2015 Annual Report
Philanthropy plays an integral role in the full continuum of care provided by the dedicated team at John Stoddard Cancer Center. In 2014, John Stoddard Cancer Center received $1,784,557.83 in gifts from individuals, foundations and organizations. This support helps to make possible the programs that are provided free to patients and not reimbursed through insurance. Some of those programs include the Oncology Nurse Navigator Program, the Stoddard Compassion Fund, the What’s On Your Mind? Program, the Adolescent & Young Adult (AYA) Cancer Program, and the Survivorship Program.

### 2014 CHARITABLE CONTRIBUTIONS

<table>
<thead>
<tr>
<th>Foundations and Organizations</th>
<th>$320,957.84</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals</td>
<td>$1,563,599.99</td>
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### Cancer Committee Members

- **Dianne Alber**, Psychology
- **Dwight Deacon**, Oncology Social Worker
- **Steven Elg**, MD, Gynecology
- **Jan Freese**, Clinical Outcomes
- **Kathleen Hansen**, MD, Pathology/Physician Liaison
- **Steve Heddinger**, MD, Medical Oncology/Committee Chair
- **Caleb Hug**, UnityPoint Health Foundation
- **Anna Huan**, Genetics
- **Liddy Hora**, American Cancer Society
- **Rachael Johnson**, RN, Adolescent Oncology Inpatient Unit
- **Dan Killam**, MD, Surgery
- **Greta Lange**, Dentist
- **Gina Mandernach**, RN, Oncology Community Outreach
- **John Meuler**, Oncology Registry & Statistics
- **Cristina Nelson**, Public Relations
- **Andrew Nihl**, MD, Interventional Radiology/Medical Director
- **Dave Nordstrom**, MD, Palliative Medicine
- **Stephanie Picken**, RN, Oncology Research Coordinator
- **Jay Rosenberger**, DO, Internal Medicine
- **John Truanaylo**, MD, Radiation Oncology
- **Irene Wilson**, Secretary
- **Jennifer Win**, RN, Oncology Nurse Navigator
- **Wendy Woods-Swafford**, MD, Pediatric Oncology
- **Sarah Zeidler**, Executive Director

### Specialty Services

Cancer is not an easy journey, but at John Stoddard Cancer Center, we are committed to making sure you have the services available to help make that journey as easy and positive as possible. We offer many specialty services to patients and their families, including:

- Adolescent and Young Adult Program (AYA)
- Case Management
- Chaplains
- Child Life Specialists
- Clinical Trials
- Counseling Services
- Education and Outreach
- Genetic Counseling/Testing
- Home Care
- Hospice
- Look Good..Feel Better
- Lymphedema Clinic
- Multidisciplinary Programs
- Nutrition Services
- Oncology Nurse Navigators
- Oncology Pharmacists
- Palliative Care
- Patient Education Classes
- Social Workers
- Support Groups
- Survivorship Program

For more information on John Stoddard Cancer Center Specialty Services, visit johnstoddardcancer.org or call (315) 241-3343.

Philanthropy at John Stoddard Cancer Center

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It’s Your Skin Iowa
Skin Cancer Awareness Project for Teens

Malignant melanoma, the most deadly form of skin cancer, is increasingly common among young people, largely due to an increase in sun and tanning bed exposure. Participation in the skin抗癌 project begins at the age of 5, increases the risk of melanoma by 75%. The risk is even higher when used before age 5. Skin damage done in younger years cannot be reversed and can have devastating effects. This is why John Stoddard Cancer Center has made a mission to educate and create awareness regarding this dangerous trend.

Iowa Melanoma Facts:
- From 1973-2011 there was a 384% increase of new melanoma cases
- There was an estimated 840 new melanoma cases in 2014
- It is estimated that 2% of adults aged 18-24 experienced a sunburn

In 2014-2015, John Stoddard Cancer Center, Mercy Cancer Center, the American Cancer Society, and the Iowa Cancer Consortium started a partnership to offer free skin cancer screenings to the public. The two main goals of this initiative are to educate high school students on the dangers of indoor and outdoor tanning and It’s Your Skin Iowa, a high school student competition.

Two Contests, Fabulous Prizes!
1. The participating school with the most students who pledge not to tan per total student body wins a $100 Amazon gift card and a chance to win a surprise party or whatever the school’s administration sees fit.
2. The winner of an Instagram photo contest wins a $100 Amazon gift card.

For more information visit www.itsyourskiniowa.org or email Rachelle.Dow@unipoint.org

Skin cancer is – by far – the most common of all types of cancer in Iowa and across the U.S. The good news is that most cases of skin cancer can be prevented.

Melanoma is the least common, but the most deadly form of skin cancer. It accounts for less than 1% of all skin cancer cases, yet accounts for the vast majority of skin cancer deaths. Fortunately, melanoma is highly curable if detected in its earliest stages and treated properly.

Why are melanoma rates increasing?
A large number of melanomas (85-95%) are attributable to exposure to ultraviolet (UV) light from either the sun or artificial sources such as tanning beds.

