

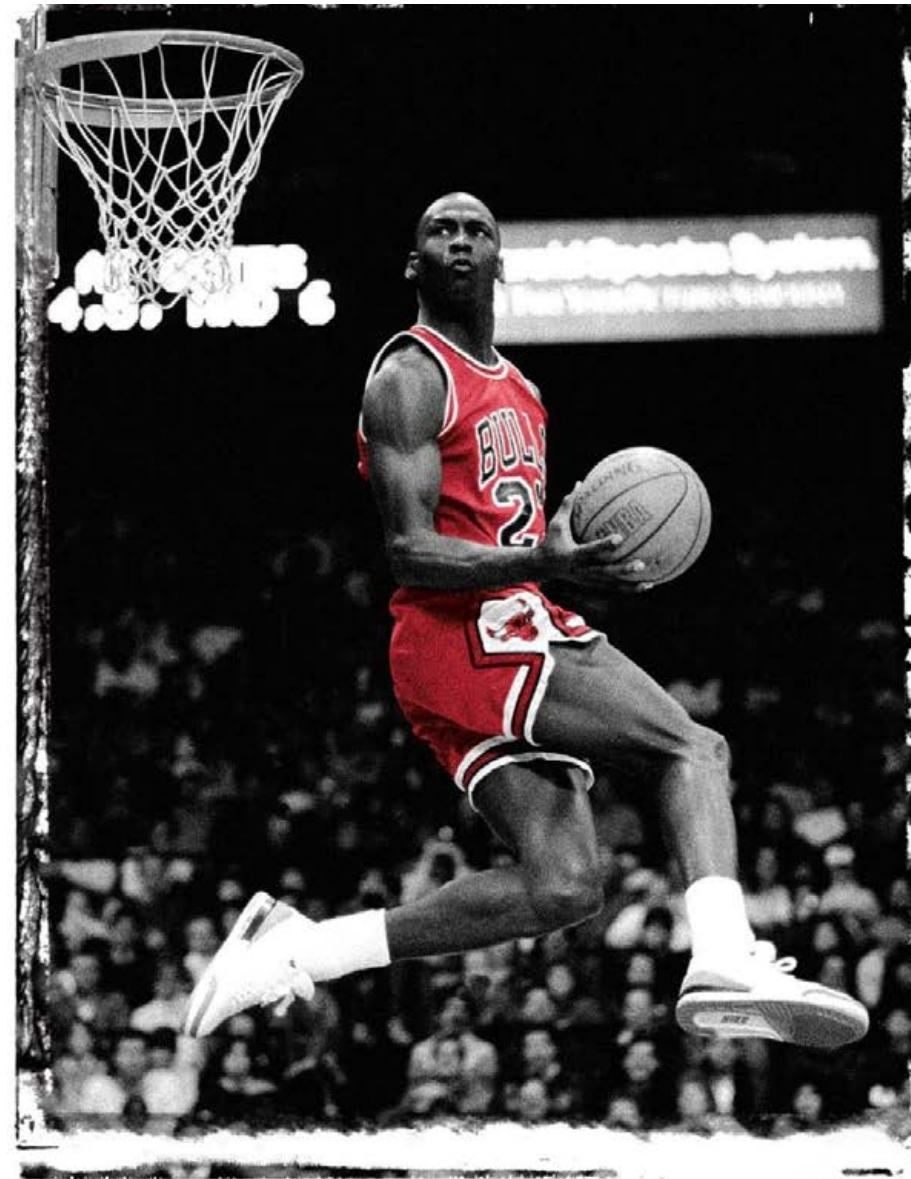
What Does It Take To Integrate a Cancer Wellness Facility Into a Cancer Center?

TW. Smith
First Health Fitness
Pinehurst, NC



Sounds Like It Would Be A Slam Dunk

Eventually it might be,
But it takes a lot of work to
Make something look like an
Easy Slam Dunk.



The Cancer Wellness Mission

To become integrated into the multidisciplinary Cancer Center as part of the treatment plan and convert these patients into members.

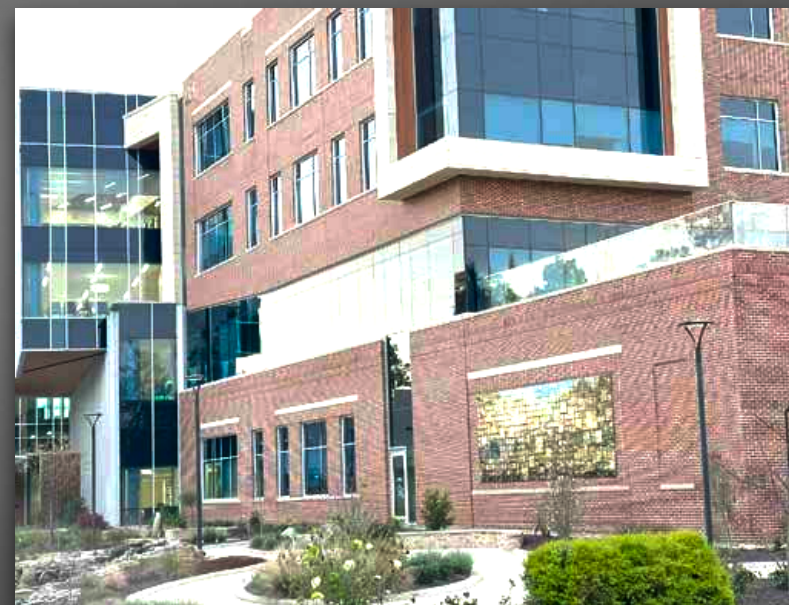
Once spread out across a campus, now under one roof. New Opportunities. New Challenges.





