Stopping cancer in its tracks
While it’s true there is a great deal of disheartening news in the media lately, if you need inspiration, you need look no further than Palmetto Health. Thanks to your generosity, several critical initiatives have been launched or expanded in the past year, and we are grateful for your support.

Our cover story, for example, shares the critical impact of cancer genetic counseling for those with family history. Armed with information and support, they can have a better chance of a healthy, long life. Donor support is an essential driver of the sustainability of this program.

Also in this issue, you will learn more about programs at Children’s Hospital for Child Abuse Medical Assessment, Pediatric Palliative Care and a new playground for respite and healing. All of these are important to the health and well being of our youngest patients and their families, and all are programs you have helped set in motion.

The same is true for the SimCoach™, our mobile simulation laboratory, which is serving communities across the state. Private donations, including yours, helped get this unit on the road to help rural communities and hospitals train their health care professionals.

Read more about these efforts and you will be truly inspired. It’s amazing to learn all that goes on at Palmetto Health, and you should feel proud of making it happen. You are helping bring the highest quality health care to our community.

With warmest regards,

Samuel J. Tenenbaum
President

Your genetic status—a powerful weapon for prevention
by Janice Edwards, MS, CGC, Director of the Palmetto Health-USC Medical Group’s Genetic Counseling Program

Any one of us could be diagnosed with cancer; we all know that. But did you know that 5 to 10 percent of cancers are hereditary? Some of us have an inherited genetic change that creates a higher susceptibility for cancer—sometimes as high as 50, 80 or even 100 percent chance of getting cancer, often at very young ages.

We are so proud that Palmetto Health and the University of South Carolina have a longstanding partnership in the prevention of hereditary cancer. Twenty years ago, we offered our first genetic test for inherited cancer susceptibility, and since then, we’ve impacted thousands in our community. Today, the genetic counselors of the Palmetto Health-USC Medical Group refer more than 500 new families a year from physicians in the Midlands; yet, we know this is just the tip of the iceberg for those who might be able to protect their family from hereditary cancer.

Knowledge is power. For some families, knowing your genetic status is a powerful weapon for prevention. Cancer genetic counseling focuses on the family history to determine the chance of inherited susceptibility. Your physician can determine if your history meets the criteria for a referral to genetic counseling.

Unfortunately, genetic counselors can only bill for a brief consultation, even though we often devote hours both with the patient and behind the scenes. Thankfully, with appropriate referrals, most insurance companies cover much of the cost of the testing itself. Cancer genetic counseling is invaluable, yet not sustainable without donor dollars. Community support is needed to help us expand our cancer genetic counseling program and stop more family histories of cancer from repeating themselves.
by Courtney Truluck

This is my story. Really, it’s my mom’s story, my grandmother’s story, my great-grandmother’s story and so on. After many years of silence, it is time to open the door to you, as it was opened for me years ago.

We seem to be living in a time of numbers—poll numbers, Olympic numbers and so many more “numbers.” Here are some numbers that are significant in my life.

42. 50. 55. 22. 42.
42. The age my great-grandmother, Ida, died of breast cancer.
50. The age my grandmother, Virginia, died of breast cancer.
55. The age my mother, Becky Johnson, died of ovarian cancer.

22. The age I found out I had an inherited change in my BRCA gene and was headed towards the same fate; however, I chose to let this information empower me and my future, not hold me silently captive. Even at the age of 22, I knew the answers to the difficult decisions I would eventually have to make. So at the age of 36, after having my family, I had a complete hysterectomy. At age 37, I had a prophylactic double mastectomy. I had to make these difficult decisions so I could put an end to the women in my history leaving too early. No more! Not me!

42. Back to 42. Today, at 42, I am blessed and proud to shine a light on the valuable gift genetic counseling has given me. I can look at my beautiful children and wonderful husband and promise them that I have done all I can with this information and will be here longer than the beautiful women in my history.

With my mom’s courage to be the first cancer patient screened in 1996 and the knowledge and compassion of the genetic counselors, her legacy not only helps my children’s future but also the future of so many families affected by this inherited cancer risk.

They say, “Knowledge is power.”
What is your power?
Learn. Give. Save.

Empowered by the genetic counseling she received from (what is now) the Palmetto Health-USC Medical Group, Courtney took action that has likely changed the trajectory of her life. By growing this program, we can create more stories like Courtney’s and perhaps spare some families the devastation of losing a loved one to cancer all too soon. That’s why The Atrium Society and The Cavalry, annual giving societies of Palmetto Health Foundation, have chosen the Cancer Genetic Counseling program as a current funding focus and are leading the charge to raise $40,000 in operational support for this program.

