

FOR THE
EMPLOYEES,
FACULTY AND
VOLUNTEERS OF
MOFFITT
CANCER
CENTER



High Fives All Around



Moffitt's six-year marathon finished with Moffitt breaking the tape and qualifying for National Cancer Institute designation.

"It's like a Nobel, or a Pulitzer, for cancer centers," said Center Director John C. Ruckdeschel, M.D., "only better."

Moffitt's team filled the lobby of the Research Center for the announcement with researchers, clinicians, and administrative staff representing every specialty and function of the cancer center. The announcement also attracted Tampa Mayor Dick Greco, USF President Betty Castor, the Honorable H. Lee Moffitt and a taped message from Sen. Connie Mack to join in Moffitt's celebration.

"This is the biggest research news for Florida in this decade. No state in the country needs it

more. Florida ranks second through fourth in many of the most virulent forms of cancer. Now we have the best imaginable weapon to fight it," USF President Betty Castor said.

Tampa Mayor Dick Greco said, "No matter where you go at Moffitt, you see professionals dealing with people who have tragic circumstances with smiles on their faces and with love and kindness in their hearts. We're very fortunate to have this place."

H. Lee Moffitt said, "We've fought a lot of battles to get where we are today. We've each contributed whatever talents we have to this, and this collective effort has now borne fruit. Each of us contributed to this day. Each of us should share the pride of this effort."

Volume 12, Number 3

CONTENTS

2 Nursing Research Celebrates Third Year

3 Looking To Outpatient Care

6 Moffitt Stars

7 Moffitt Angels

December 1997

Nursing Research Celebrates Third Year



Ada Sue Hinshaw Nurse Scholar Award Presentation. From left: Barbara Wampler, R.N., Head & Neck Program, Elizabeth Dole, President of the Red Cross; and Virginia Coston, Barbara's mother.

While nursing research has been conducted at Moffitt since its opening, the position of Director of Nursing Research just celebrated its third year of existence this summer.

That position and the formal recognition of its purpose has brought into focus an ongoing effort to encourage research that is based on the unique clinical experiences of nurses. Currently led by Director of Nursing Research Julie Barroso, A.R.N.P., Ph.D., C.S., the program was created to facilitate research among professionals whose patient care experiences often inspire formal study, but little time is available to bring those ideas through the formal research process.

"The ideas are all very diverse, but they are aimed at making a difference in patient care," says Barroso. "They're

really very thoughtful proposals meant to make an impact on the kind of care we provide." Nursing research undergoes the same scrutiny as all other protocols at Moffitt, requiring approval by the Scientific Review Committee at the Cancer Center and the Institutional Review Board at the University of South Florida.

"My job is to facilitate the research responsibilities," says Barroso, whose position is currently part-time. "That can mean a whole variety of things from helping to define protocols to pulling articles, writing proposals, and helping to look for grant money."

"I think we've come a long way," says Sheila Ferrall, R.N., who is currently conducting a study. "I'm thrilled that we have resources here for nursing research. This guidance has been invaluable. It would be very

CURRENT NURSING RESEARCH INCLUDES:

- Development of two tools to assess and evaluate candidates for tracheoesophageal puncture voice restoration/Penny Fischer, R.N., and Barbara Wampler, R.N. (status: funded by the American Nurses Foundation for \$3500 by the Ada Sue Hinshaw Award)
- Comparison of lab values and clotting times in heparinized central lines vs. venipuncture/Aline Mierzejewski, R.N. (status: data collection).
- Study of caregiver burden involving neuro-oncology patients/Sheila Ferrall, R.N. (status: data collection).
- Evaluation of pain assessment tools among elderly cancer patients/Carol Rodriguez, A.R.N.P. (status: data collection).
- Descriptive study of the prescribing practices of Oncology Advanced Registered Nurse Practitioners in Florida/ChareLu Safer, R.N., and Sara Tinsley, R.N. (status: under review by Oncology Nursing Foundation)
- Evaluation of a music intervention to decrease postoperative pain/Jeanne Giesler, R.N. (status: in development).
- Video intervention to decrease anxiety in malignant melanoma patients/Rosemary Giuliano, R.N., (status: in development)

difficult to conduct nursing research without that support."