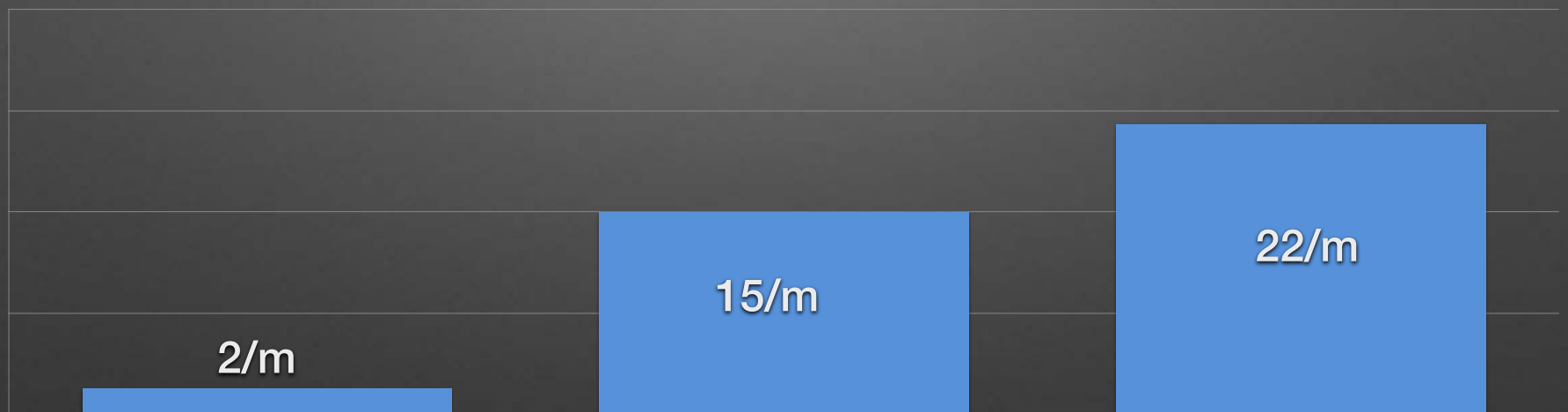
Objectives of Integration

1. Be part of the Oncology Treatment Plan and Survivorship Models
2. Identify Tools to streamline cancer patient referrals, relationships and patient status changes.
3. Take Integrational steps with Cancer Staff, administration and providers at both operational and treatment plan level.
4. Develop Performance markers, Epic (EMR) modules and reports to provide feedback to administration and providers.
5. To treat the Caregivers with as much attention and opportunity as the patients.



