



GUNNISON VALLEY HEALTH

Strategic plan for cancer care services

- Incorporate strategic planning for women's care services and breast care at GVH

2018 – 2020 planning

VISION: To become the best small/rural hospital in the United States for breast care and cancer care services.

MISSION: To provide innovative, best practices healthcare at Gunnison Valley Health utilizing state of the art equipment and technology; highly skilled staff; and incorporating all departments that can affect outcomes and improve the patient experience.

Objective #1 – Develop marketing around GVH and Tough Enough to Wear Pink partnership.

- Kylie Murgatroyd, director of marketing, will coordinate a comprehensive marketing plan
- Identify, develop marketing plan for marketing opportunities via multimedia options.
- Develop and provide new patient binders by July 2018
- Promote via the health and wellness fairs held twice a year in Gunnison and Crested Butte

Objective #2 – Explore the feasibility of GVH adding a breast coil for MRI imaging.

- Evaluate the available technology and its compatibility with our current equipment
- Consider implications for appropriate staff to maintain ongoing competency
- Complete a feasibility study by October 2018 consistent with the GVH budget cycle

Pricing: Approximately \$100,000 – equipment only

Objective #3 – Genetic counseling services are currently in place through Christine Barth, genetic counselor. A 2nd genetic counselor will be evaluated as an opportunity to expand the service.



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Objective #4 – A program be put in place to advise patients regarding their breast density results.

Cost: TBD

Objective #5 – Evaluate the opportunities to provide stereotactic equipment compatible with the Hologic equipment.

Cost: TBD

Objective #6 – Participate on a Tumor Board to collaborate on diagnosis and best treatment for cancer and breast cancer patients.

- Involves GVH staff from Hematology, Oncology, Nursing, Surgery and Imaging.
- Continue exploring possibilities with UC Health or other facilities to participate in a collaborative tumor board.

Objective #7 – Develop the physical therapy rehabilitation program for oncology patients to provide earlier intervention.

- Evaluate the opportunity for rehabilitative preoperative screening program
- Identify opportunities for earlier intervention, e.g. lymphedema

Objective #8 – Enhance the current integrative therapy program to offer a set of services to oncology patients.

- Massage therapy, nutrition services, ortho-bionomy, mindfulness, Reiki therapy

Cost: \$25,000

Objective #9 – Continue to monitor technology demonstrating results that should be considered to support the GVH cancer program.

- Utilize Cancer Steering Committee to monitor

Objective #10 – Collaborate with TETWP, Living Journeys, Wellbeing Connection and GVH to offer quarterly educational events for the community around Women’s Care, Breast Cancer, and preventative healthcare.

Cost: \$5,000



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Objective #11 – Explore options for extended stays for radiation patients in Montrose, in collaboration with Montrose Memorial.

- Continue working with Living Journeys and TETWP to offer transportation support while this option is reviewed.

Objective #12 – Develop behavioral health services as a support to cancer patients in Crested Butte.

- Develop integrated behavioral health/primary care model with Dr. Eric Thorson
- Renovate space in the Ore Bucket Building to provide behavioral health services that complement the primary care practice

Renovation Cost: \$75,000

Personnel: \$50,000

Objective #13 – Evaluate the opportunity to provide mobile PET/CT scanning.

Cost: TBD

Objective #14 – Evaluate the value/cost associated with the medical reporting software system for breast cancer.

Cost: \$30,000

Objective #15 – Collaborate with Living Journeys to provide cancer support groups by using available resources.

Objective #16 – Evaluate the value and cost associated with an oncology pharmacist.

Objective #17 – Evaluate the opportunity to provide Cryo caps for chemotherapy patients.

Objective #18 – Evaluate the feasibility of providing a nuclear medicine service

- As part of this feasibility, consider the alternative of new magnesium seeds as Sentinel node markers to surgically treat breast cancer.

Objective #19 – GVH will prepare and become accredited through the American College of Surgeons Commission on Cancer (COC) by December 2019.



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Objective #20 – GVH will review the opportunities to provide intraoperative radiation therapy options for breast care.

- Work with Dr. Timothy to review potential options and feasibility of the service.

Objective #21 – Continue to evaluate the feasibility of radiation therapy with local and regional partners along with a cancer center.

- GVH master planning to be completed 7/2019

Strategic Items Completed

Objective #1 – Establish a Patient Navigator for Oncology Patients.

