

2010

Community Service Plan Update

A one-year update on MSKCC's 2010–2012 Community Service Plan





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Memorial Sloan-Kettering Cancer Center's (MSKCC) mission is to lead in the prevention, diagnosis, treatment, and cure of cancer and associated diseases through programs of excellence in research, education, and outreach, and cost-effective patient care.

The hospital's primary catchment area encompasses 28 counties across the five boroughs of New York City, Long Island, southern New York State, northern New Jersey, and southwestern Connecticut. Each of these counties was identified as having 50 or more Memorial Hospital patients residing in the area.



In 2009, 23,469 patients were admitted to Memorial Hospital and 406,204 outpatient visits were conducted at locations throughout Manhattan. An additional 94,293 outpatient visits took place at Memorial Hospital's regional sites in Westchester County, Long Island, and northern New Jersey.

COMMUNITY INPUT

Memorial Sloan-Kettering Cancer Center receives input on its Community Service Plan and public health priorities from numerous internal and external sources, including the Center's Community Outreach Committee. This committee — composed of representatives from more than ten departments within the hospital and affiliated community organizations — meets monthly to coordinate outreach activities, identify and address service gaps, and maximize the efficient use of resources and materials. Committee members are active in numerous community groups that provide input on public health concerns related to cancer, such as the American Cancer Society, the Leukemia & Lymphoma Society, and the American Public Health Association. Committee members also participate on other MSKCC

committees that receive and respond to public input, such as the Patient Access Committee, the Patient Education Committee, and the Diversity Council.

Direct public input that contributed to the 2010 – 2012 Community Service Plan was gained through surveys and audience feedback received at community events held in 2008 and 2009. In addition, in February 2009 the Community Outreach Committee surveyed 143 community organizations regarding their cancer outreach, education, and support services needs. The results of the February 2009 community needs assessment survey were instrumental in identifying local barriers and gaps in service and opportunities for additional community partnerships. MSKCC staff members continue to engage with many of the organizations who participated in the needs assessment to foster or deepen collaborative efforts and to increase capacity for culturally sensitive cancer programming and services.

COMMUNITY HEALTH PRIORITIES

Memorial's mission and strategic planning objectives effectively advance three health priorities identified by the New York State Department of Health and/or the New York City Department of Health and Mental Hygiene. These priorities are Chronic Disease and Cancer, Access to Quality Healthcare, and Tobacco Use.

COMMUNITY HEALTH PRIORITIES

Cancer Care, Education, Outreach, and Support Services

New and Expanded Care Facilities



■ Breast and Imaging Center

MSKCC's new Evelyn H. Lauder Breast Center and MSKCC Imaging Center at 300 East 66th Street along Second Avenue was opened to patients in September 2009. Services offered at the new 16-story facility include the following: medical oncology and surgical oncology office practice, chemotherapy, imaging (including mammography, ultrasound, stereotactic biopsy, MRI, CT, PET-CT, SPECT-CT, and general x-ray), social work, nutrition counseling, genetics counseling, art therapy, and integrative medicine.

■ Outpatient Rehabilitation Center

Memorial Sloan-Kettering opened an expanded state-of-the-art Outpatient Rehabilitation Center facility located at 515 Madison Avenue in April 2010. This new space is staffed by three physiatrists (physicians who specialize in physical medicine and rehabilitation) and highly skilled physical and occupational therapists who specialize in the management of cancer-associated deficits. An additional physiatrist will be recruited in 2010.

■ Brooklyn Infusion Center

Expected to open in the fall of 2010, the MSKCC Brooklyn Infusion Center will provide state-of-the-art chemotherapy services to current MSKCC patients. The 7,745-square-foot street-level facility at 557 Atlantic Avenue will be easily accessible by train, bus, and car and features an efficient model of outpatient chemotherapy delivery in a patient-centered facility.

MSKCC chose Downtown Brooklyn as the location of its infusion center in an effort to make treatment more convenient for the 15 percent of the hospital's patients who reside in Brooklyn and its surrounding areas. At full capacity the facility will allow for approximately 30 patients to receive chemotherapy treatment daily. In addition, the Brooklyn Infusion Center will serve as a community resource and neighborhood partner, providing cancer education and wellness initiatives.