Early Detection
The best way to detect skin cancer early is to recognize changes in skin growths, including the appearance of new or unusual moles and changes in skin growths. Adults should periodically examine their skin for changes in skin growths, including the appearance of new or unusual moles and changes in skin growths. Adults should periodically examine their skin for changes in skin growths, including the appearance of new or unusual moles and changes in skin growths. Adults should periodically examine their skin for changes in skin growths, including the appearance of new or unusual moles and changes in skin growths. Adults should periodically examine their skin for changes in skin growths, including the appearance of new or unusual moles and changes in skin growths. Adults should periodically examine their skin for changes in skin growths, including the appearance of new or unusual moles and changes in skin growths.

It’s Your Skin Iowa Skin Cancer Awareness Project for Teens

• The Adolescent and Young Adult (AYA) Cancer Program, which is the first of its kind in Iowa. This innovative program is designed to better address the unique needs of adolescent and young adult cancer patients and improve their survival rates.
• The Compassion Fund provides additional support to patients and families beyond what the hospital is able to provide. This assistance is based on financial need and is designed to respond to the unique medical needs of patients and their families.
• The Oncology Arts in Healing program which introduces and incorporates yoga, art and music into the healing environment of John Stoddard Cancer Center.

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Who are the Adolescent and Young Adult (AYA) Oncology Patients and why are they unique?
Written by Andrew Nish, MD, and Wendy Woods-Swafford, MD

• Young adults are more likely than either younger children or older adults to develop cancer than those < 15 years.
• Cancer is the leading cause of disease-related death in this age group; only accidents, suicide, and homicide claim more lives than cancer.
• Nationally, this patient population has not experienced the improvement in survival that has been demonstrated in younger children and senior adults, and the incidence of cancer in this age group is steadily increasing.

The lack of progress in this age group can be attributed to poor participation in prevention activities and late identification of cancer.

Who are the Adolescent and Young Adult (AYA) Oncology Patients and why are they unique?

• Adolescents and young adults aged 15-39 are six times more likely to develop cancer than those < 15 years.
• Nationally, this patient population has not experienced the improvement in survival that has been demonstrated in younger children and senior adults, and the incidence of cancer in this age group is steadily increasing.
• Young adults are more likely than either younger children or older adults to be diagnosed with certain cancers, such as Hodgkin lymphoma, melanoma, brain, testicular cancer, thyroid cancer, and sarcomas.

The John Stoddard Cancer Center and Blank Children’s Hospital AYA Oncology Program emerged in response to the unique needs of cancer patients between the ages of 15-35. Although the program was recently launched in August 2013, it continues to grow in the breadth of patients served as well as the depth of services provided.

It is recognized and appreciated that many AYAs with cancer lack a “home” in both healthcare and research. As an NCI Community Oncology Research Program serving both pediatric and adult oncology patients, the program is uniquely positioned to collaboratively improve clinical trial enrollment, biologic specimen banking, and survivorship care.

The program focuses on early identification of the AYA patient in their cancer diagnosis allowing access to collaborative treatment between adult and pediatric oncologists. It also allows access to a wide range of support services including psychosocial support, financial counseling support, fertility, education, transportation issues and family issues. As of October 2015, the program has enrolled 93 patients.

The John Stoddard Cancer Center and Blank Children’s Hospital AYA program continues to increase community and physician awareness of cancer in this age group, educate the AYA population on cancer risks and prevention, including the risks of tanning, smoking, poor nutritional habits and the importance of vaccinations (including the HPV vaccine for cancer prevention), and most importantly to improve the overall care of the AYA patients through advocacy and care coordination. The ultimate goal of the AYA program is to improve cancer survival in this age group.

Highlights of AYA program
• Hired a Program Coordinator to facilitate enrollment, connect patients to necessary resources, and continue institutional and community education
• Formed Patient Advisory Council
• Created a referral process for fertility preservation
• Formed support group
• Created a needs assessment to drive individual care
• Established connections with other AYA programs
• Facilitated outreach and education on incidence and prevalence of AYA cancers
• Facilitated outreach and education on preventable AYA cancers
• Jr/Your Skin Iowa Project
• Partnering with other agencies to pass the under 18 tanning ban at the capitol
• Symptom awareness as AYA events
• HPV awareness
• Partnered with American Cancer Society to start Look Good Feel Better Program for Teens

To learn more about the program, please contact Rachel Dow at (515)241-4251, Rachel.Dow@unitypoint.org

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John Stoddard Cancer Center in top 15 percent of cancer programs in the nation

John Stoddard Cancer Center was one of 74 cancer centers throughout the United States to achieve this award in 2013.

John Stoddard Cancer Center, part of UnityPoint Health – Des Moines, has received the 2013 Outstanding Achievement Award from the Commission on Cancer. John Stoddard Cancer Center is the only facility in Iowa to be recognized with the award, which is designed to recognize programs that strive for excellence in providing quality care to cancer patients. Only those facilities earning a Commendation level based on their onsite evaluation were eligible for the premier distinction.

The seven standards that form the basis of the Outstanding Achievement Award criteria are drawn from the following six areas of program activity:

- cancer committee leadership
- cancer data management
- clinical management
- clinical research
- community outreach
- quality improvement

For more information about the programs and services of John Stoddard Cancer Center, visit JohnStoddardCancer.org

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Rachel Dow
Andrew Nish, MD
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Christopher Rokes, MD
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