Plans are underway to recruit a full-time faculty member with a doctorate in nursing research, says Linda Campbell, R.N., M.S., vice president of Patient Care Services and Chief Nursing Officer. In addition, Moffitt is recruiting to fill Barroso's half-time role as she is relocating to the University of North Carolina.

Looking to Outpatient Care

Since the conception of the Moffitt Clinic last year, the Cancer Center has been steadily increasing its outpatient care. "We have been busy redesigning and reorganizing staff to focus our energies on outpatient care and patient satisfaction," says Bill Dotterer, vice president of ambulatory services. Improving outpatient flow in and out of the clinic has been one of our biggest challenges. Staffing changes, such as retraining patient service representatives, have allowed for more efficiency with the check-in and check-out system. This improvement along with many others has resulted in changing our focus from inpatient to outpatient care.

With the many changes that come with outpatient care, many departments within the Cancer Center have had to develop methods to transition from inpatient to outpatient care. Moffitt's pharmacy has been dealing with an increase in outpatient volumes for more than a year now. Bob Bradbury, clinical coordinator, explained that each pharmacist is assigned to a clinical program, which allows the pharmacist to specialize and develop a relationship with the attending physician. Each pharmacist is available by beeper to the physician, because that pharmacist is the expert for the patient's prognosis.

Bradbury says, "Outpatient scheduling is more difficult. A person cannot be in more than one place at one time." A solution Moffitt is

developing is a new clinical system that will bring together the inpatient and outpatient scheduling. The new system will allow access to a patient's chart from any terminal, helping the multidisciplinary team. Currently, almost everything is hand-written for outpatients, which hinders access to outpatient information.

Along with many other changes in the Cancer Center, there has been a need to increase staff in the infusion center. The work load has increased due to the added volume in outpatient care. Bradbury says the outpatient volumes have increased considerably, placing a large impact on outpatient chemotherapy. Fortunately, education and technology make it possible for some patients to take advantage of home infusions. Bradbury says he likes this because the patients not only become actively involved in their treatments, but also feel more comfortable receiving treatments at home.

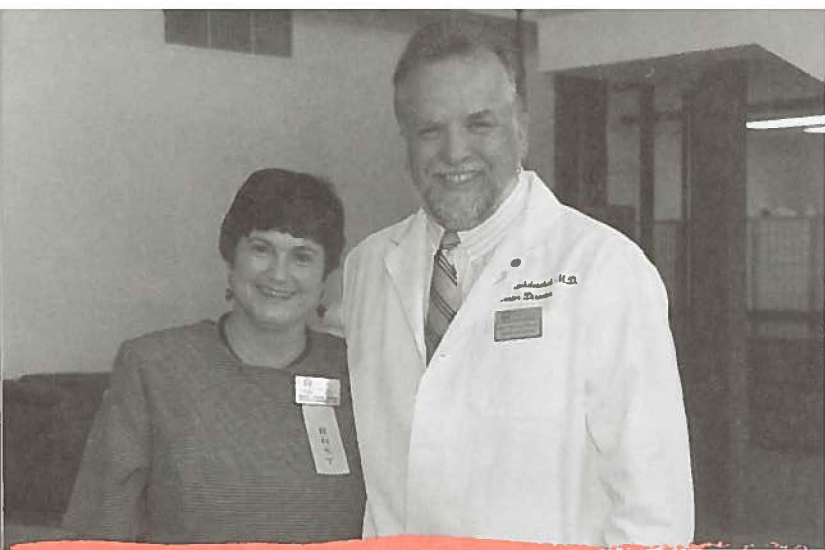
Bradbury says that overall inpatient interaction is more proactive. These patients are seen every day, whereas an outpatient is seen only if there is a problem. He feels there just isn't the same quality of involvement. Our ultimate goal is to have the same continuity of care for all patients.

