

**Memorial Sloan-Kettering
Cancer Center**

2011

Community Service Plan Update

*Based on Memorial Sloan-Kettering's
2010-2012 Community Service Plan*



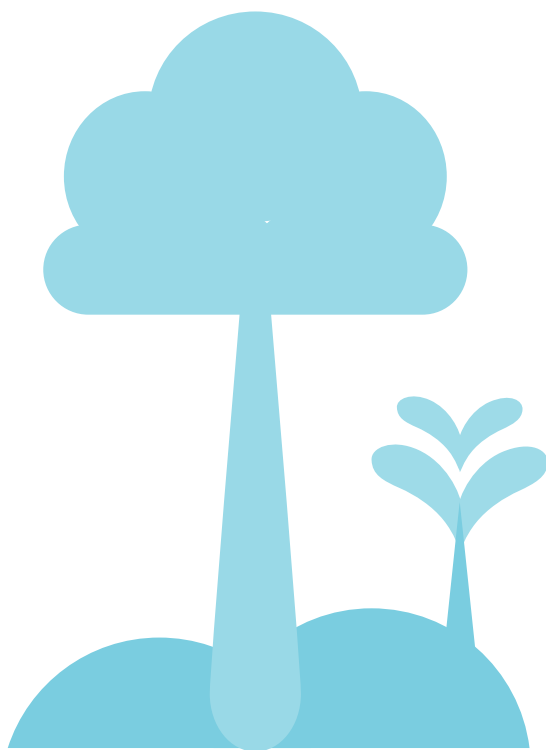


TABLE OF CONTENTS

1

Introduction

1

2

Community Health Priorities

2

Cancer Education and Support Services

2

Increased Access to Quality Healthcare

5

Cessation of Tobacco Use

10

3

A Snapshot of Community Activities within Memorial Sloan-Kettering's Regional Care Network

12

4

Changes Affecting Cancer Care in the Community

16

5

Financial Assistance Program

17

6

Raising Community Awareness

18



1

Introduction

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

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 has been identified as having 50 or more Memorial Hospital patients residing in the area.

In 2010, there were 24,346 admissions to Memorial Hospital, and 418,410 outpatient physician visits were conducted at locations throughout Manhattan. An additional 97,425 outpatient physician visits took place at Memorial Hospital's regional sites on Long Island and in Westchester County and northern New Jersey. In total 119,116 patients were seen at Memorial Sloan-Kettering Cancer Center facilities: 108,173 (91 percent) from the tri-state area (NY, NJ, CT); 9,576 (8 percent) from other parts of the US; and 1,366 (1 percent) international patients.

The New York State Department of Health and the New York City Department of Health and Mental Hygiene have identified critical health priorities facing New York residents. Memorial Sloan-Kettering Cancer Center's mission and goals effectively respond to three of these priority areas – Chronic Disease and Cancer, Access to Quality Healthcare, and Tobacco Use.



2

Community Health Priorities

COMMUNITY HEALTH PRIORITY:

Cancer Education and Support Services

Education

Memorial Sloan-Kettering sponsors or participates in numerous educational initiatives to help patients, their families, and community members understand cancer. Highlights of activities in 2010 include the following:

- Nearly 1,200 people attended Memorial Sloan-Kettering'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 iTunes, YouTube, and Memorial Sloan-Kettering's *CancerSmart* web page (www.cancersmart.org). These lectures were accessed online more than 55,000 times in 2010.



To reach out to area high school students and their teachers, an annual student-teacher seminar is held with leading Memorial Sloan-Kettering researchers who highlight current “hot topics” in cancer research. Memorial Sloan-Kettering President Craig Thompson (left), developmen-

tal biologist Mary Baylies, and physician-scientist Timothy Chan spoke about their research at the 2010 symposium, which was attended by more than 500 people, including many high school students. The next student-teacher seminar is planned for fall 2011.