CW Referrals/Month

460+ Referrals Since
Opening April 2023



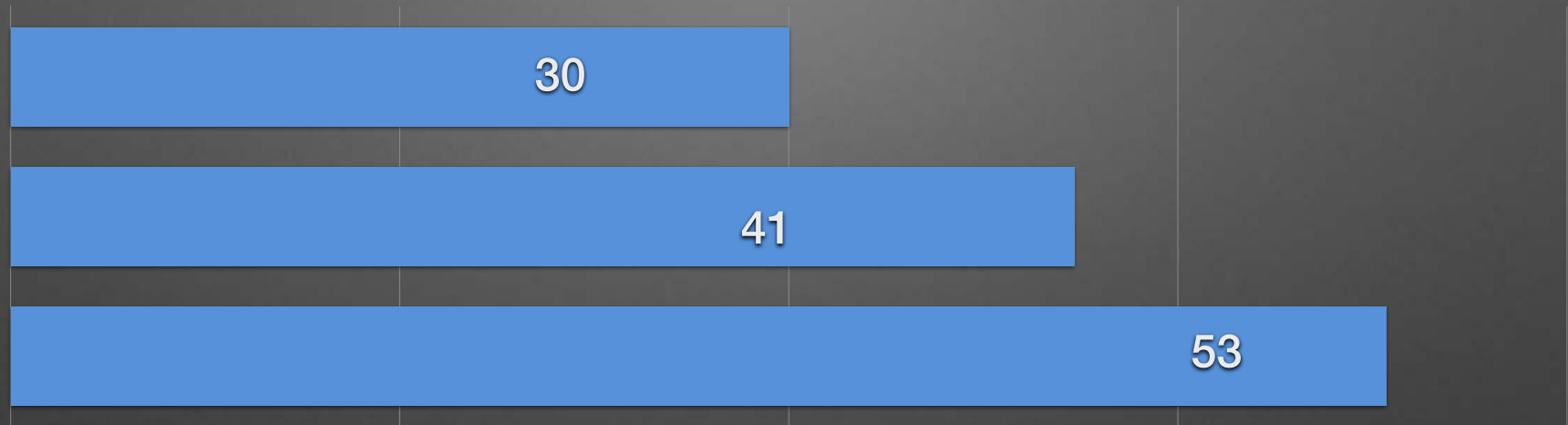
Referrals Into Engagement

	APRIL 2023	THRU	AUGUST 2025
TOTAL REFERRALS		477	
COMPLETED		311	65%
CANCELED		134	28%
NO SHOW		32	7%

Average NoShow in OutPatient is 28%

*dialoghealth.com

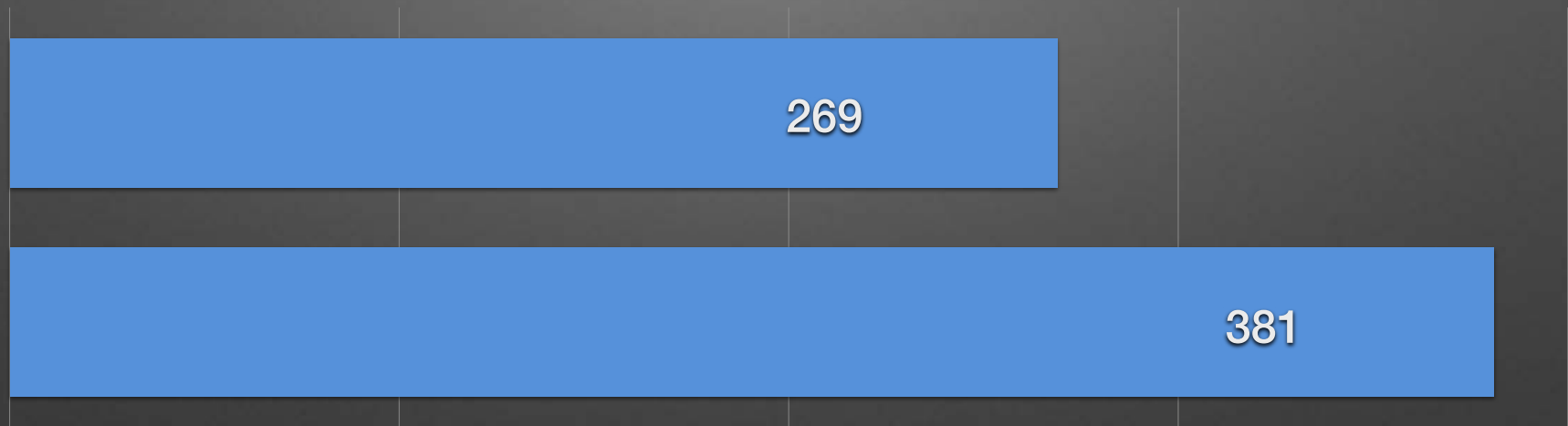
CW Membership Growth



77% Membership Increase

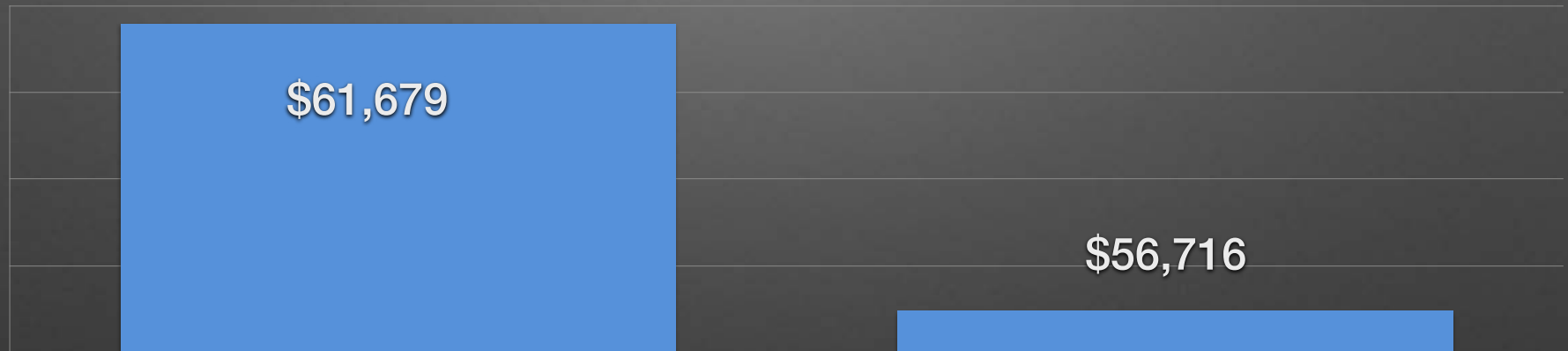
CW Membership as of July 2025

Member/months is a metric used by fitness facilities to track the total duration of active memberships over a specific period, such as a year. It provides a more accurate view of member engagement and revenue than simply counting active members at a single point in time, as it accounts for varying membership lengths.



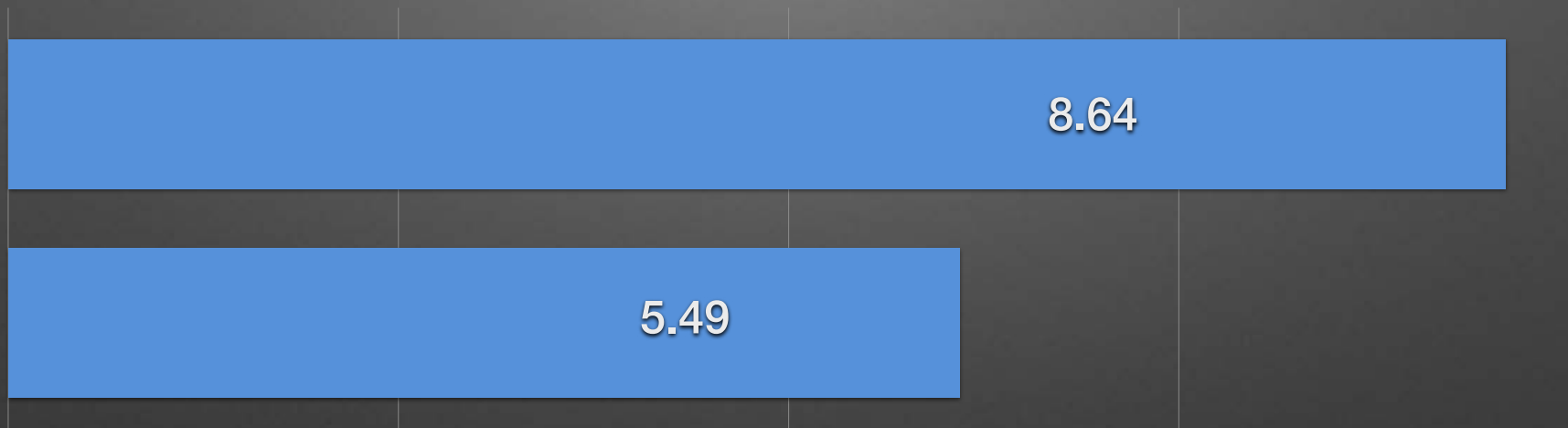
42% Increase

Labor



8% Decrease

ManHours per Stat Visit



36% Decrease

CW Visits / Month

172 to 221 v/m



nth, comfort,
s special place.
n your journey.