Mary Turney, manager in Psychosocial Oncology, says her department is well aware of an increase in inpatient volume. The goal of case management is to

standardize the flow of care for both inpatients and outpatients. She says staff flexibility and rearranging have been necessary to keep up with the changes. A full-time social worker has been assigned to the Research Center to support the infusion and chemotherapy patients. Also, there has been a need to increase the case management staff to lessen the case load for each case worker.

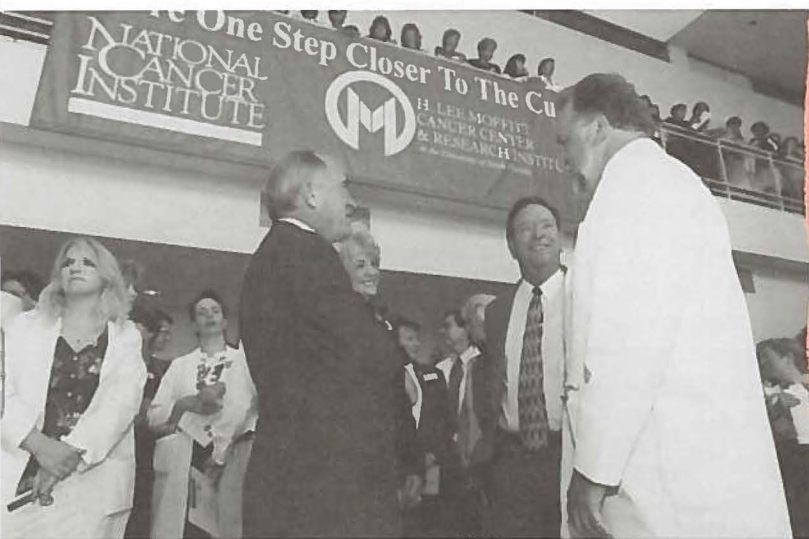
To make changes more efficient in outpatient care, the department will be implementing a new case management model. "We are trying to be proactive with outpatient care, not reactive," says Turney. "We are tracking patterns of patients so we can anticipate their needs and follow through." This new model will enhance the outpatient arena by improving clinical aspects of outpatient care, and it will determine the appropriate treatment course and best possible care for the patient before he or she even comes to the Cancer Center.

The Moffitt Clinic has blossomed this year with the vision of patient satisfaction. "We have achieved higher productivity level in relation to the increasing volumes in the outpatient area, our staff has been extremely flexible, and our patients feel supported," says Bill Dotterer. The Moffitt Clinic is still a "work in progress," but we are meeting and exceeding our past expectations.



One Step Closer to a Cure





M O F F I T T

STARS

Pathology's **Carol Camalo** just received certification as an administrative assistant after completing a program at Learey Tech Center.

Lillian Morales, Respiratory Care, worked on two houses in two weekends for Tampa's Habitat for Humanity.

Community Educator **Anne Ostrenga** passed her OCN (Oncology Certified Nurse) exam again and has been re-certified for another four years.

Radiation Oncology Senior Dosimetrist **Robin M. Famiglietti** graduated cum laude from USF with her B.S. in Management.



Squeaky Clean Softdrinks—A SMART (Safety, Money and Resource Team) idea by Nutrition's Doug Jones saved Moffitt \$1,217. Here, Jones receives a check for 10 percent from SMART members Lon Estes and Scott Kuebler. Jones noticed Nutrition staff throwing away unopened cans of soda that were brought down from patient rooms. Jones checked with Infection Control and other sources to run unopened cans through the dishwasher to be able to use the unopened soft drinks for other Moffitt events.