Education

Memorial Sloan-Kettering sponsors or participates in numerous educational initiatives and support services to help patients, their families, and community members understand and manage cancer care. Highlights of these activities include:

- In 2009, over 1,200 people attended MSKCC's *CancerSmart* lectures, a free community lecture series that provides information about the latest developments in cancer treatment, research, and patient support. Lectures are archived for viewing on MSKCC's *CancerSmart* Web page, www.cancersmart.org.
- In November 2009, Memorial Sloan-Kettering held its fourth student-teacher seminar with leading Memorial researchers who highlighted current “hot topics” in cancer research, explaining how the latest developments in genetics, chemistry, and other areas of science contribute to better cancer treatments. Approximately 400 people attended. Another seminar for high school and college students and teachers is planned for fall 2010.
- To commemorate Minority Cancer Awareness Week in April 2009 MSKCC's Breast Examination Center of Harlem conducted activities to educate patients and provide resources on nutrition and smoking cessation.
- MSKCC's Integrative Medicine Service maintains the About Herbs, Botanicals and Other Products database on the MSKCC Web site. This online consumer health library is available to anyone free of charge and provides a wealth of evidence-based information about herbs, botanicals, supplements, and other products. In 2009 the About Herbs online resource was extremely popular, with its opening page receiving more than two million page views.



Outreach

Memorial Sloan-Kettering staff frequently volunteer their time and experience to participate in events sponsored by community and corporate groups. Examples in 2009 and 2010 include:

- MSKCC nursing staff members participated in numerous outreach activities in the past year, which included presenting information at an Eagle Scout Cancer Awareness Day fair in upstate New York by nurses from MSKCC Sleepy Hollow, educating the men's health group of the American Indian Community House about prostate cancer, and presenting nursing as a career option to NYC high school students at an event aboard the Intrepid Museum.

- Breast Examination Center of Harlem staff members participated in 28 health fairs and workshops throughout New York City.
- Dr. Philip Schulman of MSKCC Commack discussed *Emerging Therapies and Clinical Trials in Blood Cancers* in collaboration with the Leukemia & Lymphoma Society and presented on *Treating Hematological Malignancies* at an event in Sag Harbor, Long Island.
- Dr. Frank Tsai of MSKCC Rockville Centre and a patient survivor spoke on testicular cancer to a group of teenagers at SNAP Long Island, a nonprofit community organization.
- Basking Ridge, New Jersey, physicians Raul Parra and Deborah Capko and staff participated in Novartis' Men's Cancer Prevention Forum and Women's Cancer Prevention Forum, part of an ongoing cancer education series that Novartis offers its employees to promote health improvement. Basking Ridge dermatologists Elizabeth Quigley and Steven Wang (also a Mohs surgeon) presented at Novartis' Skin Cancer Awareness Day.



MSKCC nurses Roseann Tucci and Megan Dunne (center) pose with teachers Camille Adoma and Catie Simek during a visit to the Robert Wagner Middle School on East 76th Street. The nurses addressed three classes of seventh and eighth graders about cancer prevention, with special emphasis on the dangers of tobacco use.

Support Services

The number of adult cancer survivors living in the United States continues to rise, well above ten million individuals. Memorial Sloan-Kettering is a leader and pioneer in developing and implementing programs that respond to the needs of cancer survivors near and far.

- MSKCC's Survivorship Initiative addresses the physical, psychological, and information needs of patients who have completed treatment and conducts research to benefit survivors nationwide. To help expand survivorship services to underserved populations, the Survivorship Initiative, with support from the Lance Armstrong Foundation, partners with three New York City community organizations – SHAREing and CAREing, the Ralph Lauren Center for Cancer Care and Prevention, and the Queens Cancer Center.

- The Survivorship Initiative provides on-site consultations for cancer centers and hospitals interested in developing survivorship programs. In 2009, representatives from 15 institutions worldwide visited Memorial Hospital to learn more about its survivorship program.