Pricing: Approximately \$30,000

Objective #2 - Develop support services for cancer patients through GVH Palliative Care.

- Work with Pam Brunsell, Director of Home Health and Hospice for a list of available services, to be offered to new patients, and for billing information.

Pricing: TBD

Objective #5 - Strengthen the Cancer Steering Committee at GVH to provide input regarding equipment purchases, staffing and programming, to insure consistency with the vision, mission and goals at GVH and of this plan.

- The Cancer Steering Committee, a multi-disciplinary committee, meets monthly to evaluate progress and services, in accordance with the Strategic Plan.

Pricing: GVH



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Objective #6 – Evaluate feasibility of 3D tomosynthesis for imaging modalities, especially for patients with dense breasts.

- Explore possibility and benefit of 3D Tomosynthesis

Pricing: approximately \$503,000 (hologic price for equipment only)

Objective #8 - GVH will develop core group of oncologists to serve its patients.

- GVH is exploring three options: a relationship with UC Health (telemedicine), a visiting oncology program and hiring an onsite oncologist.
- GVH is evaluating the best option for our patient needs, with input from our surgical and oncology services.

Pricing: GVH
benefits

Locums approx. \$60,000/yr FT minimum \$400,000+

Objective #9 – GVH will develop core imaging programs to serve our patients, with a skill set for women’s care and breast care.

- GVH is exploring two options: hiring an onsite radiologist and a relationship with a radiology company that would provide and on site radiologist.
- GVH is evaluating the best option for our patient needs.

Pricing: GVH

Objective #10- Strengthen genetic counseling services for breast cancer patients.

- GVH is offering genetic counseling services to patients, through telemedicine, under Dr. Timothy’s direction.
- Review and remedy connectivity issues.
- Evaluate equipment and space needs for telehealth



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Pricing: IT: 10,000 + 300.00-1000.00/month

Objective #11 – Identify objective breast density software appropriate for our services.

- Volpara (icad) program becomes obsolete with 3D Tomo.
- Radiologists identifies stages and will evaluate the need for this additional software.

Pricing: TBD

Objective #12 – Obtain vacuum assisted device/stereo equipment to allow us to perform ultrasound guided biopsies and stereotactic biopsies at Gunnison Valley Health and prevent patients having to travel to other healthcare center for these services.

- Have obtained both devices.
- Develop internal, radiology and tech support.
- Evaluate best service

Pricing: Vacuum - \$28,475.00 Stereotactic - \$145,113.00 70,000 dedicated from TEWTP/2015

Objective #13 – Obtain necessary equipment to perform sentinel node biopsies (hot lab).

- Have obtained probe, and hot lab for Nuclear Regulatory Commission (NRC) licensure.
- Evaluate more efficient system for coordination of services for sentinel node.
- Evaluate options to provide man power and execution.

Pricing: Probe - \$15-20,000.00 Hot Lab - \$30,000.00 \$20,000/yr additional support

Objective #15 - Secure support for STAR Program Certification.

- Requires certification of and collaboration among Oncology, Rehabilitation, Nursing, Physicians and Administration
- Establishes a patient baseline upon diagnosis



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- Program has met satisfied requirements to launch August 1, 2016

Pricing: \$20,000 pd for year 1.

Balance needed for year 2 and 3: \$40,000

Objective #16 – Establish an integrated therapy program at GVH.

- Collaborate with the “Wellbeing Connection” and other local providers in the Gunnison Valley to provide alternative, integrated therapies to patients upon the recommendation or approval of physicians and caregivers.
- GVH will double the pre-surgical massage visits, that it offers in 2017.
- Continue exploring options for appropriate space needs.

Pricing: 30.00/visit/\$7500 per year. \$12,000/yr for pre-surgical massage will increase to \$24,000/yr
\$15,000 for program development

Objective #18 – Collaborate with TETWP, Living Journeys, Wellbeing Connection and GVH to offer quarterly educational events for the community around Women’s Care, Breast Cancer, and preventative healthcare.

Pricing: \$3000.00 GVH event

Objective #21 – Explore opportunities for aesthetics for cancer patients, including reconstructive surgery.

Pricing: TBD

Objective #22 – Establish Behavioral Health as support service for cancer patients.

- Develop and coordinate programming with the Center for Mental Health.

Pricing: \$ 35,000