The Atrium Society, chaired by Sharleen Craig, is comprised of individuals and couples who give $1,000 annually to support Palmetto Health Cancer Centers. The Cavalry, a new young leaders group chaired by Charles Vernon, is comprised of individuals and couples under age 40 who give $500 annually. To make a donation or a membership-level gift to either group, contact Anna Saunders at Palmetto Health Foundation. 803-434-2830 or Anna.Saunders@PalmettoHealth.org.

You can stop cancer from repeating itself

At Palmetto Health Cancer Centers, genetic counseling is available for patients with questions about their personal risk of hereditary cancer.

The following personal or family history suggests the possibility of hereditary cancer:

- Breast cancer, less than 50 years of age
- Male with breast cancer
- Ovarian cancer
- Colorectal cancer, less than 50 years of age
- Endometrial cancer, less than 50 years of age
- Two or more melanomas
- Multiple primary cancers
- 10 or more colon polyps (adenomas)
- Two or more family members with the above
- Relative with known genetic risk factor
- Concerns about your family history of cancer

If you are concerned, ask your physician if you should be referred to Palmetto Health Cancer Centers. For more information, call 803-545-5775.
Palmetto Health team members pay it forward through Miracle Team

Each year, Palmetto Health team members are asked to give back to Palmetto Health through the Miracle Team campaign. Time and time again, team members have selflessly given back to their place of work. This speaks volumes about their commitment, loyalty and love for Palmetto Health. Many have seen the impact of their support first-hand, whether it’s new technology for their department or a co-worker who has been helped through a personal crisis with support from the employee benevolence fund. This year, thousands of team members donated more than $536,000 through Miracle Team.

“I see each year how this campaign touches the heart of employees at every level,” said Carole Howell, Miracle Team committee member and manager of Volunteer Services at Palmetto Health Baptist Parkridge.

Children’s Hospital playground planning in full swing

With a lead gift from White Cloud and additional donor support through the B106.7FM Children’s Hospital Radiothon, Palmetto Health Children’s Hospital is in full swing planning an outdoor play space for patients and their families. The playground will feature specially-designed equipment and interactive outdoor areas that will promote healing and fun. For the latest, visit the Special Projects page at PalmettoHealthFoundation.org .

To learn more about how you can support the Children’s Hospital playground, contact Diane Junis at Palmetto Health Foundation. Diane.Junis@PalmettoHealth.org or 803-434-2832.

Grateful Patient: Grace Norris

In early 2013, 95-year-old Grace P. Norris came to the Advanced Heart Health Center at Palmetto Health Heart Hospital to determine why she was constantly short of breath and fatigued. Born in 1918 to a farming family in rural Lexington County, South Carolina, Grace is one of 11 children. From packing parachutes in WWII to working as a cashier in a dry cleaning service, Grace was known for her work ethic, active life and strong character. Unfortunately, her symptoms were affecting the quality of her life and she was unable to do many of the things she loved.

The physicians and nurses in the Advanced Heart Health Center quickly diagnosed severe aortic stenosis as the cause of Grace’s distress. It was determined that a Transcatheter Aortic Valve Replacement (TAVR) was the best option to treat her condition. This minimally invasive procedure replaces the aortic valve without the need for open heart surgery. Instead, the new valve is implanted into the heart through a catheter inserted into the femoral artery of the leg.

On December 17, 2013 Grace, became the first patient at the Advanced Heart Health Center at Palmetto Health Heart Hospital to undergo a TAVR procedure. Just one week later, she walked into the clinic unassisted by her walker and reported being thoroughly delighted with the results of her implant.

As a grateful patient, Grace gave a generous gift in support of the Advanced Heart Health Center. The Patient Education Room has been named in her honor.

To support Palmetto Health Heart Hospital, contact Maria DeHart at Maria.DeHart@PalmettoHealth.org or 803-296-2175.

Benjamin Brown, a Palmetto Health Children’s Hospital patient from Orangeburg, at the playground groundbreaking. Benjamin can’t wait to see the new playground!
Because of donor support, SimCOACH™, a fully-equipped mobile simulation laboratory that extends the capabilities and reach of the Palmetto Health-University of South Carolina School of Medicine Simulation Center, has been on the road for more than two years. Through SimCOACH™, team-based medical simulation training has been available for students, nurses, resident physicians, military medical personnel and the public, many of whom would have to travel from across the state for this specialized training ranging from individual patient care to disaster response scenarios.

SimCOACH™ allows health care professionals the opportunity to practice complicated procedures and scenarios without posing a risk to a patient's health, thus reducing medical errors, saving lives and cutting health care costs.

Palmetto Health has a partnership with the South Carolina Department of Health and Human Services to provide training to all 44 birthing hospitals statewide at no charge to the hospitals. The program, Birth Outcomes Initiative (BOI), strives to reduce primary cesarean section deliveries by supporting vaginal births.