- MSKCC's newsletter *Bridges: Connecting Cancer Survivors* continues to be a forum where patients and their families can share experiences. *Bridges* is available online at www.mskcc.org/bridges as a free resource.



- MSKCC's Post-Treatment Resource Program (PTRP) offers the largest and most comprehensive programming for adult cancer survivors in the New York City area. The PTRP provides up-to-date information for cancer survivors and their families on topics such as insurance and legal issues and offers quality-of-life programming on the management of fatigue and pain, as well as on coping with symptoms related to sexual function and cognitive changes. The PTRP maintains a selection of diagnosis-specific groups that are co-led by social workers and nurses and programs directed to specific survivor populations such as men, women, young adults, and older adults. All PTRP offerings are free and open to the community. In 2009, approximately 1,600 people attended one or more of the PTRP's 140 programs.
- In recognition of Cancer Survivors Day in June 2009, Memorial Sloan-Kettering supported multiple celebration events. MSKCC Sleepy Hollow's event had more than 250 participants, with Dr. Andrew Roth presenting the keynote address on *The Value of Survivors in Psychosocial Care*. Dr. Richard Daines, Commissioner of the New York State Department of Health, addressed the crowd of 875 guests at the Cancer Survivors Celebration organized by MSKCC's three Long Island sites. MSKCC Basking Ridge site's Cancer Survivors Celebration Dinner, with keynote speaker New Jersey Commissioner of Health Heather Howard, hosted approximately 400 survivors and family members.

Increased Access to Quality Healthcare

Community-Building Activities

MSKCC engages in and supports community-building activities that promote the health of the communities the Center serves. Staff members are encouraged to share their clinical expertise and experience with partnering healthcare facilities and community organizations.

- In April 2009, Memorial Sloan-Kettering's Office of Diversity Programs in Clinical Care, Research, and Training partnered with the MSKCC/City College of New York Partnership for Community Outreach Program to host a seminar for community leaders in Northern Manhattan. The event was called *The Good News on Cancer in Minority Communities* and was held in recognition of Minority Cancer Awareness Week. Drs. Jamie Ostroff and Diana Lake participated as program speakers.
- MSKCC's Post-Treatment Resource Program has ongoing collaborations with two community organizations — SHAREing and CAREing, in Queens, and the Ralph Lauren Center for Cancer Care and Prevention, in Harlem. These collaborations provide the organizations with assistance in programmatic development and clinical supervision of the agencies' social workers.
- Dr. Maureen Killackey, Deputy Physician-in-Chief and Medical Director of MSKCC's Regional Care Network, serves as a board member for the American Cancer Society's Eastern Division and contributes to the development of both the New York State and the New Jersey Comprehensive Cancer Control Plans. In addition, as chair of the New York State Breast and Cervical Cancer Advisory Council, she has worked closely with the New York State Department of Health to provide guidance on services and funding priorities for breast, colorectal, and cervical cancer screening and treatment programs throughout New York State facing budget cuts.
- Dr. Kenneth Ng, Chief of Medical Oncology at MSKCC Rockville Centre, is Chairman of the Cancer Program at Mercy Medical Center. The Cancer Program fulfills the requirements for accreditation with the American College of Surgeons' Commission on Cancer and ensures the high quality of cancer care in the community.

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- Dr. Arlyn Apollo, a medical oncologist at MSKCC Rockville Centre, is the Cancer Liaison Physician (CLP) at Mercy Medical Center. CLPs voluntarily provide leadership and direction to establish, maintain, and support a facility's cancer program. They are charged with the task of spearheading activities with the interests of cancer patients and the community in mind and of improving the quality of care delivered to cancer patients.
 - In 2009 the MSKCC Rockville Centre site hosted mayors from Malverne and Garden City, Long Island, to tour the site and learn about access to care for community residents.
 - Dr. Nancy Mills of MSKCC Sleepy Hollow lectured at Ardsley High School in 2009 on both the biology of malignancies and traditional and more biologically based therapies for cancer. The lecture, *Cancer: Causes and Treatment*, was presented to honors biology students and faculty.
 - MSKCC Commack staff members are building a collaborative relationship with the "One in Nine", a local cancer advocacy and support group.



