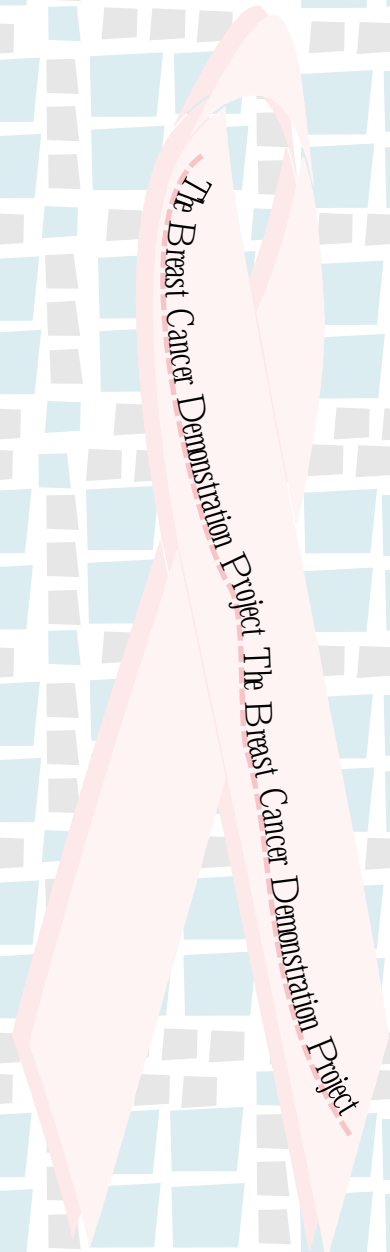


# Mosaic

A PUBLICATION OF THE BREAST CANCER TREATMENT DEMONSTRATION PROJECT

M A R C H 1 9 9 9



**HANYS**  
HEALTHCARE ASSOCIATION OF NEW YORK STATE

## Welcome

*We are pleased to introduce the Breast Cancer Demonstration Project, a two-year program funded by the New York State Legislature. This newsletter is designed to provide information as the project moves forward and to highlight the best practices within the demonstration sites. Its title, **Mosaic**, is indicative of the many pieces of cancer care which make up the picture of treatment.*

*The Healthcare Association of New York State (HANYS) is partnering with seven sites around the state to develop, implement, and evaluate a model for integrated services. These seven sites represent ten health care systems. An Advisory Board has been established with representatives from each of the seven sites, the American Cancer Society, the American College of Obstetricians and Gynecologists, the National Alliance of Breast Cancer Organizations, and the New York State Department of Health.*

*Increasingly, hospitals are affiliated into networks and health care systems. Our goal is to develop a model of integrated, coordinated, and comprehensive breast health services in a network setting. Meeting the unique needs of patient populations while also complying with the administrative and treatment protocols of parent networks can be difficult.*

*We are excited to be promoting excellence within the HANYS membership through this innovative program. We hope that you will find this information useful, and that this project will help you in planning, health care management, and women's health in general. Welcome!*

DANIEL SISTO  
President

KATHLEEN CICCONE  
Vice President, Quality  
and Research Initiatives

# Board Launches Breast Cancer Project



(L to R) Assembly Member Keith Wright, Assembly Health Committee Chair Richard Gottfried, Dr. Harold Freeman, Assembly Speaker Sheldon Silver, and Assembly Member Helene Weinstein

## ADVISORY BOARD MEETING LAUNCHES BREAST CANCER PROJECT

On October 22, 1998, HANYS celebrated Breast Cancer Awareness Month by holding the first meeting of its Breast Cancer Demonstration Project Advisory Board at the Schomburg Center for Research in Black Culture in Harlem. In his opening remarks, Board Chairman Dr. Harold Freeman talked about the complexity of breast cancer as a disease, and how services can easily be fragmented. Both he and the Project's Principal Investigator, Kathleen Ciccone, urged the participants to work together on ways to end that fragmentation.

Piecing it all together *Project staff meet regularly with representatives from the demonstration sites. In addition to the research and evaluation done at the sites, project staff are creating a number of products for the public to use.*

If you wanted to know about patient preference for a certain type of education method, where would you look? The Breast Cancer Demonstration Project is developing a Comprehensive Literature Review of all areas of breast cancer services. This review follows the full array of issues, from screening and diagnosis, through end of life services. Topics include: physician communications, quality of life concerns, advances in clinical research, and administrative issues. Recent information from major medical, quality, and management journals is also included. While there are hundreds of articles published each year, the question remains, how do we access this information when developing and refining services? How do we know that we've read the right things?

*All of these products will be ready in the next few months. We will let you know as they become available, and look forward to getting these valuable products out to the public.*

Issues that the Advisory Board will be reviewing include: outreach and education, clinical and medical issues, and administrative and financial concerns.

As Board members described their individual programs, their strengths and challenges provided a rich context for the beginning of the Project. They discussed concerns for patients and providers and collectively identified opportunities and strategies for responding to the challenges presented. Each of these members will be working within their home sites to form focus groups for discussion and idea sharing.

Assembly Speaker Sheldon Silver (D-New York), Assembly Health Committee Chair Richard Gottfried (D-New York), and Assembly Members Helene Weinstein (D-Brooklyn) and Keith Wright (D-New York) provided an added highlight by joining the meeting to express their support for the Project.

The next issue of **Mosaic** will review the second meeting of the Advisory Board, held February 25. The Board is discussing ways that systems and cancer treatment centers can integrate their services. Dr. G. Ross Baker of the University of Toronto was the keynote speaker.

## Web Search Archive

In addition to literature, there are hundreds of Internet sites pertaining to breast cancer. What sites are useful? Which are most up to date? How do you know which sites are available for consumers?