"SimCOACH™ extends the reach of simulation-based education across the state and provides much needed experience for health care providers to gain hands-on practice performing low volume, high-risk procedures in a safe environment," according to Randy Branham, director of Simulation and Clinical Skills for Palmetto Health. "Through the BOI program, participants learn to manage complications in deliveries, making South Carolina a safer place for moms and babies."

Now in the second year of BOI, Palmetto Health is evaluating program outcomes by revisiting all 44 birthing hospitals. To learn more about how you can support the Palmetto Health-University of South Carolina School of Medicine Simulation Center and SimCOACH™, contact Katherine Davis at Katherine.Davis@PalmettoHealth.org or 803-434-2826.

The reach of SimCOACH™ now expands far beyond South Carolina. Earlier this year, SimCOACH™ was featured at an international conference—the 2016 Human Patient Simulation Network Conference in Tampa, Florida. This was the first mobile simulation program to ever be featured at this type of conference. SimCOACH™ will be featured at the 2017 International Meeting for Simulation in Healthcare Conference in Orlando, Florida. At the conference, the Palmetto Health–USC School of Medicine Simulation Center staff will lead a pre-conference immersive patient simulation course that will be available to simulation practitioners from all over the world.
26th Walk for Life and new Famously Hot Pink Half Marathon

October 22  Spirit Communications Park, Columbia
For 26 years, Palmetto Health Foundation’s Walk for Life has been a movement to beat breast cancer in the Midlands of South Carolina. More than $8 million in proceeds have helped fund the latest in breast cancer prevention and treatment at Palmetto Health Breast Center.

NEW THIS YEAR!
The Famously Hot Pink Half Marathon

The half marathon route passes by the beautiful Congaree River, historic Elmwood Park, charming Riverfront Park and other hot spots of downtown Columbia before ending in Spirit Communications Park, home of Columbia Fireflies baseball. The half marathon, 5K and 10K are part of Tour de Columbia and will be administered by Strictly Running.

Proceeds from Walk for Life and the Famously Hot Pink Half Marathon will stay in our community to help purchase a 3D mammography unit at Palmetto Health Breast Center at Baptist. The new 3D unit will be used for screening and diagnostic mammograms and will improve the early detection of breast cancer. Your support also will continue to provide materials and comfort items specially designed for breast cancer—educational materials, breast bears for comfort and post-mastectomy camisoles.

Thrive! (Not Just Survive)

Beth Harris is fierce and fearless. She’s a motivator and a survivor. At 33, her life was turned upside down when she was diagnosed with breast cancer, having no family history. In the years to follow, Beth endured eight rounds of chemotherapy, 35 radiation treatments and seven surgeries. Through the hope, love and faith of her community, she had the support she needed to stand up and fight against breast cancer. Now, Beth is paying it forward and giving selflessly as a member of the 26th Walk for Life and Famously Hot Pink Half Marathon volunteer committee.

You never forget

Contributed by Emily Long, chair, Walk for Life and Famously Hot Pink Half Marathon volunteer committee

After going in for a baseline mammogram at the age of 36, I was called back for a biopsy. Less than 24 hours after the biopsy, I got the call. I was at work. You never, ever forget where you were when you first hear those three words—’You have cancer.’ That afternoon and evening are a blur. I had so many questions. So many fears. The very next morning I got a call from a nurse navigator from Palmetto Health Breast Center. It was another “you never forget” moment for me. She calmly explained what my next steps should be. She answered questions...some that I hadn’t even thought to ask. She lined up appointments.

I can’t imagine where I’d be today if it weren’t for Palmetto Health Breast Cancer Center and all the resources they had to offer. I’m honored to be the chair of this event and in a position to help the Breast Center continue to help individuals just like me.
Festival of Trees
Nov. 18-20 ● Columbia Metropolitan Convention Center
November marks the 27th Festival of Trees benefiting Palmetto Health Children’s Hospital.

Uniquely decorated trees, wreaths, tabletop trees, menorahs and other holiday gifts and services will be up for bid during a live auction and a weekend-long silent auction powered by mobile bidding. A special live fund-a-need auction on Friday will support the Pediatric Palliative Care program, provided by COMPASS (Comprehensive Pediatric and Adolescent Support Service) at Children’s Hospital. The program consists of two components, pediatrics and perinatal. The perinatal program supports expectant mothers and their families who learn their unborn baby has a life-limiting condition. Perinatal palliative care supports parents who choose to continue with their pregnancies by helping them celebrate, memorialize and honor their baby’s life before and after birth.

According to Dr. Scott Carney, medical director of COMPASS, the Pediatric Palliative Care Program at Children’s Hospital has sought, since its inception, to support and aid families during some of the most vulnerable times of their lives. Whether it’s in learning of a life changing diagnosis, coping with a transition in functional ability, navigating complex medical systems or during times of loss, the team strives to support the family and patient in any way possible.

