

UPMC CancerCenter: *Division/Business Unit Executive Summaries*

“Our commitment to the communities we serve is evident not only in the care that we provide every day, but by the fundamental structure that comprises the UPMC CancerCenter network. Our dedication to the community was the driving force between the development of a network with the ambition to ensure that nobody in Western Pennsylvania would need to travel great distances for specialty oncology care. We are extremely proud of the high-quality, world-renowned network that we have built, but we are even more proud of the culture we have built, a culture where we put our patients above all else in everything that we do.”

— *Chuck Bogosta, Executive Vice President
President – UPMC CancerCenter, and
President – International and Commercial Services Division*

Ensure culturally competent care, member and residential services

- **Look Good, Feel Better Program:** Teaches female cancer patients beauty tips to help them look better and feel good about how they look during chemotherapy and radiation treatments. This free service is supported by the American Cancer Society.
- **Integrative Oncology Fair:** This fair is for cancer patients and families. Local vendors will be included who specialize in offering integrative and complimentary services to care. Expectation of vendors will be to provide specific complimentary service information for all populations.
- **Event Participation:** UPMC CancerCenter will work to increase participation of diverse populations in cancer-related events, in communities throughout western PA. Events include: Komen-Race for the Cure, American Cancer Society-Making Strides and Relays for Life, and Leukemia and Lymphoma Society-Light the Night.

Recruit, develop, and retain a diverse workforce

- **Recruiting Diverse Populations:** Develop a comprehensive plan to develop and retain a diverse workforce, by partnering with the CFEI to remove barriers to career ladders and promote growth opportunities.

Create an inclusive workplace

- To ease communication and make patients comfortable at first contact, UPMC Hamot came up with a pamphlet with greetings, thank you and other short phrases in multiple languages. These are placed in patient rooms, nursing stations and made available to clinical staff to use as they introduce themselves or leave.

Serve the underserved and disadvantaged while making a difference in the diverse communities we serve

- **Outreach to Diverse Populations:** Build partnerships with the American Cancer Society, Komen, and the Leukemia and Lymphoma Society by introducing new community programs that can be included under UPMC Community Benefits.
- **Expanding into the Birmingham Community:** The Birmingham Free Clinic in Southside serves uninsured and other medically vulnerable groups by utilizing an exclusively volunteer group of health care providers. Assessment and education of recommended screenings will be provided weekly.
- **Health Equity Initiative:** In collaboration with the University of North Carolina and National Institute of Health, determine if care is equal for early stages of lung and breast cancer amongst diverse populations.
- **Breast Cancer Analysis in Allegheny County:** Working in collaboration with University of Pittsburgh, Graduate School of Public Health, to analyze mortality incidence of breast cancer focus on underserved communities.
- **HPV Educational Efforts:** Funded by the Shadyside Foundation and support from the Jewish Healthcare Foundation to determine what the knowledge base of HPV is for underserved populations and how it may effect early stages of head and neck cancers.