

PROFILE

The John and Dorothy Morgan Cancer Center at Lehigh Valley Hospital

In the Top 1 Percent Nationally for Outpatient Satisfaction

The John and Dorothy Morgan Cancer Center of Lehigh Valley Hospital and Health Network in Allentown, Pa., opened in late 1993. Designed with

extensive involvement from patients, the center uses a multidisciplinary approach to meet the needs of cancer patients and their care providers.

Lehigh Valley Hospital started as Allentown Hospital in 1899. It is one of the oldest licensed teaching hospitals in Pennsylvania and is a chief clinical campus of the Penn State University College of Medicine in Hershey.

In 2002 more than 2,400 new cancer patients were diagnosed and/or initially treated at the

Morgan Cancer Center, which offers state-of-the-art services at locations in both Allentown and Bethlehem, Pa. The cancer program is the largest in the region, and the fourth largest in Pennsylvania.

The cancer center has forged clinical affiliations with other hospitals to offer its patients the best possible care. The Morgan Cancer

Selected Patient Support Services

- A cancer services orientation program is held for first-time cancer patients.
- Patients have access to a fully equipped resource library.
- Short-term individual, family, and group therapy is offered.
- Cancer survivor celebration days were started in 2001.
- Bereavement programs, home care, and hospice services help patients and their families through the final phases of the disease.

Vital Statistics

- Total hospital bed size: 765
- Dedicated cancer unit beds: 26
- Number of new analytic cancer cases seen per year: 2,114
- Managed care penetration in Pennsylvania: 48 percent



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our most important goal...
personal care and support of both the patient and family.



Lehigh Valley Hospital's Cancer Center Leadership Council, from left to right include: Victor R. Risch, M.D., Ph.D., senior medical director and chair of radiation oncology; Gregory R. Harper, M.D., Ph.D., FACP, physician-in-chief of cancer services and medical director for Breast Health Services; Eliot L. Friedman, M.D., senior medical director of medical oncology and chief of hematology-oncology; and Herbert C. Hoover, Jr., M.D., chair of the department of surgery.

Center and Penn State University College of Medicine are the founders of the Penn State Cancer Institute (PSCI), which also includes Centre Community Hospital in State College, Pa. PSCI brings the newest treatment protocols to the Lehigh Valley, and the collaboration allows the Morgan Cancer Center to offer its patients easy access to bone marrow transplants, stem cell therapies, and other specialized treatments. Medical professionals from all three PSCI-member institutions participate in monthly rounds via videoconferencing to share ideas and innovations.

"We have incredibly talented and compassionate people at our cancer center," said Teri Guidi, M.B.A., F.A.A.M.A., vice president for cancer services. "Every member of our cancer team shares the philosophy that our most important goal is the personal care and support of both the patient and family."

The cancer center's longtime commitment to providing high-quality, compassionate care has resulted in patient satisfaction scores in the top 1 percent nationally. Patients give the cancer center high marks for skilled and friendly staff, concern for patient comfort, short waiting times, easy scheduling, and good explanations from physicians.

Specialists in Cancer Treatment

The cancer center offers access to regional specialists in medical oncology/hematology and radiation oncology, many of whom use therapies not available elsewhere in the region, including:

- Radiofrequency ablation for formerly inoperable liver tumors

Access to Clinical Research

Patients at the Morgan Cancer Center have access to a variety of clinical trials. One hundred and forty-eight patients took part in clinical research studies in 2001, an increase of 15 percent from the previous year. The cancer center offers hundreds of innovative treatment trials (such as a vaccine program for newly diagnosed colon cancer), as well as access to national prevention studies, through its relationship with the Penn State College of Medicine.

More than 70 women are being followed at the cancer center in two national breast cancer prevention trials, STAR and BCPT. The cancer center also introduced the STAR trial to the Appalachian Cancer Network (ACN). Working cooperatively with ACN's county agents, the cancer center helped bring STAR information to various health fairs and community outreach activities in central Pennsylvania's rural and less served communities.

The cancer center introduced the SELECT prostate cancer prevention study to the community in July 2001. Within the first year of its initiation, the accrual goal was exceeded by 500 percent.

"We want every cancer patient to leave the center with hope," said Eliot L. Friedman, M.D., senior medical director of medical oncology and chief of the division of hematology-oncology at the cancer center. "We know that patients with determination do better in their fight against cancer, so we want to help our patients build their determination and courage. They'll know we are right there with them every step of the way." ■

- A new microsurgery procedure for rectal tumors
- Intensity modulated radiation therapy (IMRT)
- Stereotactic radiosurgery for the treatment of brain tumors
- Radioactive seed implants for prostate cancer, and
- Stereotactic breast biopsies.

Teams of specialists review each patient's case, discuss the best treatment approach, and share their recommendations with the patient and his or her primary physician. More than 700 patients each year benefit from this multidisciplinary approach. "It's our unique way of bringing the best minds together in the war on cancer," Guidi said.

Other services available at the center include rehabilitation and pain management, cancer risk assessment, home care and hospice, and the area's only second opinion services for breast and urologic cancers. A full-time support services department is available and includes a psychologist, licensed social workers, a nutritionist, a clinical nurse specialist, a bereavement counselor, and financial counselors.