- The *About Herbs, Botanicals and Other Products* database on Memorial Sloan-Kettering's website continued to be extremely popular, with its pages receiving more than two million views. *About Herbs*, an online consumer health library maintained by the Integrative Medicine Service, is available to anyone free of charge and provides a wealth of evidence-based information about herbs, botanicals, supplements, and other products. The Integrative Medicine Service also provides a monthly *Nutrition and Cancer Basics* class and outpatient consultations to anyone in the community free of charge. There were 329 consultations provided in 2010.
- Memorial Sloan-Kettering's Breast Examination Center of Harlem (BECH) participated in 32 health fairs and workshops throughout New York City. BECH has a dedicated staff, including a Health Educator, whose role is to initiate and implement outreach activities in Harlem and its surrounding communities. The outreach activities include educating women about the importance of cancer screening services and lifestyle issues that decrease cancer risks.
- As a service to the community, the 65+ Program sponsored its annual health fair on the topic *Matters of the Mind: Coping with Changes in Memory and Cognition*. The 65+ Program maintains a team of geriatric specialists, supported in part by the Joachim Silbermann Family Program in Aging and Cancer, who address the medical and psychosocial needs of Memorial Sloan-Kettering's elderly cancer patient population. The next fair is planned for October 2011 on the topic sexuality in the older adult patient.

Support Services

Memorial Sloan-Kettering is a leader and pioneer in developing and implementing programs that respond to the needs of cancer survivors near and far. The following is a listing of programs and assistance we currently provide to cancer survivors:

- Memorial Sloan-Kettering's Survivorship Initiative addresses the physical, psychological, and information needs of patients who have completed treatment and conducts research to benefit survivors nationwide. To 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.
- A section of the Memorial Sloan-Kettering website (www.mskcc.org/livingbeyondcancer) is dedicated to survivorship and the needs of cancer survivors, regardless of where they have received treatment. As part of the site, webcasts of selected meetings and lectures designed to assist in adjustment to life after cancer treatment are provided for viewing. In 2010, more than 22,000 people viewed the videos.
- Memorial Sloan-Kettering's newsletter *Bridges: Connecting Cancer Survivors* is a forum where patients and their families can share experiences, gain insight about coping with challenges that arise after cancer treatment, and learn about valuable resources available for them. *Bridges* is available online at www.mskcc.org/bridges as a free community resource.



In recognition of Cancer Survivors Day, Memorial Sloan-Kettering hosted multiple celebrations in June 2010. Manhattan event keynote speaker and host of NBC's *Today* show Hoda Kotb (second from right) reflected upon her experience as a breast cancer survivor. More than 400 participants attended.

- Memorial Sloan-Kettering's Post-Treatment Resource Program (PTRP) offers the largest and most-comprehensive programming for adult cancer survivors in the New York City area. PTRP provides current and up-to-date information for cancer survivors and their families on managing insurance and legal issues, quality-of-life programming for optimal symptom management, and a selection of diagnosis-specific support groups. PTRP also offers programs for specific populations such as men, women, young adults, and adult survivors of childhood cancers. All programs are free and open to the community. PTRP provided 134 programs for 1,495 cancer survivors and their families in 2010.

COMMUNITY HEALTH PRIORITY:

Increased Access to Quality Healthcare

Subsidized Healthcare Services

Memorial Sloan-Kettering subsidizes cancer screening, treatment, and research services to support a high standard of care for people with cancer, including targeted services for minority and medically underserved populations. Examples in 2010 include the following:

- More than 5,000 patients accessed service at Memorial Sloan-Kettering's Breast Examination Center of Harlem (BECH). BECH provides breast and cervical cancer screening examinations, counseling, and patient follow-up services as well as educational programs to uninsured patients throughout the New York City area at no out-of-pocket cost to the women.
- The Ralph Lauren Center for Cancer Care and Prevention (RLCCCP), located in Harlem, offers cancer screening and treatment services to its medically underserved community in partnership with Memorial Sloan-Kettering Cancer Center. The Ralph Lauren Center opened in 2004 as a partnership between Memorial Hospital and North General Hospital, funded in part through a gift from the Polo Ralph Lauren Corporation. In 2010 North General Hospital filed for bankruptcy protection. To maintain clinical services and operating activities, Memorial Sloan-Kettering applied to restructure the Ralph Lauren Center into a single member corporation, which was approved in first quarter of 2011.