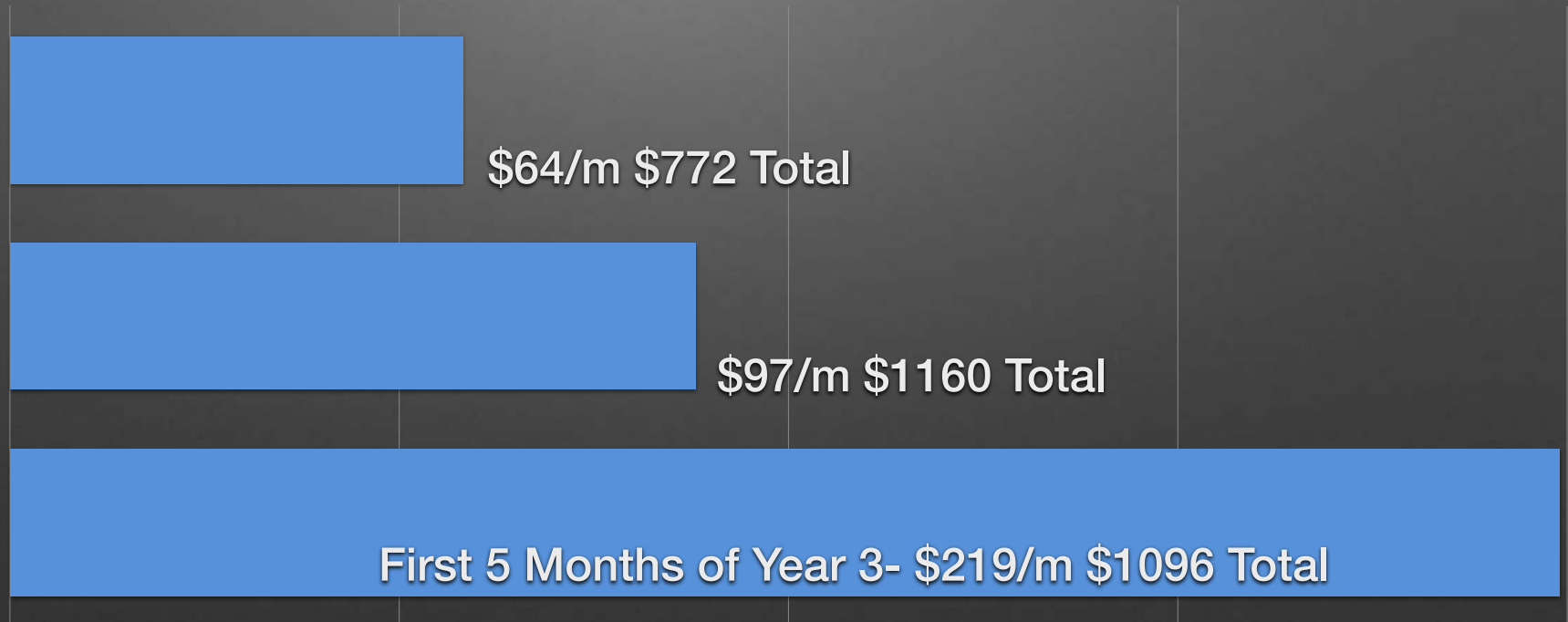
Today at the Cancer Center



For more information ask
staff/volunteers or call 715-2237



Personal Training Revenue/Month

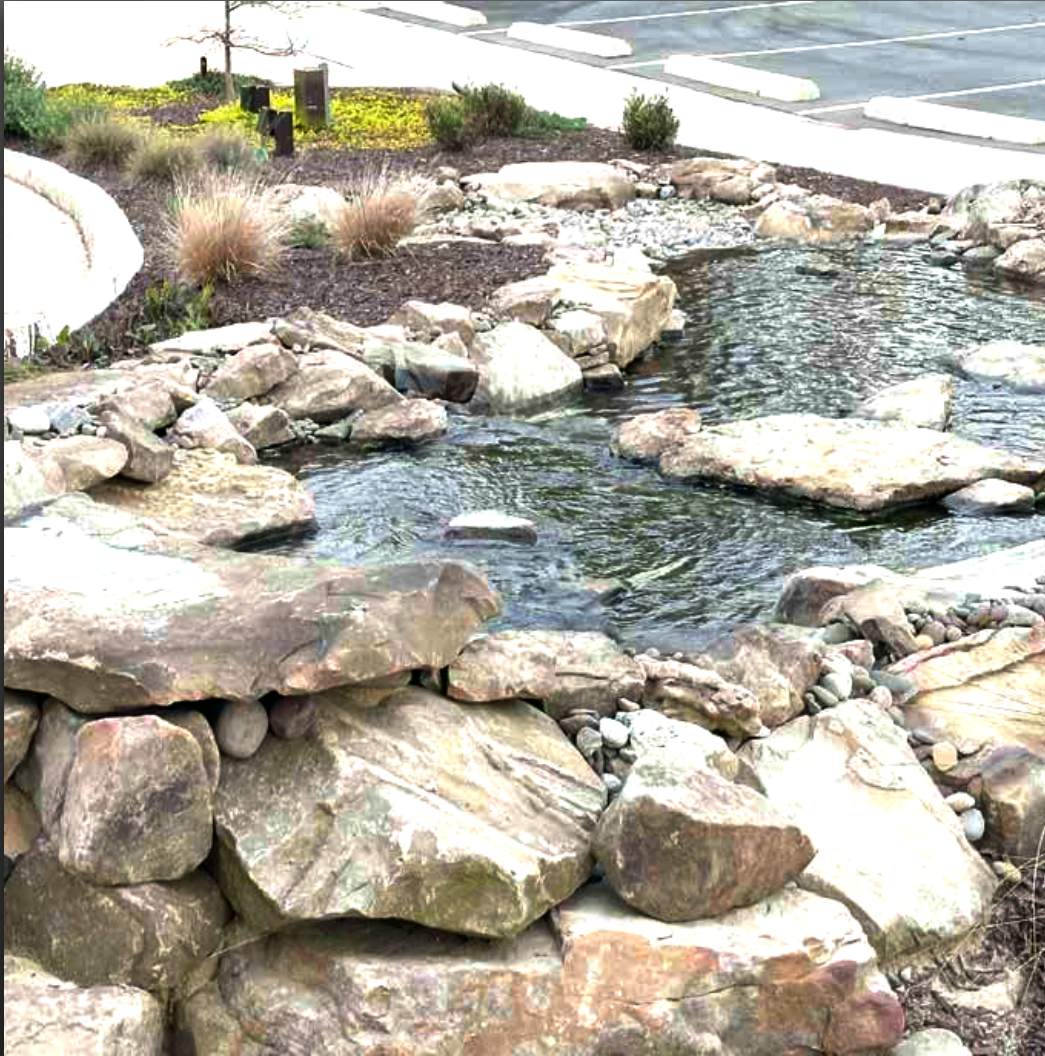


Barriers To Cross

- In a Fully Integrated Cancer Center there is so much under one roof.
- Rad Onc, Med Onc, Chemo, Surgeons, Integrative Onc, Social Workers, Financial Navigators, Nurse Navigators, Pharmacy, Pallative Care, Genetics, Clinical Trials, Admin.
- A Tour of all floors to just become aware of what services are there, who is there and where they are located.
- Identify at least one person in each department.
- Ongoing Process Through the facility and all departments because there are staff turnover every month.
- Provider Care for Cancer Patients is a very complex system.

