.0109 or email nutrition@wmcc.org.

Look Good, Feel Better

Dates: 4th Monday of each month
Time: 5:30 pm – 7:00 pm
Location: Lower Level Conference Room

This program provides information and cosmetic advice to women battling cancer. This training includes hands-on instruction on makeup, skin care, wigs, turbans, scarves and nail care. Cosmetics are provided for your personal makeover. This class is sponsored by the American Cancer Society. Call the ACS at 269.349.8719 to register.

New Patient Educational Support Group: I Can Cope

Dates: 3rd Tuesday of each month
Time: 5:15 pm
Location: Lower Level Conference Room

In collaboration with the American Cancer Society, WMCC hosts and facilitates this educational support group. Sessions are designed for newly diagnosed patients or patients in treatment, and their caregiver; and are facilitated by a WMCC medical social worker. There is no charge for this program. Call 269.373.7446 or email socialwork@wmcc.org for more information.

Prostate Cancer Support Group

Date: 3rd Wednesday of each month
Time: 6:30 pm – 8:30 pm
Location: Lower-Level Conference Room

This group provides support for patients and their caregivers during and after treatment. Each session includes time for conversation and questions in a relaxed, informal atmosphere. Please call Dr. Morry Edwards, Ph.D, at 269.375.2222 or West Michigan Cancer Center at 269.382.2500 to register.

Guided Relaxation

Date: Thursdays
Time: 5:15 pm – 6:00 pm
Location: Lower-Level Conference Room

Leader Kate Holaday employs music, progressive muscle relaxation and positive imagery to guide you to a state of peace and deep relaxation. Learn how to put the stress of your daily life aside and feel quiet and at peace. Everyone is welcome. Drop in or come weekly. For more information, call 269.373.0129 or email wellness@wmcc.org.

Tai Chi

Beginners: Wed. 5:30 pm – 6:45 pm
Advanced: Tues. 5:30 pm – 6:45 pm
Location: 3rd Floor Multi-Purpose Room

Learn Tai Chi for health, to safely improve balance, strength and flexibility, reduce stress, lower blood pressure and increase energy. You do not have to have experience in Tai Chi to attend. For more information, call 269.373.0129 or email wellness@wmcc.org.

Yoga

Dates/Times: Twice weekly
Mondays 5:30 pm – 6:45 pm
Thursdays 11:30 am – 12:45 pm
Location: 3rd Floor Multi Purpose Room

Yoga is offered as a complementary therapy to empower an individual with techniques to strengthen the body, focus the mind, and calm the spirit. Bring a yoga mat (if you have one), a large firm pillow, and a blanket. For more information, call 269.373.0129 or email wellness@wmcc.org.

For more information on any of the classes listed, call 269.373.0129 or send an email to wellness@wmcc.org. For all classes at West Michigan Cancer Center, please park in the Radisson ramp, and we will validate your ticket. If the class begins at 5:00 pm or later, feel free to park in our main lot.

WMCC Board of Directors

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WMCC Cookbook is Here!

The Community Advisory Board of West Michigan Cancer Center has published a cookbook! Entitled "Taste of Hope" it contains 450 outstanding recipes, all donated by supporters of the Center. Artwork for the cookbook was lovingly created by local artist Doris Miller.

Cookbooks are \$15 each with all proceeds directed to the Patient Care Service Program at WMCC. The program offers counseling for cancer patients, a coffee cart with beverages and snacks, a fitness center and more.

Three ways to order a cookbook, via cash, check or credit card:

- In person at WMCC, at the first floor reception desk; Cost \$15
- Online at www.wmcc.org using PayPal. Just click on the 'Cookbook' link for instructions. Make sure to click on "Add Special Instructions to the Seller" and type the word 'Cookbook'. Cost: \$20, which includes \$5 for shipping and handling.
- Mail order via check or credit card. Just fill out and send us the form on our website, along with your method of payment, and mail to WMCC. Cost: \$20, which includes \$5 for shipping and handling. Return form to: Volunteer Services, WMCC, 200 North Park St., Kalamazoo, MI 49007.
- Questions may be directed to Lynne Emons at 269.384.8624

Many Thanks to Barb



Barb Cole Smith &
Terry McKay

retired from her position as Director of Volunteer Services and we will be forever grateful for her tremendous contributions.

A long term illness in Barb's family set the idea in motion. The year was 1997 and she wanted something to do with her time while waiting in the lobby during her first husband's treatment. Barb had an idea that maybe

It's hard to imagine the Cancer Center without its precious volunteers. The welcoming greeters, compassionate coaches, talented pianists and clowns, coffee cart workers...the list goes on. Now, 13 years and more than 13,000 volunteer hours after it began, the wonderful woman behind it all has bid farewell. Barb Cole Smith recently

she could recruit volunteers—those who had experience with cancer—to be there for cancer patients and their caregivers. She took her proposal to Terry McKay, President and CEO of the Cancer Center and soon, a program to help patients was born.

Barb became the center's first director of volunteer services and typically put in 20 hours per week. Her 'pay' was the peace of mind and the smiles her volunteers brought to patients and their caregivers. She says, "I got so much enjoyment out of it, seeing how much the patients got out of it and, in particular, seeing how much the volunteers got out of it." Just this year, Barb was honored for her efforts with a Senior Volunteer STAR Award.

Barb Cole Smith may have 'left the building' but her legacy lives on. Nearly 100 people volunteer their time at the Cancer Center, touching the lives of patients, caregivers, visitors and staff, each and every day. And, we can never thank her enough.