Four-South Oncology Tech **Ellen Heims** was selected by the Carrollwood Business and Professional Women's Club to be this year's recipient of a \$500 nursing scholarship.

Marketing Services Manager **Holly Kickliter** was selected as a member of the 1997-98 Leadership Hillsborough class.

Patient Relations Coordinator **Barbara Huber** was tapped by Press Ganey to serve on its National Client Advisory Council to advise them on how to continue to acquire effective data for healthcare organizations across the country.

Cleora Roberts, Ph. D., **Lori Piper**, L.C.S.W., and **Gary Cuddeback**, M.S.W., from Psychosocial Oncology, published "A Support Group Intervention to Facilitate Young Adults' Adjustment to Cancer" in Health & Social Work, May 1997.

Managed Care and Business Development's **Trish Goldsmith** chaired a national conference on contracting strategies and cost management solutions for bone marrow transplantation in New Orleans. Her conference featured speakers from the National Comprehensive Cancer Network, City of Hope Medical Center, Fred Hutchinson Cancer Research Center and United Resource Networks. Goldsmith also led a case study section on Physician Facility Financial Partnerships to teach participants how to achieve the most critical factor for success in BMT contracting.

Nancy Wells, LCSW, and **Lodovico Balducci**, M.D., published "Geriatric Oncology: Medical and Psychosocial Perspectives" in Cancer Practice, March/April 1997.

Moffitt's Psychosocial Oncology program was well represented at the Association of Oncology Social Work Annual Conference in Pittsburgh in

May. Poster presentations were displayed by **Jennifer Marino**, M.S.W. and **Inez Rodriguez**, M.S.W. Paper presentations by **Nancy Wells**, L.C.S.W. and **Mary Turney**, L.C.S.W.

The latest recognition of Moffitt's Senior Adult Oncology Program came with the selection of Program Leader **Lodovico Balducci**, M.D., as one of three members of the ASCO task force to study cancer and aging. Balducci has been recognized as a national leader in the field of Cancer and Aging; he was invited to participate in the Hartford Foundation's sponsored retreat to study the integration of Geriatrics and Medical Oncology in San Juan, and to participate in the President's Panel on Cancer and Aging in Ann Arbor.

PR & Marketing's **Mary Mahoney**, **Holly Kickliter** and **Mary Coffeen** for three awards for Moffitt. At the annual Florida Hospital Association's Society for Public Relations and Marketing Annual Conference, Mahoney won third place in the Broadcast Advertising category for last year's campaign, "Make Sure Moffitt is a Part of Your Healthcare Plan." Kickliter won first place for Many Faces One Mission in the Comprehensive Communications category.

Coffeen won a Silver Charlie Award from the Florida Magazine Association in the Best Special Themed Issue category for Today's Tomorrows Annual Report.

Cancer Control: Journal of the Moffitt Cancer Center, won two awards from the Florida Magazine Association at its "1997 Charley Awards" in Sarasota. One is a silver plaque for "Best Special Themed Issue." This was for Vol. 3, No. 3, "Pain and Symptom Control," with Dr. Paul Jacobsen as guest editor. The second is a bronze plaque for writing awarded to "Cancer Prevention: The Roles of Diet and



The following employees and physicians were complimented recently in letters received from patients or their families. We're proud to work with you.

ANGELS



Chemoprevention," by Peter Greenwald of the NCI. Congratulations to **John Horton**, M.B., Ch.B., **Jean Joy**, **Linda Stenglein** and **Veronica Nemeth**. Medical Records **Diane Rolston** has been installed as the President to the Florida Health Information Management Association this year.

Congratulations to Endoscopy's **Jan Provenzano** and **Diana Gaurkee** for their certification as Certified Gastroenterology RNs. This required a minimum of two years' experience and a four-hour written examination.

Nick Porter was appointed to the Florida Hospital Association Board of Trustees and is Chairman of the Board of the Tampa Bay Hospital Association.