Oncology Provider Care Complexity

- Cancer Wellness Referral For Every Cancer Patient and their CareGiver Sounds Like a Slam Dunk, Doesn't It? Not Even...
- It isn't always about the patient numbers that keep providers very busy.
- Will patient insurance cover a PET scan or a pharmaceutical? Are they eligible to participate in a trial. Where the patient lives affects if the patient can comply to treatment? Are they on oxygen?
- Can we do surgery then radiation, or switch it up. Multiple teams communicating on one patient, individually and collectively.
- Cancer Wellness can fall down the priority list because real-time oncology care is so complex.
- One provider said that he wished certain programming would be automatic so he would not have to think about it and that he would know the patient is being taken care of in auxiliary areas.





Tool 2: Build Staff Relationships

- Attending Patient Conferences
- Hurdle: Being on Top of Staff Mind
- Provide a Quiet, Escape Space with 15 min Classes - Mindful, Decompression
- Get Involved in Operations wherever we can
- Actively look to Attend Cancer Center events, and seminars
- Participating in Cancer Calls (falls, sick, emergency, manager on duty)
- Look For Opportunities to Say "Yes, we can help with that."







Caregiver Support Group

The Caregiver Support Group offers a safe place to discuss the stresses, challenges and rewards of being a caregiver, while sharing experiences and support with other caregivers.

The group is open to anyone serving as a caregiver to an adult with a serious medical condition.

Third Monday each month • 2 p.m.

Jan. 20, Feb. 17, March 17, April 21, May 19, June 16,
July 21, Aug. 18, Sept. 15, Oct. 20, Nov. 17, Dec. 15

FirstHealth Cancer Center

Fourth Floor • Room 4300

Facilitated by
Leena Rae, MSW, Palliative Care

FirstHealth

PALLIATIVE CARE

Traditional and Chair Yoga for Patients with Cancer & Their Loved Ones

Relieve stress with this 90-minute class for cancer patients and their caregivers.

Traditional Yoga - 3rd Thursday monthly at 2:30 p.m.

FirstHealth Cancer Center, 4th Floor Yoga Room

January 16	February 20	March 20
April 17	May 15	June 19
July 17	August 21	September 18
October 16	November 20	Thankfulness Yoga & Tea Social at Clara McLean House
December 18		

Chair Yoga - 4th Wednesday monthly at 2:30 p.m.

FirstHealth Cancer Center, 4th Floor Yoga Room

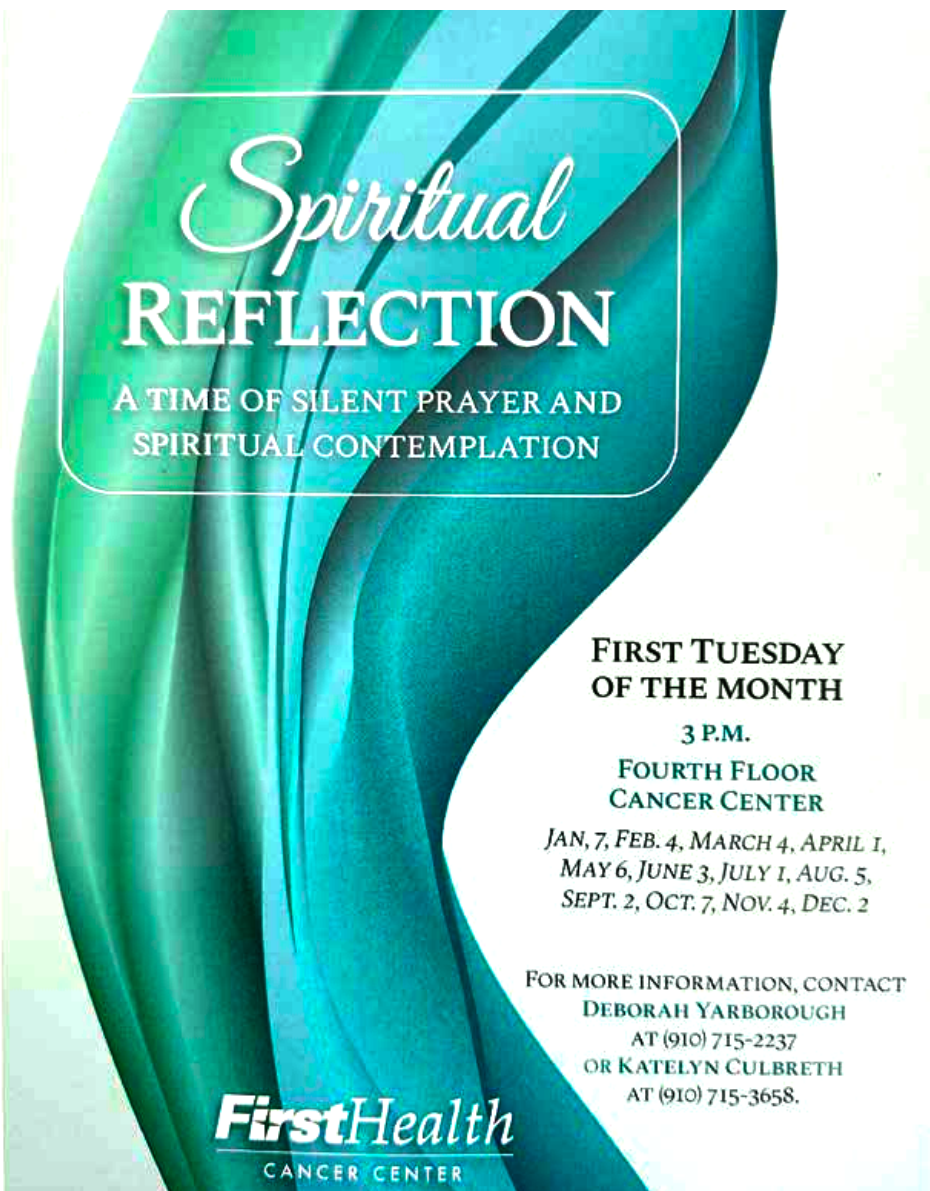
January 22	February 26	March 26
April 23	May 28	June 25
July 23	August 27	September 24
October 22	November 20	Thankfulness Yoga & Tea Social at Clara McLean House
December	no class	

To register or for information,
please call (910) 715-3636.