Subsidized Healthcare Services

Memorial Sloan-Kettering has consistently set the standard of care for people with cancer by emphasizing early detection, precise diagnosis, and individually tailored treatment. The hospital subsidizes cancer screening, treatment, and research services to fulfill its mission and to help reduce cancer health disparities among minority and medically underserved populations. Examples in 2009 and on-going include:

- MSKCC's Breast Examination Center of Harlem (BECH) provides breast and cervical cancer screening, counseling, and patient follow-up, as well as educational programs to uninsured patients throughout the New York City area. BECH has a dedicated staff, including a Health Educator whose role is to initiate and implement outreach activities in Harlem and the surrounding communities. Since its inception in 1979, BECH has had more than 223,325 visits, with 8,657 of those visits taking place in 2009. All services were provided at no out-of-pocket expense to the women who received cancer screening and follow-up services.
 - In 2009, MSKCC physicians began conducting a breast cancer research project at BECH. The study addresses trends in breast cancer stage at diagnosis and surgical treatment patterns in women diagnosed with breast cancer at
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BECH from August 2000 to December 2008. Results from the study will help to demonstrate the beneficial impact of inner-city cancer outreach programs.

- Located in Harlem, the Ralph Lauren Center for Cancer Care and Prevention (RLCCCP) offers cancer screening and treatment services to its medically underserved community. The RLCCCP, which began as a partnership between Memorial Hospital and North General Hospital, was made possible in part through a gift from the Polo Ralph Lauren Corporation.
- In 2009, the RLCCCP held its third annual *Men's Cancer Screening Campaign*, which encourages men in Harlem and the surrounding communities to be screened for prostate and colorectal cancer and gives participants an opportunity to meet National Basketball Association players at the campaign's culminating event. NBA players including Earl Monroe, Herb Williams, and David Lee attended the event, and a total of 535 men were screened as a result of the campaign.
- In 2008, the RLCCCP opened a 2,700-square-foot endoscopy wing to provide colon cancer screening for its patients. A total of 1,475 colonoscopies have been performed as of December 2009, resulting in ten cancer diagnoses. Two-thirds of these colonoscopies were provided free of charge to uninsured patients through grant funding.
- A colonoscopy referral process has been established between BECH and the RLCCCP. Uninsured women who are screened at BECH for breast and cervical cancer and who meet eligibility criteria are also screened and referred for colonoscopy procedures at RLCCCP at no cost to them.
- MSKCC's Office of Clinical Research (OCR) supports and provides oversight of clinical research initiatives at Memorial Sloan-Kettering. In 2009, MSKCC enrolled more than 3,600 individuals in therapeutic cancer clinical trials. To better serve and reach diverse communities, the OCR supports MSKCC clinical trials open at three community-based healthcare facilities — SUNY Downstate Medical Center, in Brooklyn; Queens Hospital Cancer Center, in Queens; and the Ralph Lauren Center for Cancer Care and Prevention, in Harlem. In 2009, 313 individuals were enrolled in therapeutic and non-therapeutic clinical trials at these partner organizations. Seventy percent of these individuals identified as members of racial and ethnic minority groups.
- MSKCC's Integrative Medicine Service offers integrative therapies and services for cancer patients and survivors, regardless of where they are receiving

or received care, as well as to caregivers, MSKCC staff, and members of the community who do not have a history of cancer. All inpatient services are free of charge to patients. Services include massage therapy, acupuncture, music therapy, drumming circle, a quarterly support group for parents and caregivers of pediatric patients, pediatric yoga, dance therapy, and mind/body interventions such as hypnosis and meditation.

- The Integrative Medicine Service also offers free of charge outpatient classes that provide instruction on touch therapy for caregivers as well as one-time integrative medicine consultations. Additionally, a monthly *Nutrition and Cancer Basics* class is open to all.