Materiel Management's **Arlene Engelhart** achieved the Certified Professional Secretary (CPS) rating. The CPS rating is the industry-recognized mark of excellence for an office professional. To attain the CPS rating, a candidate must meet certain educational and work experience requirements and pass the one-day, three-part examination that is administered only twice a year by the Institute for Certifying Secretaries of Professional Secretaries International.

Surasak Phuphanich, M.D., received a 1997 Scholar Scientist Award from the Department of Neuro-Oncology at USP.

Ellen Heims received a \$500 scholarship from the Carrollwood Business and Professional Women's Club for her dedication in the oncology nursing field. The award was granted in association with the Hillsborough Community College Foundation.

The **Psychosocial Oncology Program** received one Master's-level Training Grant in clinical oncology social work for the 1997 academic year. The stipend for the grant is \$8,000 and is paid from public funds contributed to the National American Cancer Society.

3 South
4 North
4 South
5 South
All Moffitt Staff
Melvin Amick
Scott Antonia, MD
Hector Arango, MD
Sandy Armstrong
Joy Augustine
Oscar Ballester, MD
Christa Bartell
Marci Bartley
Amy Beightel
Rita Black
Gladys Blatch
Kathy Borgardt
Deborah Borger
Steven Brem, MD
Carl Bush
Kay Calkins
Susan Cannon
Sandra Cedenio
Debbie Cermak
Chemo Nurses
Paul Chervenick, MD
Karen Clarke
Brenda Cobbs
Denise Cook
Denise Cosgrove
Charles Cox, MD
Mike Craig
Rocio Cruz
Nancy Dalpiaz
Anita Davis
Joy de Comarmond
Ronald C. DeConti, MD
Department of Nutrition
Gayle Dick
Douglas Dow, MD
Mary Ann Duncan
Douglas Eller, MD
Christine Ellis
James Endicott, MD
& Staff

Environmental Services
Sheila Fetzall
Karen Fields, MD
James Fiorica, MD
Penny Fisher
Mary Kay Foody
Leslie Garone
Karen Gildemeyer
Myrna Gillespie
Rosemary Giuliano
Rosemarie Glorch
Charles Gordon, MD
Harvey Greenberg, MD
& Staff
Edward Grendys, MD
Itai Gwede
Rosemary Harris
Debbie Hawkins
Mary Heise
Karen Henderson
Laurie Hendrix
David Holcomb
Kathy Hooper
John Horton, MB, ChB
Barb Huber
Lorraine Hutson
Infusion Center
Lauren Jeffery
Nancy Johnson
Richard Karl, MD
Douglas Klotch, MD
Ellen Kokott
Margery Krawczyk
Kathy Kuzmick
Meg Kuznicki
Rita Ladd
G. Douglas Letson, MD
Michelle Levinson
Emmanuella Louis
Jorge Marcet, MD
Jennifer Marino
Mary Jane Marsh
Carol McKee
Judi McMullen
Linda Melchor

Marcia Miller, MD
Samir Mina
Terry Mitchell
Claire Modarelli
Donita Munroe
Ellen Murphy
Linda Murphy
Charles Olivera, MD
Mary Ostien
Ann Ostrenga
Lisa Owens
PACU Staff
Kathleen Paolucci
Therese Payton
Kelly Philipps
Surasak Phuphanich, MD
& Staff
Lynn Piazza
Christine Picarelli
Lori Piper
Rhonda Potts
Julio Pow-Sang, MD
Dianne Preksto
Radiation Therapy
Radiology Department
Douglas Reintgen, MD
Lois Rendina
Greg Reynolds
Lary Robinson, MD
& Staff
Wayne Robinson
Mark W. Rolfe, MD