All classes are free, but registration is required.

FirstHealth
OF THE CAROLINAS

*Dates subject to change if there is a conflict.



Spiritual **REFLECTION**

A TIME OF SILENT PRAYER AND
SPIRITUAL CONTEMPLATION

**FIRST TUESDAY
OF THE MONTH**

3 P.M.

**FOURTH FLOOR
CANCER CENTER**

*JAN. 7, FEB. 4, MARCH 4, APRIL 1,
MAY 6, JUNE 3, JULY 1, AUG. 5,
SEPT. 2, OCT. 7, NOV. 4, DEC. 2*

FOR MORE INFORMATION, CONTACT
DEBORAH YARBOROUGH
AT (910) 715-2237
OR KATELYN CULBRETH
AT (910) 715-3658.

FirstHealth
CANCER CENTER

Meditation Space

We provide gentle meditation room for patients, caregivers and staff.



4101

4101
MEDITATION ROOM

Donated by local partners
and LEGACY BENEFACTORS

BARBARA AND NANCE BEHNKE
JAMES AND MARY FRED BULLER
JEE AND KAREN FITCH
BILL AND BARBARA GRANNING
BRENDA AND DONALD HESCHT
ARLANN SUSAN JACOBSEN
JILL AND LINDA E. KEENE
JAMES AND ANTHONY KEEFER
JACQUELINE AND ROBERT KELLEY
MICHELLE AND BRUCE KROES
JIMMY AND DIANE LASH
TERESA E. AND PATRICIA A. MARO
AND CAROLYN C. MOSSELLER
JIMMY AND DON SCHNEIDER
DOCK AND ANITA SHERON
PEGGY AND BOCCO SIMONE
JOHN AND KATHY SNYDER
GEORGE AND PATTI WATTEWORTH
RICHARD SWENBERG
RICHARD AND JUDITH WINKLEY

YOGA FOR CANCER

A Guide to Managing
Side Effects, Boosting Immunity,
and Improving Recovery
for Cancer Survivors

“Yoga for Cancer” aids the recovering cancer patient and survivor with experience, warmth, and good sense.”

—LOREN M. FISHMAN, M.D., Manhattan Physical Medicine and Rehabilitation and assistant clinical professor at Columbia University

TARI PRINSTER
Foreword by Cyndi Lee, Founder of OM yoga

Programming for Cancer Center Staff and Participation in Center Events

Volunteers, Providers and Staff Participate in special events to keep the Cancer Center Spirit light and hopeful.

Off Campus Events that are staff, volunteers, clinical champions and donors.

Don't Rush Integration, Weave within the Calendar and Create a Few of our own.



Cancer Center Newsletter

- For everyone in the Cancer Center
- News of upcoming inspections or Results of same
- Provider and Staff changes
- New services being added
- Safety issues being addressed
- Cancer Wellness regularly contributes updates, pictures, and programming updates.

Goal: Be Woven into the Treatment Fabric

- We want to have opportunity to consult with patient.
- We want the patient to join us for short term and long term membership.
- We want the providers to believe in our ability to assist in their treatment plan.
- We want to earn the trust of the patients, staff and providers.



Oncology Educational Series

- Develop a series of exercise/wellness educational topics
- Neuropathy - Edema - Balance - Functional Strength - Lymph Drainage
- Involve social workers, providers, nurses
- 20-30 minutes
- Free for everyone
- Once per Month

Integrated Meetings

Management Meetings
Special Hospital Policy Involvement that is unique
from our other Fitness Centers
Weekly Patient Case conference meeting with
multidisciplinary clinical team



Patient Conference Schedule

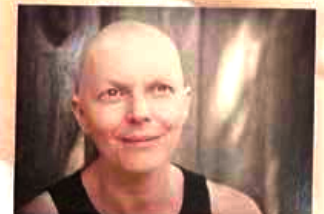
- General Oncology
- Breast Oncology
- Gynological Oncological
- Oncology Conference Stats/Research
- Chest Clinic Oncology
- 3/week, Most at 7am
- Managers Meetings

Oncology Massage

- Oncology Massage Provided in Cancer Wellness
- One Free for each oncology patient
- Certificate given to nutritionist, they can hand to each patient
- Patient calls us, we schedule their massage

FirstHealth
OF THE CAROLINAS

Oncology Massage
Now available at FirstHealth Fitness - Pinehurst
and the Cancer Wellness Center



What is it?

The modification of massage techniques in order to work safely with clients currently being treated for cancer as well as those who have been treated for cancer previously – even if the treatment occurred many years before.

Why does it matter?

- Some cancer treatments can have side effects that make a typical Swedish/relaxation style or deep tissue/sports-style massage inappropriate with very real negative results. Example: Patients who are early in treatment may experience nausea or pain or have vulnerable skin due to recent surgery or radiation treatments. Excess pressure and movement may aggravate or cause injury.
- Some side effects are realized by the client during or shortly after treatment only, but some are lifelong and will require permanent massage modifications. Example: Patients who have **had any lymph nodes removed** (even just one node) or who have received radiation therapy are at risk for lymphedema.

What is different about oncology massage?

- **First sessions require more time for completing the health history form.** (This applies to anyone requesting oncology massage, whether currently in treatment or many years after.) Clients will be asked about their cancer, types of treatments, surgeries, medications, side effects associated with any of those and any other health conditions. Clients who are very early in their treatment may need to have physician clearance before they can schedule an appointment.
- **What to expect.** If the client has had massage before, he/she can expect firm but overall lighter pressure than may have been used in the past. Strokes will be slower with more even rhythm. Depending on the individual client and his/her particular situation, deeper pressure may be safe and appropriate for certain areas.

Why choose oncology massage?

- **Clinical research demonstrates** that oncology massage is effective in reducing pain and anxiety.
- **Patients also report benefits** such as improved sleep, decreased sense of isolation and an overall increased feeling of well-being.



Massage

Mind & Body PROGRAMS



Sound Bath Meditation

2nd Friday of the month at 1:30-2 p.m.



A meditative experience where those in attendance are "bathed" in sound waves. These waves are produced by various sources, including healing instruments such as gongs, singing bowls, percussion, chimes, rattles, tuning forks, and even the human voice itself.