- Since its inception the RLCCCP has had more than 69,000 visits, 12,022 of which occurred in 2010. Approximately 30 percent of these visits were provided to uninsured patients and 45 percent were for patients on Medicaid.
- Uninsured women who meet the criteria for breast and cervical screening at BECH were referred to the Ralph Lauren Center for colonoscopy procedures at no cost to them.
- The RLCCCP held its annual Harlem Men's Cancer Screening Campaign, which encourages men from Harlem and throughout New York City to be screened for prostate and colon cancer. The campaign culminated with a reception in which participants had the opportunity to meet National Basketball Association legends and current players. Six hundred nineteen men were screened as a result of the campaign.
- The RLCCCP provided 1,587 colon cancer screenings in the endoscopy suite. Approximately two-thirds of these colonoscopies were provided to uninsured patients via grant funding. Eight patients were found to have colon cancer as a result of this program.
- Memorial Sloan-Kettering's Department of Psychiatry and Behavioral Sciences offers inpatient and outpatient psychological and social support services to patients, their families, and caregivers. All Medicaid outpatient visits and inpatient encounters are subsidized by Memorial Sloan-Kettering. Similarly, Memorial Sloan-Kettering subsidizes unreimbursed services provided by the nurses who staff our smoking cessation clinic, which provided services to 1,100 individuals in 2010.



Since 1985, Memorial Sloan-Kettering 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. More than 550 people received free cancer screenings in 2010.

Education for Medical Professionals

Education and training are key components of Memorial Sloan-Kettering's mission and are examples of how we contribute to the care and treatment of cancer patients far beyond our walls. Activities in 2010 include the following:

- The Continuing Medical Education (CME) Program at Memorial Sloan-Kettering Cancer Center offered numerous courses throughout the year open to all physicians to enhance professional knowledge, and improve patient care and treatment outcomes. The total number of CME course registrants was 1,404 individuals.
- The CME Program added to its free online CME offerings posted at www.mskcc.org/cme. A primary goal of our online CME activities is to provide community practitioners with the most-current information about the diagnosis and treatment of various cancers they may be confronting in practice.
- The CME Program and the Office of Diversity Programs in Clinical Care, Research, and Training collaborated with the Consulate General of Jamaica to convene *Prostate Cancer Current Status & Future Directions: Unique Impact on Caribbean and African-American Men*. This was a one-day overview for healthcare professionals of prostate cancer management and treatment advances, with emphasis on the impact of the disease on African-American and Caribbean men.
- The CME Program jointly sponsored an activity with the New York City Department of Health and Mental Hygiene called *Addressing Disparities in Colorectal Cancer Screening, Treatment and Outcome*. This one-day conference was designed to increase awareness of and screening for colorectal cancer in New York City.
- Nursing Continuing Education at Memorial Sloan-Kettering provided courses on topics such as adult and pediatric chemotherapy and bi-therapy, radiation therapy, end-of-life care, care management of elderly patients with cancer, and neuro-oncology. 685 nurses attended nineteen courses in 2010.

- The Department of Psychiatry and Behavioral Sciences continued to provide CME credits to community physicians who attended Memorial Sloan-Kettering departmental grand rounds. There were approximately 900 attendees at grand rounds presentations during 2010.
- The Brain Tumor Center convened two conferences to educate participants on physical sciences, nanobiotechnology, and cancer. Faculty of the center also presented to the Harvard University Native American Program on the *Evolutionary Dynamics of Brain, Lung & Hematopoietic Tumors*.
- A two-day symposium on *Minorities, the Medically Underserved, and Cancer* was coordinated by the Intercultural Cancer Council, and hosted at Memorial Sloan-Kettering through the Office of Diversity Programs in Clinical Care, Research, and Training.
- The Survivorship Initiative continued to provide consultations for cancer centers and hospitals interested in developing survivorship programs. In 2010, representatives from 16 institutions worldwide visited Memorial Sloan-Kettering to learn more about its survivorship program.