Education for Medical Professionals

Education and training are key components of Memorial Sloan-Kettering's mission and offer important examples of how MSKCC contributes to the care and treatment of cancer patients far beyond its own walls.

- MSKCC physicians regularly volunteer to educate local clinicians via grand round presentations and other special events. Examples are Dr. Sidney Winawer's presentation in 2009 to the medical staff of Phelps Memorial Hospital on colorectal cancer screening, and his on-going leadership on the New York City Department of Health and Mental Hygiene's New York Citywide Colon Cancer Control Coalition.
- BECH staff members play a vital role in offering professional educational opportunities to women's groups and healthcare providers. In 2009, BECH hosted two tours for organizations interested in developing a patient navigation program and a referral system for uninsured clients. These visitors were from North Carolina, California, and New York.
- MSKCC's Continuing Medical Education Program (CME) continues to add to its CME course offerings. Eighteen live CME and nine online courses (available at www.mskcc.org/cme) were offered in 2009. Online courses are considered by the CME Program as efficient means of sharing important information with physicians in the community at no charge, and will continue to be a development focus in years ahead. A primary goal of online education is to provide community practitioners with the up-to-date information targeted to their level about the diagnosis and treatment of various cancers that they may be confronting in practice.

- In October 2010, the Survivorship Initiative will host a one-day CME program titled *Fertility Preservation: Practical Management for the Patient with Cancer*. This educational opportunity is designed for physicians, nurses, and mental health professionals caring for patients with cancer in the tri-state region.
- MSKCC is the primary provider of the National Oncology Nursing Society's Cancer Chemotherapy/Biotherapy Program in New York City. The program offers a comprehensive review of the knowledge needed to administer chemotherapy and biotherapy. All MSKCC nurses who administer chemotherapy



Chief Medical Officer of Jamaica, West Indies, Dr. Sheila Campbell-Forrester discussed barriers to treatment of prostate cancer in Jamaica at an MSKCC continuing medical education conference in March 2010 focused on cancer among Caribbean and African-American men.

and biotherapy must attend (free of charge) and successfully complete the course before they can administer these drugs. This program is very popular with hospitals in the New York metropolitan area. Six programs are planned for 2010.

- In 2010 MSKCC will also host three Association of Pediatric Hematology/Oncology Nurses Cancer Chemotherapy and Biotherapy Courses, designed for nurses who administer chemotherapy and biotherapy to children with cancer. This is a required course, offered free of charge to MSKCC nurses.
- Memorial Sloan-Kettering's Department of Nursing offers short-term, individualized study programs for nurses from any place in the world who wish to come to MSKCC. Visits range from several days to four weeks and consist of discussions with clinical, administrative, and education experts; direct observation of patient care; and self-study using MSKCC-designed documents. Participants from developing countries participate for free. Several short-term study programs for individual nurses are scheduled for 2010. A group of 25 Japanese nurses will visit for a week in the fall of 2010.

Mentoring and Training Students

MSKCC sponsors several programs that give medical students, undergraduates, and high school students the opportunity to work at the Center doing clinical and laboratory research. Through these programs, Memorial Sloan-Kettering hopes to increase the pipeline of minority scientists and physicians working in oncology.

- Memorial Sloan-Kettering's Office of Diversity Programs in Clinical Care, Research, and Training (ODP) provides funding for the training of members of minority groups who are underrepresented in medicine and wish to participate in the National Cancer Institute's Medical Students Summer Fellowship Program. The ODP's Summer Pipeline Program helps support minority students enrolled in the eight-week Summer Fellowship Program through additional funding and programs to encourage interest in pursuing careers in the field of oncology.
- The ODP coordinates a six-week Summer Exposure Program to expose underrepresented minority high school students to careers in medicine and research. In 2009, 14 students participated in the program from the High School for Math, Science, and Engineering, in Manhattan, and the World Academy for Total Community Health, in Brooklyn.
- MSKCC's Breast Examination Center of Harlem (BECH) participates in an annual Summer Youth Internship Program. In 2009, BECH invited two high school students to participate in the program. Students received in-service education, training, and tours of MSKCC facilities. The focus of the summer internship was intern involvement in community service and preparation for future jobs.