Everybody needs a chance to quiet their minds and reset to achieve wellness.

Participants should bring a yoga/fitness mat, blanket, and small pillow for comfort, if desired.

Program will meet in Studio A. Register online or call 910-715-1800.
Free members/ \$10.00 community

A novel approach to cancer rehabilitation: assessing the influence of exercise intervention on postoperative recovery and survival rates

Xiaoyan Chen ¹, Zhi Li ², Junfeng Zhang ³

Affiliations + expand

PMID: 40146261 PMCID: [PMC12165538](#) DOI: [10.1097/JS9.0000000000002323](#)

Abstract

Cancer rehabilitation is the crucial process by which cancer patients regain their physical abilities and enhance their quality of life through diverse methods following treatment. As the cure rate of cancer continues to rise, the need for postoperative rehabilitation is becoming increasingly evident. This is particularly crucial for enhancing patient survival rates and minimizing the chances of cancer recurrence. Exercise intervention has become increasingly popular and widely used as a proactive rehabilitation therapy in recent years. This article examines the influence of exercise intervention on the recovery and survival rates of cancer patients after surgery. It specifically investigates the effects and mechanisms of various exercise interventions, such as aerobic exercise, strength training, and flexibility training, on patients with lung cancer, gastric cancer, colorectal cancer, and other forms of cancer. Exercise therapies before and after surgery can greatly boost patients' physical abilities, decrease postoperative problems, minimize hospital stays, and improve overall quality of life. In addition, implementing exercise intervention can enhance the long-term survival rates of patients. Future studies should investigate the most effective exercise programs and their suitability for various types of cancer, with the goal of offering better evidence-based clinical advice.

Activities to Generate Revenue

- Peach Run : A 5K run that is simply organized. Pay to run and donations. Generated 5K in 2025. Marketing opportunity as a check is presented to Cancer Center.
- Pink Month Proceeds : Percentage of Massage Proceeds go to Fund to pay for oncology massage. The therapist need to paid.

PEACH WEEK 5K FUN RUN

RUN YOUR OFF



REGISTER BY SCANNING HERE:



OR VISIT: HOMEOfGOLF.COM/PEACH-WEEK

Water • Healthy Snacks



Giveaways • Stickers



\$25.00 Registration Fee (Adults) / \$5 (Kids 13 & Under) with 100% of proceeds to FirstHealth Cancer CARE Fund. Must pre-register by July 22nd. No walk-ups.

THURSDAY JULY 24 2025 @ 6:00 PM



DRESS OR WEAR "PEACHY" ATTIRE IN HONOR OF YOUR LOVED ONE

FREE Ice Cream at Finish Line

COMPLIMENTS OF THE CONVENTION & VISITORS BUREAU - PROVIDED BY STELLAR SCOOPS



Internal Brochures

Even with all the work to participate in events and programming, we found it necessary to create an internal, FAQ brochure for nurses, providers and staff.

These turned out to be one of the most important tools for us. Every station has a stack.



The Cancer Wellness Internal Brochure

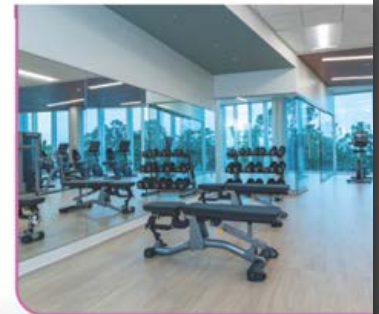
Besides the FAQ the flip side of the brochure specifically shares contact information and what is included with the referral.

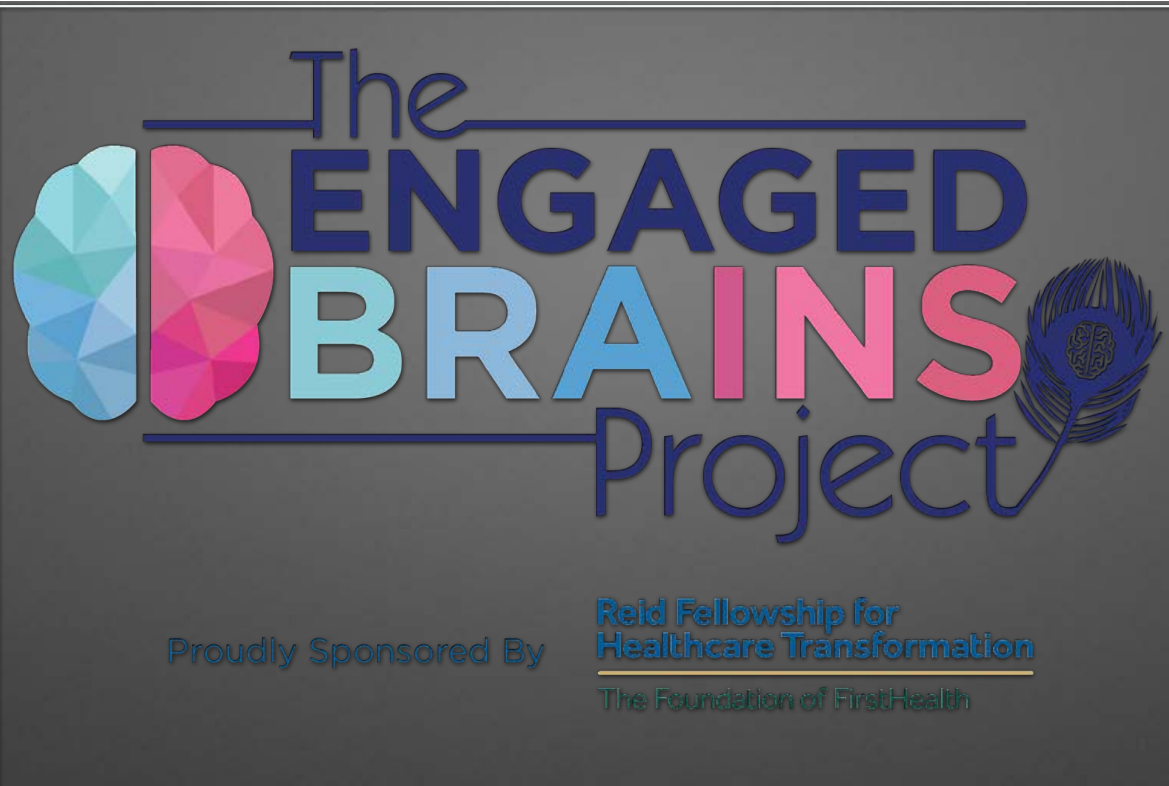
Cancer Wellness is open to all cancer patients and their caregivers.