Mentoring and Training Students

Memorial Sloan-Kettering sponsors several programs that give medical students, undergraduates, and high school students the opportunity to work at the Center and learn more about the field of cancer. The following is a listing of mentoring and training programs we currently offer:

- The Medical Student Summer Fellowship Program gives medical students the chance to participate in an eight-week program conducting laboratory and clinical research at Memorial Sloan-Kettering. The Summer Pipeline Program for medical students provided additional funding and research opportunities in 2010 through the Office of Diversity Programs in Clinical Care, Research, and Training to twenty underrepresented minority medical students.

- The Summer Clinical Oncology Research Experience (SCORE) is an eight-week program offered to women undergraduates and postbaccalaureate students from the City College of New York. SCORE offers students the opportunity to engage in clinical research in oncology mentored by a faculty member of Memorial Sloan-Kettering.
- The Brain Tumor Center supports two medical students each summer. In 2010, a third student from the American Indian Science and Engineering Society was funded to conduct laboratory research.
- The Rehabilitation Service at Memorial Sloan-Kettering offers students the opportunity to learn about hospital-based physical and occupational therapy services for cancer patients of all ages. Three physical therapy students and four occupational therapy students participated in 2010.
- The Integrative Medicine Service instructs two music therapy interns per academic year. This training fulfills a mandatory licensing requirement for music therapists.
- The Breast Examination Center of Harlem nurse practitioners serve as preceptors for students pursuing advanced nursing degrees. In 2010, they were preceptors for three students.
- The Summer Exposure Program for high school students is a six-week program designed to expose underrepresented minority high students to careers in medicine and research. In 2010, ten students participated in the program from the High School for Math, Science, and Engineering, and the World Academy for Total Community Health.
- The Department of Radiology hosts a group of high school, undergraduate, and postbaccalaureate students every summer. Underrepresented minority students are recruited from various programs at the City College of New York.
- The essay writing contest *Radiology: Giving Back to NYC* invites New York City high school students to participate in a collaborative program

between Memorial Sloan-Kettering and the New York City Department of Education designed to inspire and educate students on available careers in healthcare with a focus on radiology. In 2011 the Department of Radiology seeks to reach and support 100 students and teachers through this program.

COMMUNITY HEALTH PRIORITY:

Cessation of Tobacco Use

Memorial Sloan-Kettering's Tobacco Cessation Program provides state-of-the-art treatment for tobacco dependence and is a national leader in tobacco treatment for cancer patients. The Tobacco Cessation Program is a multifaceted effort focusing on 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 risks. Additionally, the program has strong educational, training, and clinical research components complementing the clinical-care focus.

Treatment Services for Patients, Family Members, and Employees

The Tobacco Cessation Program addresses the unique needs of each patient, taking into account a patient's readiness to quit smoking as well as treatment preferences and goals. Patients receive behavioral counseling – to build motivation and skills to manage urges to smoke, 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 tobacco dependence.

Along with Memorial Sloan-Kettering's Employee Health and Wellness Service, the Tobacco Cessation Program provides services for employees and covered dependents who smoke. Educational counseling sessions are available to Memorial Sloan-Kettering staff, as is a new hotline for employees. To date the program has completed information sessions with 1,024 employees, and 231 tobacco-dependent employees and covered dependents have made use of either the one-on-one counseling or the group cessation support services. Efforts are under way 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 that is funded by the New York State Department of Health's Tobacco Control Program. Through this program, Memorial Sloan-Kettering 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 to increase capacity to address tobacco use is with the City College of New York's Sophie Davis School of Biomedical Education. This initiative has provided technical assistance to 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.

Another recent example of an academic-community partnership focused on tobacco cessation is a project being conducted by Memorial Sloan-Kettering with the Gay Men's Health Crisis and the Sophie Davis School of Biomedical Education. The Tobacco Cessation Program has completed a needs-assessment and strategic-planning project to identify gaps in service delivery and develop novel approaches for tobacco prevention and cessation among sexual minorities, including lesbian, gay, bisexual, and transgender individuals, with a special focus on those living with HIV/AIDS.