Jolene Rowe
Larry Roy
John C. Ruckdeschel, MD
Barbara Sawyer
Nancy Schuble
SCU
John Seigne, MD
Annie Sheridan
Lisa Silverman
Julie Silvey
William Smith
Barbara Soltau
E. Eric Sommers, MD
Melissa Stone
Maggie Tabano
Eugene Terkoski
George Toran
Elizabeth Trowbridge
Andy Trotti, MD & Staff
Linda Valachovic-Rice
Nicholas Vanacore
Henry Wagner, Jr., MD
Randall Weisman, MD
Karen Wells, MD
J. Dean White
Regina White
Charles Williams, MD
Women's Diagnostic
Clinic
Kandra Yent
Marion Yongue
Regan Zayas

MoffittConnections

CONNECTIONS, a newsletter for the employees, faculty and volunteers of Moffitt Cancer Center, is published by the department of Public Relations & Marketing.

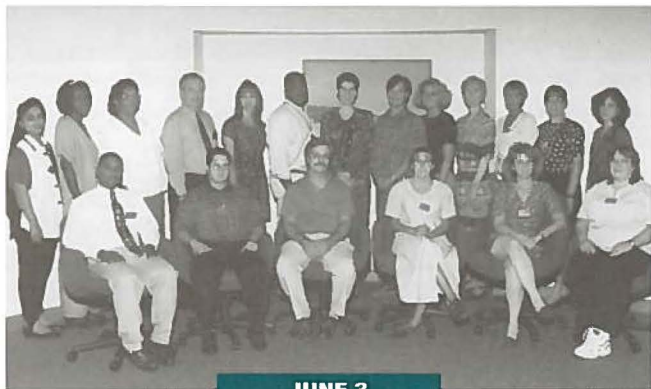
Editor: Holly Kickliter
Contributors: Andrea Alford,
Mary Coffeen, Michael Honey,
Cliff McBride and Thane Smith





Welcome

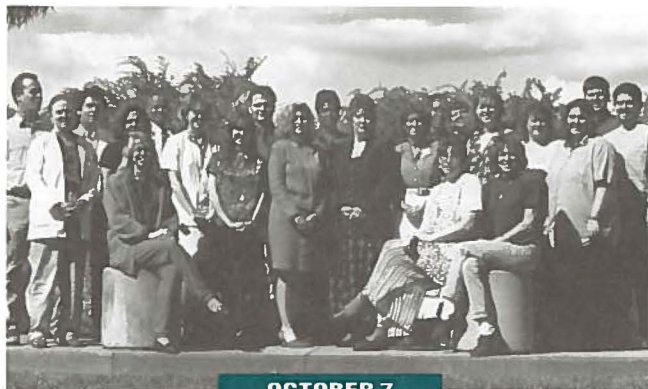
NEW MOFFITT STAFF



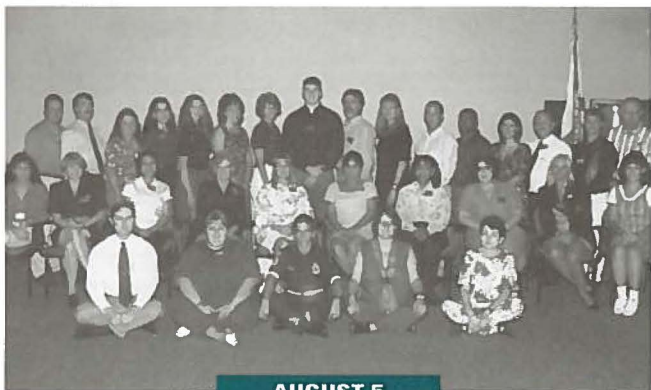
JUNE 3



SEPTEMBER 3



OCTOBER 7



AUGUST 5



OCTOBER 7

MoffittConnections



H. LEE MOFFITT
CANCER CENTER
& RESEARCH INSTITUTE
At the University of South Florida

12902 Magnolia Drive
Tampa, Florida 33612-9497

NON-PROFIT ORG.
U.S. POSTAGE
PAID
TAMPA, FLORIDA
PERMIT NO. 2849