“Through a multidisciplinary team of providers and staff, the Pediatric Palliative Care team works with families of all ages from before birth through young adulthood. Our team is given the privilege of sharing the burden of difficult decisions, life altering moments and challenging discussions with some of the most complex situations and patients within Children’s Hospital,” said Dr. Carney. “With community support, we have been able to maintain this vital service to the families of central South Carolina, and it is through philanthropy that we hope for it to grow. Through this generous support, we hope to expand our perinatal services, increase physician availability for hospitalized children and better support families in need that lack resources to support themselves during trying times.”

By becoming involved as a community partner or auction item donor, you will be making a difference in the lives of patients and families helped by Palmetto Health Children’s Hospital. Find out more at FestivalofTreesColumbia.org or contact Priscilla Young at Palmetto Health Foundation. Priscilla.Young@PalmettoHealth.org or 803-434-6021.
According to the South Carolina Department of Social Services and the South Carolina Children’s Advocacy Medical Response System, child abuse is more common than diabetes, cancer or sickle cell disease. The number one cause of maltreatment is neglect, followed by physical abuse and sexual abuse.

The University of South Carolina School of Medicine Department of Pediatrics Division of Child Abuse Pediatrics, the Department of Mental Health’s Assessment & Resource Center and Palmetto Health Children’s Hospital are committed to improving the health outcome of children accessing the medical care system in the Midlands region with a suspicion of abuse by increasing and enhancing the access to high quality and timely forensic medical evaluations.

Last year, Palmetto Health Foundation and the Foundation Board garnered more than $800,000 in community support to help Child Abuse specialists take another step towards evaluating children and helping protect them from dangerous abuse or neglect situations. As a result, an outpatient Child Abuse Medical Assessment Center opened, which increased access to specialized medical evaluations for children in the Midlands of South Carolina. The Family Services Center in the Tom Bates Day Hospital at Palmetto Health Children’s Hospital offers timely medical evaluations by trained and qualified child abuse pediatricians and advanced level providers.

“With community support through the Foundation, we have made a significant impact on the proportion of children receiving expert medical examinations in the course of their investigations for suspected abuse,” said Susan Luberoff, MD, director, Division of Child Abuse Pediatrics, Palmetto Health-USC Medical Group.

The numbers are impressive. The total, unduplicated count of children seen in the Midlands has increased from 388 in 2014 to 516 as of late July 2016. The anticipated total of children who will be seen by the end of the year is 1,035.

“Since September 2015, we have added two clinical sites — the Family Services Center in the Tom Bates Day Hospital at Palmetto Health Children’s Hospital and Dickerson Children’s Advocacy Center in Lexington County. These two sites, along with the original Assessment & Resource Center, means we are now providing outpatient medical evaluations at three locations, inpatient consultation to Children’s Hospital and consultation to Palmetto Health Children’s Hospital Emergency Department,” said Luberoff. “We also provide telephone support and consultation to all of the Palmetto Health campuses, as well as to outside Emergency Departments, law enforcement and the Department of Social Services.”

To support the Palmetto Health Child Abuse Medical Assessment Program, contact Diane Junis at Palmetto Health Foundation. Diane.Junis@PalmettoHealth.org or 803-434-2832.

Welcome new Children’s Miracle Network Hospitals partner, Costco!

Costco, a longtime retail partner of Children’s Miracle Network Hospitals, recently celebrated the grand opening of the Columbia store at 507 Piney Grove Road, in Columbia. Costco will begin supporting Palmetto Health Children’s Hospital through an in-store campaign in the coming months.

South Carolina Drug Card

Children’s Miracle Network Hospitals has announced a new partnership with South Carolina Drug Card that will enable us to help more children in our area. Each time a prescription is processed through South Carolina Drug Card, Children’s Hospital will receive a donation. South Carolina Drug Card is a statewide prescription assistance program, and all South Carolina residents are eligible to have their prescriptions processed through this Rx savings card. Find out more at SouthCarolinaDrugCard.com.

The expertise and dedication of our board members is reflected in their extraordinary contributions to Palmetto Health Foundation.

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Important Dates

26th Walk for Life and NEW Famously Hot Pink Half Marathon, 5K and 10K; benefiting Palmetto Health Breast Center
Saturday, Oct. 22
Spirit Communications Park
WalkForLifeColumbia.org
FamouslyHotPinkHalf.org

27th Festival of Trees; benefiting Palmetto Health Children’s Hospital
November 18-20
Columbia Metropolitan Convention Center
FestivalofTreesColumbia.org

Learn more about Children’s Miracle Network Hospitals corporate partners, programs and events at PalmettoHealthFoundation.org.

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For a list of Palmetto Health Foundation employees and information on fundraising events and initiatives, visit PalmettoHealthFoundation.org.

Vision: Inspiring philanthropy to advance health care in our community
Mission: Engaging community partners to enhance health care for patients and families served by Palmetto Health

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