Observerships and education offered to students and healthcare professionals extend the Tobacco Cessation 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. As well, the program continues to provide technical assistance to other Comprehensive Cancer Centers nationwide interested in establishing tobacco cessation clinical services.

Within the past year, members of the program spearheaded the establishment and approval of best practice standards for screening and treating tobacco dependence in an oncology setting and worked to develop and implement expanded tobacco-free policies for Memorial Sloan-Kettering Cancer Center. As a leading provider of cancer care, Memorial Sloan-Kettering has an obligation to staff, patients, and the community to provide a healthy, tobacco-free environment. Employees, patients, visitors, volunteers, vendors, and all others are now prohibited from smoking or using tobacco products on any sidewalks or property surrounding any work sites and campuses that are owned and operated by Memorial Sloan-Kettering, including research facilities and regional sites.

In 2010, the Tobacco Cessation Program staff participated in multiple local health fairs focusing on raising awareness of bladder, prostate, and lung cancer. Educational programs about tobacco dependence and treatment were conducted at the Brooklyn Infusion Center and the Breast Examination Center of Harlem, as well as at the hospital's annual head and neck cancer screenings. The program has made a concerted effort to partner with several local schools in order to raise awareness of smoking hazards.



3

A Snapshot of Community Activities within Memorial Sloan-Kettering's Regional Care Network

Memorial Sloan-Kettering's Regional Care Network provides a range of outpatient cancer care services, including medical and radiation oncology, chemotherapy, radiology, and surgery consultations. In addition, neurology, dermatology, integrative medicine, clinical trials, and management of pain and lymphedema are available at one or more locations.

Dr. Maureen Killackey is Deputy Physician-in-Chief and Medical Director of the Regional Care Network. She fulfills a leadership role in the community as well, currently serving as the chair of the New York State Breast and Cervical Cancer Advisory Council to the Governor, which provides guidance in the administration and delivery of early detection and prevention strategies for breast, cervical, and colorectal cancers throughout New York State. She is also on the board of the American Cancer Society (ACS) Eastern Division (states of New York and New Jersey) and was appointed Chief Medical Officer in 2010. In the past year, Dr. Killackey contributed her expertise to numerous ACS efforts including participating in the Making Strides Against Breast Cancer event in Tarrytown, NY; supporting the opening of the Hope Hospitality Lodge in Rochester, NY; testifying on behalf of the ACS before the New York City Council's Committees on Health and Parks regarding prohibiting smoking in parks, beaches, and certain other areas; and speaking at an event inaugurating activities in honor of the Great American Smokeout in Albany, NY, along with the Commissioner of Health, Dr. Richard Daines.

Dr. Killackey has collaborated with community organizations to plan the Breast Cancer Disparities Roundtable at the New York City Department of Health and Mental Hygiene, and provided scientific evidence and medical support for the HPV/cervical cancer prevention education bill to the New York State Legislative Women's Caucus. She helped educate fellow medical professionals in 2010 by presenting on cervical cancer screening guidelines to clinicians at the Charles B. Wang Center in New York City's Chinatown area, by providing a gynecologic oncology update for the clinical staff at Our Lady of Lourdes Memorial Hospital in Binghamton, NY, and by lecturing on the *Role of the Ob/Gyn in the Transition from Cancer Care to Well Woman Care: Survivorship* during the Grand Rounds of the Department of Obstetrics and Gynecology at Long Island Jewish Medical Center, North Shore-LIJ Health System, in New Hyde Park, NY.

Sleepy Hollow, NY

Memorial Sloan-Kettering's Sleepy Hollow site was the first facility opened in our regional care network. Community outreach activities in 2010 include distributing cancer education materials at the Second Annual Cancer Awareness Health Fair at the Salisbury Mills Firehouse, walking in the American Cancer Society's Making Strides Against Breast Cancer event in Purchase, NY, and hosting a cancer survivors' dinner in Tarrytown, NY, for 300 attendees. Dr. Nancy Mills also presented an overview of osteoporosis at the Phelps Journal Club.