Memorial Sloan-Kettering's Summer Exposure Program students discuss cancer community education needs.

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- BECH is also an active participant in the MSKCC/CCNY Partnership for Cancer Research, Training, and Community Outreach, which serves to assist students in developing their careers in community or professional health services. In 2009, one graduate student from Walden University completed an internship rotation at BECH.
 - In 2009, BECH Nurse Practitioners precepted one student pursuing an advanced nursing degree from Hunter College. The rotation provided job shadowing, training, and coaching. In 2010, the Nurse Practitioner Coordinator at BECH supervised the training experience in gynecologic services for six second-year physician residents from New York Hospital. The residents received four hours of training experience each during their rotation at BECH.

Screenings

Since 1985, Memorial Hospital has offered free annual screenings for head and neck, prostate, and skin cancers to promote the message that early detection and regular screenings can improve treatment outcomes. From 2009 through spring 2010, more than 1,100 people received free cancer screening.

Cessation of Tobacco Use

Memorial Hospital has long worked to provide tobacco cessation interventions for patients, family members, and employees, and to provide technical assistance to community providers and organizations to increase their capacity to address tobacco use.

Tobacco Cessation Program

Since its establishment in 1997, Memorial Hospital's Smoking Cessation Program (now known as the Tobacco Cessation Program to reflect the growing use of non-cigarette tobacco products) has provided state-of-the-art treatment for tobacco dependence and has been a national leader in tobacco treatment for cancer patients. Today, the MSKCC Tobacco Cessation Program is a multifaceted effort, encompassing both inpatient and outpatient cancer patients and their family members who smoke, employees who smoke, as well as individuals from the community who wish to reduce their cancer risk. Additionally, the Tobacco Cessation Program has strong educational, technical assistance, and clinical research components complementing the clinical-care focus.



The Tobacco Cessation Program staff is composed of three attending psychologists from the Behavioral Sciences Service in the Department of Psychiatry and Behavioral Sciences, each with more than a decade of experience in treating tobacco dependence, and two full-time oncology nurses trained and credentialed as certified tobacco treatment specialists. The program receives referrals for tobacco-dependence treatment from many Memorial Sloan-Kettering departments and programs, including the Integrative Medicine Service, the Survivorship Initiative, and Respiratory Therapy.

■ Treatment Services for Patients and Family Members

The Tobacco Cessation Program addresses the unique service needs of each patient with a stepped-care approach that takes into account a patient's readiness to quit smoking as well as treatment preferences and goals, all of which are assessed upon referral. Patients receive behavioral counseling — to build motivation and skills to manage urges to smoke over a lifetime — and support in the use of smoking-cessation medications. Services are offered in person and via telephone and are supplemented with educational print materials. Approximately 1,000 patients and family members are treated annually for smoking cessation. In December 2009, the MSKCC Tobacco Cessation Program helped organize a one-day conference sponsored by the National Cancer Institute and was featured as a model of excellence in treating tobacco-dependent cancer patients. Following this national visibility, the Program

has provided technical assistance to other Comprehensive Cancer Centers interested in establishing tobacco cessation clinical services. Currently, members of the Program are developing best practice standards for treating tobacco dependence in an oncology setting and working with hospital administrators to develop and implement expanded smoke-free policies (inside and out) for the hospital and satellite clinical facilities. These policies will spawn a series of quality-of-care initiatives intended to maximize the reach and effectiveness of tobacco cessation treatment services.

■ Expanded Services for MSKCC Employees

Tobacco treatment services have been available to MSKCC employees for several years. However, in June 2009 the Tobacco Cessation Program joined with Memorial Sloan-Kettering's Employee Health and Wellness Service to expand outreach and support for employees who smoke. A health educator with expertise in treating tobacco dependence was hired to support the expansion of cessation services for MSKCC employees and their families. The Employee Health and Wellness Service has adopted tobacco cessation as a pillar goal in its education campaign. Educational counseling sessions are available to staff, as is a new hotline for employees. To date, the Program has conducted educational outreach efforts to 249 employees, and 97 tobacco-dependent employees have made use of either the one-on-one counseling or the group cessation support services. Efforts are underway to address barriers for program usage through e-health applications such as social networking and mobile communication strategies.