*As you approach the Internet, the Web Search Archive will be a great resource* A **Web Search Archive** will also be developed cataloging and briefly describing the many sites now available. This document is designed to guide administrators and clinical care staff in their review of Web resources.

The Breast Cancer Demonstration Project would not be complete without **our own Web site**. Currently, you can access links to breast cancer sites using the HANYS Home Page, [www.hanys.org](http://www.hanys.org). Soon we will be developing another site updating users to the work of the project. This page will link to especially new and exciting breast cancer sites as we find them. Make sure to check this site often for updated and interesting material on the Breast Cancer Demonstration Project!

## Best Finds on the Net

There are so many resources available on the World Wide Web. How do you know which sites are the best? How do you find accurate information quickly? The following are a few sites that we have found especially useful.

### The Interactive Site on Breast Cancer Awareness

<http://www.tricare.sw.af.mil/breastcd/index.html>

Developed by the Department of Defense as part of its Breast Cancer Initiative, the Interactive Site on Breast Cancer Awareness is an on-line patient decision support system. It provides women, their family members, and physicians a single, comprehensive package of information that can ease anxieties and promote early detection and treatment of breast cancer.

**The Interactive Site on Breast Cancer Awareness is a must see**

Each topic is layered, moving from basic information to as much detail as you want. Breast cancer patients can use the site to access accurate, individualized information concerning the treatment and recovery cycle.

Videos cover personal examination, clinical examination, mammography, radiation therapy, surgical procedures and reconstruction. The program includes audio recordings of women relating their personal stories, and information about resources, support groups, breast forms, and clothing.

### National Coalition for Cancer Survivorship

<http://www.cansearch.org/>

This site is for cancer survivors — people of all ages — diagnosed recently or years ago, friends and loved ones, health care providers, support, survivorship, and professional organizations and agencies, and research and medical centers. It is available in English and Spanish versions.

The NCCS Web site provides information about a variety of survivorship programs, including the Ribbon of Hope, the Cancer Survival Toolbox, Minority Cancer Survivorship Programs, and Cancer: Keys to Survivorship. The site has an excellent link page to cancer resources and an on-line store that offers a variety of economical books and pamphlets concerning cancer survivorship. The NCCS Web site is a recommended first destination for everyone interested in cancer survivorship issues.

Both of these sites can be accessed through the HANYS Web site, [www.hanys.org](http://www.hanys.org). Once on the HANYS Home Page, select Resource Locator. Then select Links. These sites are available under Women's Health Issues. Please be sure to check the Web site over the next six months, as we will be developing more resources and links for Breast Cancer.

## Comprehensive Cancer Care Centers

What do they look like?

Within the wealth of articles available, from *Self* magazine to the National Comprehensive Cancer Network, are recommendations for Cancer Care Centers. What are people saying that they want? What are consumers saying that they need? The following are just a few highlights:

- A protocol based in a continuum of care
- Top-down commitment to collaboration and cooperation
- Bottom-up involvement in program implementation
- High collaboration between cancer center and external organizations serving patients
- Case management by a breast health specialist
- Ongoing education programs that offer and explain treatment and support options to patients
- Problem solving through horizontal and vertical communication that encourages program evolution

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*For more information, please see:*

[Advancing Women's Health: Health Plan's Innovative Programs in Breast Cancer.](#)

Bloom, FB, Rolnick, SJ, Fortman, KKJ & Lardy, BD (1998). NY: The Commonwealth Fund.

[Measuring Health Care Quality: Breast Cancer.](#)

Patricia A. Ganz, MD (1996). Maryland: Agency for Health Care Policy and Research.

[Multidisciplinary Management - An Opportunity for Service Integration.](#)

Cameron, M. (1997). *Clinical Laboratory Management Review*. September/October, 306-9.

## Demonstration Sites

Which hospitals are involved in the project, and where are they located?



- *F. F. Thompson Hospital* CANANDAIGUA, NY
- *Harlem Hospital Center* HARLEM, NY
- *Long Island College Hospital* BROOKLYN, NY
- *Lutheran Medical Center* BROOKLYN, NY
- *New York Community Hospital* BROOKLYN, NY
- *North Shore-Long Island Jewish Health System* GREAT NECK, NY
- *St. John's Riverside Hospital* YONKERS, NY

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### Breast Cancer Demonstration Project Staff

*HANYS' Division of Quality and Research Initiatives  
74 N. Pearl Street, Albany, NY 12207 (518) 431-7661*

KATHLEEN CICCONE  
*Principal Investigator*

DR. HAROLD FREEMAN  
*Advisory Board Chair*

VIRGINIA HOMSY  
*Project Director*

CAROL LANZARA  
*Data Analyst*

ANGELA GRABOWSKI  
*Project Assistant*

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#### **DR. HAROLD FREEMAN, ADVISORY BOARD CHAIRMAN**

*Dr. Harold P. Freeman is a Professor of Clinical Surgery at Columbia University College of Physicians and Surgeons and is the Director of Surgery for Harlem Hospital Center and the Medical Director of the Breast Examination Center of Harlem. He is also the Chair of the President's Cancer Panel, and the Regional Chairman for the National Black Leadership Initiative on Cancer. A graduate of Catholic University and Howard University Medical School, Dr. Freeman served for three years as Senior Resident in Cancer Surgery at Memorial Sloan-Kettering Cancer Center in New York City. In addition to his many consultant roles, Dr. Freeman served for six years on the National Cancer Institute Breast Cancer Task Force and was the chair of the New York Breast Cancer Treatment Quality Advisory Panel. Dr. Freeman is the chief architect of the American Cancer Society's initiative on cancer in the poor, and has published extensively on race, poverty, and cancer. HANYS is honored to have Dr. Freeman as the Chairman of the Advisory Board for the Breast Cancer Demonstration Project.*