Commack, NY

Staff members at the Commack site have ongoing collaborations with local cancer education and advocacy groups. Dr. Philip Schulman is a frequent guest speaker at events organized by the Leukemia and Lymphoma Society. In 2010, he presented new hematology practices and changing therapies to registered nurses from the community and presented a talk to social workers from the community regarding the management of blood cancer patients. Dr. Ginger Gardner presented on *Women's Health and Gynecologic Cancers* at a collaborative women's forum organized by the American Cancer Society, the National Ovarian Cancer Coalition, Adelphi University of New York, and Sisters United in Health.

Memorial Sloan-Kettering's Commack site supports cancer survivors through several programs, including a surviving cancer lecture series. Topics in 2010 were *Emotional and Sexual Health after Cancer: A Discussion for Women*, *Symptom Management and Your Quality of Life*, *Financial and Insurance Concerns Following Cancer Treatment*, *Male Sexual Dysfunction: Assessment and Management Post Cancer Treatment*, and *What Should I Eat? Nutrition after Cancer Treatment*. A celebration dinner for Memorial Sloan-Kettering cancer survivors from all three Long Island sites was attended by 900 guests.

Hauppauge, NY

The Memorial Sloan-Kettering Cancer Center Hauppauge site provides a broad spectrum of dermatology services. To improve community health Hauppauge site dermatologists provided free skin checks sponsored by the American Academy of Dermatology. More than 140 participants were screened in 2010 and educated about the importance of sun protection, early detection, and available treatment. Four lesions highly suspicious for melanoma were detected as were many skin cancers (squamous and basal cell carcinomas).

In addition, Dr. Jennifer DeFazio provided free skin screening to the public at an event held at Jones Beach sponsored by the American Academy of Dermatology and organized by the Colette Coyne Melanoma Awareness Campaign. Dr. DeFazio also educated staff of the Suffolk Dental Society on the importance of skin cancer awareness.

Rockville Centre, NY

Memorial Sloan-Kettering's Rockville Centre site contributed to community building on Long Island in 2010 by hosting a meeting of the Long Island Queens Chapter of the Oncology Nursing Society, participating in the Garden City Teachers Association Cancer Walk/Run event at the Garden City High School, and distributing information at the Rockville Centre Chamber of Commerce Health Fair. Physicians from the site lectured on lung cancer staging at the NY Cancer Registrars Association annual conference in Tarrytown, NY, on breast cancer diagnosis and treatment at the Nassau County Office of Economic Opportunity in Hempstead, and on ovarian cancer to senior citizens at the Peter Cardella Senior Center in Ridgewood, NY.

Basking Ridge, NJ

Memorial Sloan-Kettering Basking Ridge staff members are active members of several committees tasked with addressing components of the New Jersey Department of Health and Senior Services' Comprehensive Cancer Control Plan, and participate in the Somerset County Cancer Coalition and the Bernards Township Chamber of Commerce. Collaborating with the Somerset County Cancer Coalition in 2010, Dr. Steven Wang gave a keynote speech at a press conference to raise awareness of skin cancer screening and prevention. Site staff distributed educational materials at an annual breast cancer awareness month event in Somerset County and at the Bernards Township Charter Day street fair.

Each year Memorial Sloan-Kettering Basking Ridge offers free skin cancer screenings at its facility. In 2010, 86 people were screened and 48 referred for follow-up. Dr. Elizabeth Quigley also performed 44 free skin cancer screenings for the local community at the *Choose your Cover* skin cancer screening event, and 31 screenings at a Bernards Township Health Department event. Dr. Quigley lectured on *Skin Cancer 2010 – Tips for Prevention and Detection* at Novartis Corporation and screened 71 employees. Dr. Deborah Capko spoke at a Novartis Women's Health Awareness employee event on the importance of breast cancer screening.

Approximately 450 attendees were present at Basking Ridge's annual cancer survivors' dinner.

Changes Affecting Community Health

New Care Facilities



Memorial Sloan-Kettering's new Center for Image-Guided Interventions, a suite of endoscopy and operating rooms that opened in June 2010, offers cancer patients the most-advanced, minimally invasive diagnostic and treatment options in a unique multidisciplinary setting designed to foster rapid innovations in cancer care.

