

Building a State-of-the-Art Breast Imaging Facility

The Bearden-Josey Center for Breast Health

by David Church, MBA, and Beverly Henson, RT(R)(T)

Scheduled for completion in August 2008, the new Bearden-Josey Center for Breast Health at Spartanburg Regional Hospital, Spartanburg, S.C., will be a state-of-the-art imaging center consolidating digital mammography, ultrasound, stereotactic breast biopsy, breast MRI, and bone densitometry into one easily accessible outpatient location. Supporting the Center's advanced technologies and increased efficiency will be Clinical Breast Health Specialists, who will be assigned to every patient. These specially trained nurses will assist patients and families through the many healthcare services associated with cancer diagnosis and treatment. Clinical Breast Health Specialists will also provide one-on-one emotional and educational support for patients, and help answer questions related to breast cancer. The Bearden-Josey Center will also offer patients the following services:

- A second-opinion clinic
- Genetic counseling
- Social work services
- Dietitian services
- Occupational and physical therapy
- Massage therapy
- Art therapy
- Chaplain services.

The Center will conduct cancer prevention, screening, and educational programs, and provide support group events as well.

The Bearden-Josey Center for Breast Health will occupy 18,154 square feet on the campus of Spartanburg Regional Hospital adjacent to the Gibbs Cancer Center. A nationally recognized comprehensive cancer program, the Gibbs Cancer Center recently received an Outstanding Achievement Award from the American College of Surgeons Commission on Cancer. The services at the new Bearden-Josey Center will both complement and enhance services offered at the Gibbs Cancer Center, which is an exclusive local host affiliate of the M.D. Anderson Physicians Network and one of the 16 programs selected as pilot sites for the National Cancer Institute's National Community Cancer Centers Program. The Gibbs Cancer Center offers multidisciplinary cancer care, an oncology rehabilitation program, a lung cancer care program, a breast health program, a cancer learning center, TomoTherapy® radiation therapy, and MammoSite® radiation therapy.

Construction of the Bearden-Josey Center calls for the renovation of 3,321 square feet within the existing cancer center, as well as 14,833 square feet of new construction. Some offices will be relocated to existing space within



the Gibbs Cancer Center. The beautiful healing garden currently surrounding the Gibbs Cancer Center will be expanded so that patients and staff can easily access the garden from the new Center's lobby. The two parking lots serving the cancer center will be renovated to improve flow and access and reduce congestion.

The Bearden-Josey Center for Breast Health will include environmentally friendly features based on Leadership in Energy and Environmental Design (LEED) standards. The pre-cast concrete panels, wood flooring, and structural beams are manufactured in a 500-mile radius of Spartanburg. The pre-cast concrete also serves as insulation, reduces noise, and can be recycled. The wood flooring, beams, and carpet are made with reclaimed and recycled materials. The carpet selected for the new Center meets the most stringent LEED certification standards: it has a "green guard" designation, is considered a clean air product, and does not emit gas or chemicals over time. Trees and other

Why a Dedicated Breast Health Facility?

Choosing to build a dedicated breast health facility offers a variety of patient and programmatic benefits.

1. A named Center dedicated to breast health can illustrate the hospital system's dedication to breast health and women's health in general. The Center can help put a "face" on the issue of early breast cancer detection and treatment in the community.

2. A dedicated breast center can improve the patient experience—from making an initial appointment to receiving a diagnosis of breast cancer, should that be the result. Consolidation of these services will be more convenient for women needing breast cancer screening. Streamlining care will result in shorter waiting times for *all* breast cancer detection services. Our goal is that a woman will be able to make an informed decision about treatment for her cancer within five days.

3. Large healthcare facilities and health systems can be intimidating—particularly for women belonging to underserved groups. A dedicated entrance and build-

ing for breast health can help break down this barrier by helping women to know exactly where to go for the services they seek. Dedicated breast health centers can also feature educational programs for young women and groups experiencing health disparities. Many of these centers use design elements that help increase a patient's sense of privacy.

4. A dedicated breast health facility can encourage teamwork and a multidisciplinary approach to care. A dedicated breast health facility will be process driven, as physicians and other health professionals will be involved in every piece of the planning. Finally, these centers should reduce the amount of time spent on each patient while improving the patient experience.

5. A dedicated breast health facility can also enhance your ability to collaborate with corporations, nursing schools, and community health organizations. For example, an expanded focus on breast health can allow a program to offer additional screening opportunities, such as a corporate mammography program; free community education space; and expanded areas for training and education opportunities, such as a nursing education program. 🏢

plant life will be incorporated throughout the interior and exterior of the new Center for Breast Health.

The Planning Process

The planning process for this project, from the announcement of the lead gift until the groundbreaking, took approximately 10 months. Construction will be complete in one year.

The planning process began with presentations to and meetings with the lead donors for the project. In these meetings, the overall vision of the center was agreed upon. Participants included the director of the Cancer Center, the director of Imaging Services, the hospital CEO, the hospital COO, the medical director of imaging, surgeons, the medical director of the Cancer Center, the medical director of radiation oncology, and the manager of mammography services. Community leaders were also involved in these talks. The strategic planning committee of the Board of Trustees met about how this project would fit into the master plan of the hospital.

After the initial vision was crafted, planning continued with meetings with the architects. Architects and landscape architects worked closely with the lead donors, physicians, and other hospital leadership to make the building fit the function. As part of the process, architects went on site visits with staff and conducted interviews with key physicians and other hospital personnel.

Project Cost and Funding

The Bearden-Josey Center for Breast Health planning began with a \$2.5 million lead gift from local philanthropists Lindsay and Billy Webster. Lindsay had been recently diagnosed with and treated for breast cancer. An additional \$5 million fundraising campaign, slated for completion by September 30, 2008, will complement the Webster's gift. Spartanburg Regional employees are spearheading this fundraising campaign. In turn, they have

recruited community leaders to serve on an Advanced Leadership Committee. This committee has pledged to make face-to-face appeals to individuals and community organizations. Speaking to these individuals and groups is viewed as critical in developing broad appeal and grassroots support for both the fundraising campaign and the new Center.

The Bearden-Josey Center for Breast Health is also a focus of the Spartanburg Regional Employee Campaign this year. Each year, the Spartanburg Regional Healthcare System Foundation chooses a program as a focus for the employee campaign. In 2006, Spartanburg Regional employees contributed \$900,000 to the Foundation, with more than \$500,000 going to the designated focus of the campaign.

The remaining funding for the project is accounted for through the hospital system's budget, as much of the new Center's expensive equipment will be considered replacements. New technology in the Center will include:

- 3 digital mammography units
- 3 Tesla MRI
- 1 ultrasound unit
- 1 bone density table
- 1 stereotactic biopsy table with new biopsy device
- 1 biopsy device for MRI
- 1 digital radiographic unit.

When complete, the center will offer patients access to seamless multidisciplinary care for breast health services in a single site, providing the opportunity to receive all breast health services with significantly reduced waiting times. 🏢

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