Cancer Wellness is located on fourth floor of the Cancer Center. (910) 715-3636

The referral to Cancer Wellness is for a FREE consultation. Providers will be informed of results in Epic.

Cancer Wellness is designed to assist patient in wellness activities such as breathwork, balance and lymph drainage. For those who are ready, activities such as cycling, walking, and strengthening will be introduced.





Broaden Services to Dementia Care

Added Cognitive Care to Referral Form and Epic
Joined Clinical Champions Committee

Integrative Projects

- Work Closely with new Integrative Medical Doctor
- Spearheaded Oncology Acupuncture
- Development of Science Based Oncology Education Series



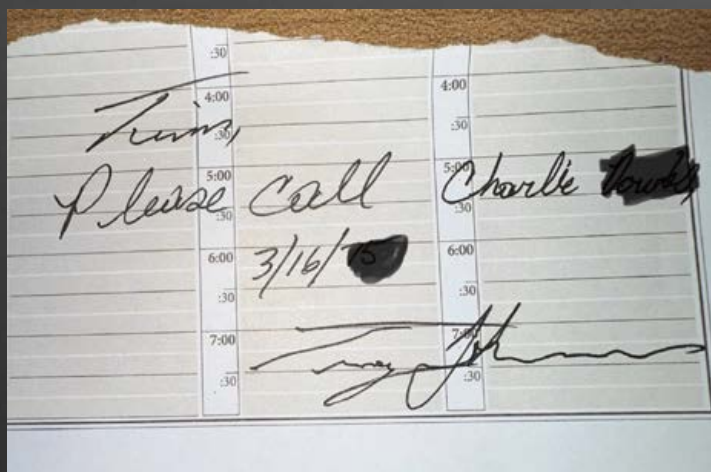
Complexity of the Simple

- DNV (Det Norske Veritas) Inspections
- Taking a Weight
- Checking a Blood Pressure
- Administrative / Foundational Drop In



Tool 1: Simple Provider Referral Process

1. Fax
2. Email / Verbal
3. Written Note
4. Epic Messaging



Medical Fitness Program

FirstHealth
FITNESS

10603760

MEDICAL FITNESS PROGRAM REFERRAL FORM

Exercise is Medicine

☐ **Complimentary consultation** – a one-time session with a medical fitness professional to learn strategies to begin an individualized health and fitness program.

8-week Medical Fitness Program

This one-time program includes an assessment, individual exercise prescription, 8-week membership with an optional twice per week supervised group workout sessions and follow-up report to health care provider. \$99

- Complete this form and fax to (910) 715-1850. Patient will be called to schedule appointment
- Minimum age 14 yrs

PATIENT'S INFORMATION:

NAME: Cynthia [redacted] DOB: 12/27/77 PHONE: 910-595-5244

ADDRESS: [redacted] Vass Ave 27894 EMAIL: /

DX: 666.9

We have created programs for patients with over 50 diagnosis'. Example programs :

- ☐ **Cancer Wellness** – Cancer survivors and those currently undergoing treatment, benefit from an integrative fitness program which can include gentle yoga, meditation and relaxation techniques to establish healing momentum while improving strength and aerobic fitness.
- ☐ **Cognitive Enhancement** – Designed for mild to moderate cognitive disorders, memory strengthening.
- ☐ **Diabetes Fitness** – Fitness to manage diabetes by improving blood sugar control, insulin sensitivity and weight maintenance. We also recommend participation in the FirstHealth Diabetes Education Program.
- ☐ **Fit for Surgery** – Prepare for surgery by increasing strength and endurance for a quicker, easier recovery.
- ☐ **Healthy Heart Fitness** – For those who do not qualify for Cardiac Rehab, participation in this heart-healthy program will help reduce risk of cardiovascular disease, gain strength and increase endurance.
- ☐ **Inactive to Active** – Improve daily living, health and stamina for those with health issues due to an inactive lifestyle.
- ☐ **Orthopedic Fitness** – Post-rehab program following an orthopedic surgery or to manage a recurring injury.
- ☐ **Pain Easement** – Increase motion and stamina while attentive to fluctuating pain tolerances.
- ☐ **Pulmonary Fitness** – For those who do not qualify for Pulmonary Rehab, this supervised program will help increase level of physical activity for those with pulmonary or respiratory conditions.
- ☒ **Weight Management** – Develop new physical activity habits while pursuing a healthy weight.

FITNESS CENTER PREFERENCE: ☒ Pinehurst ☐ Raeford ☐ Richmond ☐ Sanford ☐ Southern Pines ☐ Troy

Provider Name: Melissa Aubert, PA-C Signature: [Signature]

Practice: PMC-Endocrine FAX #: 910 235.3423

Phone (910) 715-1808 • FAX (910) 715-1850 • www.firsthealth.org/fitness

67

EPIC: REF124
413-170-00

Tool 3: Feedback / Communication Loops

- Communicate Regularly, Less Formally
- Share simple observations of patient
- Involved with the captive audiences
- Identify the new role responsibilities, nurse navigators, cancer dieticians, financial navigators, nursing, insurance, pharmacy, front desk
- Being Present



The Epic Tool

- We are the Unicorn
- Being involved at the EMR level to correspond with providers, patients
- Training and Updating the Staff
- Getting a full spectrum problem list
- Communications and Communication Notes



Integrative Checklist

- Get involved with daily operations.
- Patient Conference Schedule
- Volunteer as often as you can.
- Get the facility and staff events schedules.
- Is there a newsletter?
- Educational Series for Patients/CareGivers

Integrative Checklist 2

- Can you be an observer at treatment plan meetings or patient conferences?
- Develop a simple informational brochure.
- Get introduced to providers, nurses and navigators, regularly.
- Develop multiple referral pathways that are simple for provider, even if they are complex for you.
- Stay on top of exercise/wellness related research and share it

Contact Information

twsmith@firstthealth.org
910-715-1851