In September 2010 Memorial Sloan-Kettering Cancer Center opened a new outpatient chemotherapy center in Brooklyn, NY. The 7,745-square-foot Brooklyn Infusion Center provides leading-edge chemotherapy services to current Memorial Sloan-Kettering patients who live in or near Brooklyn. To benefit the community, in 2010 the site featured the work of local artists in its store-front windows and provided a tobacco cessation workshop for area residents.



Memorial Sloan-Kettering filed an application in January 2011 with the New York State Department of Health to open a freestanding outpatient facility in Harrison, NY. If approved, the 114,000-square-foot treatment facility will offer area residents the most-advanced cancer care services closer to home.

Treatment Advances

Memorial Sloan-Kettering Cancer Center researchers identified an experimental drug that is showing promise for the treatment of men with an aggressive form of advanced prostate cancer. A multicenter research study concluded in April 2010 that the targeted therapy MDV3100 is safe and effective for patients with castration-resistant prostate cancer, known for its poor prognosis and limited treatment options.

A multi-institutional team led by investigators from Memorial Sloan-Kettering published a study in October 2010 that provides new insight into genetic changes that make some forms of glioblastoma, the most common type of primary brain cancer, more aggressive than others and explains why they may not respond to certain therapies.

Memorial Sloan-Kettering researchers played a key role in the development of ipilimumab, a novel immunotherapy drug approved in March 2011 by the Food and Drug Administration for the treatment of metastatic melanoma. The drug ipilimumab (brand name Yervoy™) is the first drug ever shown to improve overall survival for patients with advanced melanoma.

With the launch of a new Center for Health Policy and Outcomes, Memorial Sloan-Kettering is stepping up its efforts to develop policy that specifically applies to cancer treatment. Studies will be directed at how to optimize clinical outcomes while curbing costs.

5

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. Memorial Sloan-Kettering 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; mailed notification inserts in each patient's first bill; and ongoing training for billing department staff on communicating financial assistance services. In 2010, 1097 patients applied for financial assistance, with 43 percent of all cases resulting in no charges to the patient and 20 percent resulting in reduced charges. Patients and family members may contact the Financial Assistance Program at 212-639-3810 to learn more.

6

Raising Community Awareness

With cancer being the leading killer of all Americans under the age of 85, an important part of our mission is to disseminate information on prevention, screening and early detection, treatment options for various forms of cancer, and support for patients. These objectives are accomplished in a manner of ways including:

- Promotion of Memorial Sloan-Kettering's website (www.mskcc.org) for the most up-to-date information on treatment protocols for various

forms of cancer, and ways to contact individual physicians and researchers for cancer questions.

- Promotion of Memorial Sloan-Kettering's toll-free Physician Referral Service (800-525-2225) to help people gain access to our physicians if they are seeking treatment or a second opinion.
- Promotion of our Post-Treatment Resource Program and Survivorship Initiative to communicate the availability of medical services and follow-up care and programs to monitor for possible recurrence, identify and manage the effects of cancer and its treatment, and boost health among cancer survivors.
- Distribution of *Community Matters*, Memorial Sloan-Kettering's quarterly newsletter to 60,000 local area residents and organizations. It informs members of the community about our services, free screenings, lectures, and other free events open to the public.
- Promotion of community programs and services via direct mail, flyers, calendar listings, e-mail communications, social media, online promotion, public service announcements, and advertising.

Memorial Sloan-Kettering's Community Service Plan provides summary information on our community programs and financial assistance services. It is mailed to local elected officials and organizations, is publicized through our community newsletter, and is available on our website, www.mskcc.org. Community members who wish to provide input on our community programs may do so by calling the community information line at 212-639-3199, or by sending an e-mail to communityaffairs@mskcc.org.



Memorial Sloan-Kettering Cancer Center

PHYSICIAN REFERRAL

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GENERAL INFORMATION

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1275 York Avenue, New York, NY 10065

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