■ Research, Education, and Community Outreach

All members of the Tobacco Cessation Program staff are involved in ongoing research or quality-improvement projects. One example is Queens Quits, a training and program evaluation activity of the Department of Psychiatry and Behavioral Sciences that is funded by the New York State Department of Health's Tobacco Control Program. Through this program, MSKCC collaborates with Queens Cancer Center to offer technical assistance and training to primary care physicians in Queens to treat tobacco use. Partnering with a small business computer software company, the Program was recently awarded a federal grant from the National Institute of Drug Abuse to develop an interactive video game to prevent smoking relapse following hospitalization, a high priority for tobacco dependent cancer patients and other medically ill smokers.

The Tobacco Cessation Program also reaches key underserved populations through collaborations with community organizations serving diverse populations with high rates of tobacco use. One new initiative is with The City College of New York's

Sophie Davis School of Biomedical Education. The partnership will work with the Ralph Lauren Center for Cancer Care and Prevention and the Harold P. Freeman Patient Navigation Training Institute to train patient navigators to facilitate access to community-based cessation services for smokers. The next phase of the program, which is scheduled to begin in 2010, will place trained patient navigators in primary care clinics to help patients who smoke to gain access to community-based cessation services, providing support to patients and tracking their progress throughout treatment. Results from this pilot work will contribute toward developing national recommendations on the use of patient navigation to address gaps in tobacco cessation treatment.



Dr. Jamie Ostroff, Director of MSKCC's Tobacco Cessation Program, speaks to an audience of community providers on how to help reduce smoking among their client groups at an event held in recognition of Minority Cancer Awareness Week.

Another recent example of an academic-community partnership focused on tobacco cessation is a project being conducted by MSKCC with the Gay Men's Health Center and the Sophie Davis School of Biomedical Education. The Tobacco Cessation Program is conducting a needs-assessment and strategic-planning project to identify gaps in service delivery and novel approaches for tobacco prevention and cessation within the lesbian, gay, bisexual, and transgender sexual minority population, with a special focus on persons living with HIV/AIDS.

The Tobacco Cessation Program also conducts local community education and outreach about tobacco dependence and treatment in the context of cancer prevention and control. In 2009, the program participated in multiple health fairs focusing on raising awareness of bladder, prostate, and lung cancer. Educational programs are made available at the hospital's head and neck cancer screenings and during the Great American Smokeout and the Breast Examination Center of Harlem's Minority Cancer Awareness Week activities. Observerships and healthcare education offered to students also help to extend the program's reach well beyond the boundaries of the hospital. Attending staff serve on New York State boards and on national professional committees focused on tobacco-control policy, research, and treatment.

CHANGES AFFECTING COMMUNITY HEALTH

Due to funding changes by the National Cancer Institute (NCI), the Cancer Information Service (CIS) of New York State was discontinued at MSKCC in March 2010. Previously, CIS staff at MSKCC responded to questions from the public for free about cancer, cancer-related issues, and research. The CIS Partnership Program assisted community partners in planning, implementing, evaluating, and adapting evidence-based cancer control and education programs to reduce the cancer burden in minority and medically underserved populations. The CIS Research Program partnered with investigators to develop and implement collaborative research projects to further the field of cancer communications.

In 2009, the New York CIS staff handled a total of 27,181 calls, fielded 1,034 e-mail inquiries, and responded to 5,163 live Web help requests. The Partnership Program staff conducted 25 training sessions for partners, assisted in planning eight local and statewide conferences, and provided technical assistance to more than 150 partners. To counter the impact of losing CIS programming, the NCI is implementing alternative community engagement strategies in 2010 that will be evaluated over time.

