

2016 PUBLIC OUTCOME REPORT

Esophageal Cancer Awareness Campaign

Standard 1.12

Esophageal cancer is the fastest growing cancer in the U.S. with over a 600% increase in just the three past decades. Gastroesophageal reflux disease causes chronic inflammation in the esophagus, which can lead to Barrett's esophagus, a precancerous condition that causes esophageal cancer.

Collaborating with Cuyuna Regional Medical Center in Crosby, Riverwood launched a comprehensive communitywide campaign to educate the public about gastroesophageal disease and the expert care available through the Minnesota Reflux & Heartburn Center in Aitkin and Crosby. The campaign included a strong focus on the link between untreated GERD and esophageal cancer.

Beginning in March 2016, Riverwood and Cuyuna used newspaper, radio, TV, website, Facebook and other communication channels, which included sharing personal stories from those who had successful treatment for GERD, to inform individuals of why and when they should be screened for this disease.

With an estimated attendance of 2,000, Riverwood's booth on GERD and esophageal cancer risk at the March 12-13, 2016 Aitkin Commerce Show represented a major community outreach effort. The local newspaper, *Aitkin Independent Age*, ran a full-page article outlining gastroesophageal disease, treatment solutions and the link to esophageal cancer in its Progress edition on March 9, 2016. A series of three community newsletters, *Healthy Living*, which mailed out to about 15,000 Aitkin County and Garrison/Lake Mille Lacs area residents in May, August and October, featured information on GERD and the link to esophageal cancer.

Effectiveness:

Looking at a 2-year period from fiscal year 2015 through 2016, Riverwood saw an astounding increase in Barrett's esophagus/esophageal cancer screenings. We saw a 77% increase in EGDs, an 82% increase in lower gastrointestinal funduplications, and a 391% increase in Bravo monitoring of GERD symptoms. With the addition of the Cellvizio microscopic probe to detect cancerous cells in the esophagus during EGDs in 2015, we saw a 222% increase from 2015 to 2016 in just one year; for the same period, the use of Halo/Barxx treatments increased 250%.

Cuyuna Regional Medical Center has compiled their data from January 1 to December 13 of each year, showing an increase in screenings from calendar year 2015 to 2016. This is an estimated growth based on forecasting; Endoscopy: 120%, Bravo: 71%, Tissue: 84%, Optical: stable 0%, Manometry: 48%, Nissen fundoplication/revision: 85%, Linx: 14%, Gastric Exclusion: 0%.

A series of three 2016 community health seminars called “Solutions for Reflux & Heartburn” yielded 30 self-referrals for comprehensive evaluation and treatment of GERD at Riverwood. The robust seminar attendance of 150 people is an indicator that GERD and its potential cancer risk is of huge concern to many in the communities Riverwood and Cuyuna serves.

Prevention steps:

Riverwood and Cuyuna community health seminars, newsletter articles, newspaper articles, news releases, Facebook and website posts have been effective methods for informing individuals about GERD and esophageal cancer awareness and prevention. We will continue to focus on raising awareness among our patients and the communities we serve about the esophageal cancer prevention and detection—and potentially life-saving—benefits of GERD testing and treatment.