MSKCC and The City College of New York (CCNY) were awarded a \$15.9 million grant in 2009 to implement a unique partnership in cancer research, education, and outreach. The five-year, renewable award is funded by an NCI initiative that seeks to develop partnerships between minority-serving institutions and NCI-designated cancer centers. The grant will help support key research activities that provide a multidisciplinary but unified approach to several objectives set forth by MSKCC and CCNY to address cancer disparities in underserved populations.



FINANCIAL ASSISTANCE PROGRAM

Memorial Sloan-Kettering Cancer Center is committed to providing financial assistance to uninsured and underinsured patients in need. The Financial Assistance Program can provide financial help to those who are uninsured and don't qualify for publicly available health insurance, or for those who are unable to pay their portion of fees above insurance reimbursement. Financial counselors are available to work with patients and insurance companies — including Medicare and Medicaid — to help eligible patients access care.

The premise of the program is that all patients are expected to contribute to their care based on their ability to pay, as it is the intention of the hospital to offer financial assistance to our most medically and financially needy patients. Aid is given based on the patient's household income, assets (excluding retirement savings), family size, expenses, and medical needs. Each application for assistance is handled confidentially and requires the cooperation of the applicant. Program assistance provided to patients may include reduced out-of-pocket expenses, a time payment plan, or zero out-of-pocket expenses.

In 2008, Memorial Sloan-Kettering increased its income eligibility guideline for free care from 400 percent to 500 percent of the federal poverty level. A patient may also qualify for assistance even if his or her income is greater than the upper limit. This is because the hospital adjusts patients' income for routine monthly expenses (such as housing and utility costs) to determine disposable income. MSKCC also deducts a specific amount from income, based on a patient's family size, as a monthly clothes and food allowance.

The Financial Assistance Program utilizes several strategies to increase patient awareness of the program. These efforts include placement of program brochures in all patient registration areas; mail notification inserts in each patient's first bill; and ongoing training for billing department staff on communicating financial assistance services. In 2009, 909 patients applied for financial assistance, with 48 percent of all cases resulting in no charges to the patient and 16 percent resulting in reduced charges.



■ Sample Financial Assistance Program Cases

Patient A's father is the sole supporter of a family of four. He was laid off and could not find employment for one year. Eventually landing a lower-paying job, he could no longer pay all of the family's routine monthly bills without depleting the family's savings.

Patient B was employed full-time, but due to illness had to stop working and go on disability. The patient now has Medicare insurance and cannot afford to cover the co-pays, deductibles, or outpatient prescription charges.

MSKCC's Financial Assistance Program worked with each patient to determine that there would be zero out-of-pocket expenses charged to them. Patients and family members may contact the Financial Assistance Program at 212-639-3810.

COMMUNITY AWARENESS AND PLAN DISSEMINATION

MSKCC's Community Service Plan provides summary information on its public health programs and financial assistance services. It is available on our Web site, www.mskcc.org, and by mail upon request. It is mailed to local elected officials and organizations and is publicized through our community newsletter.

Information on Memorial Sloan-Kettering's public health programs and financial assistance services is disseminated to the public through multiple avenues. Community programs are publicized via direct mail to more than 60,000 area residents, in addition to flyers, calendar listings, e-mail communications, telephone information lines, online promotion, public service announcements, and advertising. Community members who wish to provide input on MSKCC's community programs may do so by calling the community information line at 212-639-3199, by sending an e-mail to communityaffairs@mskcc.org, by completing one of the surveys distributed at public events, or by contacting a staff member directly.



■ Community Matters

Community Matters is a quarterly newsletter that Memorial Sloan-Kettering mails to 60,000 area residents and organizations. It informs members of the local community about our services, free screenings, lectures, and construction activities that may have an impact on our immediate neighbors.

■ MSKCC Social Media

Community members may follow the latest news from Memorial Sloan-Kettering and interact with others in our community by joining us on **Facebook** (facebook.com/sloankettering) and **Twitter** (twitter.com/sloan_kettering). The public can also subscribe to our new **YouTube** channel (youtube.com/mskcc) for videos from our experts explaining the latest information about cancer and its treatment.



Memorial Sloan-Kettering Cancer Center

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