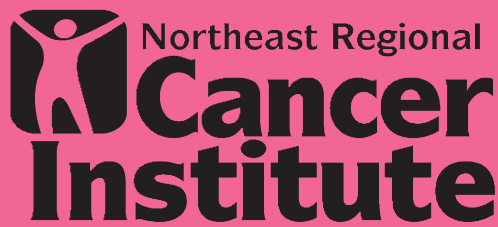


A Publication of the



Insights

Geisinger - Community Medical Center • Geisinger Wyoming Valley, Henry Cancer Center • Mid-Valley Hospital • Moses Taylor Hospital
Regional Hospital of Scranton • Special Care Hospital • Tyler Memorial Hospital • Wayne Memorial Health System • Wilkes-Barre General Hospital

Judi H Rock On 3 Raises \$18,400 for the Cancer Institute

On May 5th, friends and family of a woman from Dunmore who lost her battle with cancer held their third annual fundraiser in her honor.

Judi Perry Hartridge, a beloved mother, nurse, and wife, succumbed to cancer in 2007 at the age of 43. In order to honor her generous and loving nature, a group of family and friends wanted to do something in her memory. The group formed the Judi H Rock On Committee and began planning annual fundraisers to benefit the Northeast Regional Cancer Institute. Each year, the fundraisers correlate to Judi's love of music and dancing, and the 2013 event was no different, featuring a dance party at the Scranton Cultural Center.

Judi H Rock On 3 boasted first-class entertainment with both *Paul LaBelle and the Exact Change* and *Old Friends* taking the stage separately and together. *The Exact Change* invited back past band members to take part in an eight piece horn section reunion, and both bands closed the night with an outstanding "New Orleans Dixieland Jazz" tribute.



Guests at Judi H Rock On 3 enjoyed dancing along to music by *Paul LaBelle & the Exact Change* and *Old Friends*.



The recipient of the Musical Lifetime Achievement Award was local musician "Papa Joe" Gambo, pictured here with his daughter.

Another highlight of the evening was the honoring of local musician "Papa Joe" Gambo with the Musical Lifetime Achievement Award. Mr. Gambo is Judi's great-uncle and has spent more than 70 years as a musician, performing with groups like the Gene Dempsey Orchestra, Pachi Band, Stegmaier Band, Marywood Concert Band, Scranton Philharmonic Orchestra and Crystal Band. He also played with celebrities such as Liberace, Johnny Mathis, Bobby Vinton and Frankie Valli during his career.

Rounding out the fun evening were chances to win great donated prizes, including "The Pink Lady 3" pink guitar, an iPad, and a one-year membership to Planet Fitness. Overall, the event raised more than \$18,400 to support local Cancer Institute programming.

"There is nothing more gratifying than to know that those in the community you serve recognize the importance of your work. The Judi H Rock On Committee did so by giving of their time and resources to make this event a success," said Bob Durkin, Cancer Institute President.

COMING SOON!

The Northeast Regional Cancer Institute will introduce a new website design in the summer of 2013! The website address will remain the same: www.cancernepa.org.

Patient Navigation Program Helps NEPA Residents In Need

The Northeast Regional Cancer Institute *Community-Based Patient Navigation Program* is now operating fully to help the local un/underinsured get the cancer screenings they need. In a short time, the program has made an important, positive impact on our community.

Currently, 356 individuals are enrolled in the *Patient Navigation Program* and 305 potentially life-saving screenings have already been facilitated. The work that takes place behind the scenes to facilitate these screenings is intensive, and to date, program staff have made over 9,500 contact attempts to potential and active program participants.

In addition to the outstanding numbers that have been achieved, the Cancer Institute has also received a steady stream of feedback from participants that is very encouraging.

Laura Toole, Director of Community & Patient Services at the Cancer Institute said, "The response from program participants has been overwhelmingly positive. Participants have taken the time to re-contact the Navigation staff (upon completion of their respective screenings) via phone, cards, and emails to express their heartfelt gratitude for the assistance."

One participant, Jennifer*, had a Pap Test completed at the Wright Center through the *Patient*

Navigation Program. The results of the test indicated that she should have a follow-up appointment with an OB-GYN, and the Navigators have worked with Jennifer to ensure that this appointment was made. Additionally, during Jennifer's examination, a lump was discovered in her breast and she is currently scheduled for a mammogram and ultra sound. Jennifer recently stated to program staff that she is grateful that the Cancer Institute contacted and continued to follow up with her. She noted that without this prompting, she probably would have continued to delay making her appointments. She is a busy woman, and stated that she always puts her children ahead of her own health care. The Cancer Institute will continue to follow-up with Jennifer to assist her with any potential diagnostic and treatment needs.

As the *Patient Navigation Program* continues, the Cancer Institute will monitor the long-term impacts that increased preventative care will have on the community. If you would like more information on this program, or are interested in learning how you can help, please contact the Cancer Institute at 1-800-424-6724.

**Name changed to protect the privacy of the patient*

21st Annual Cancer Survivors Celebration: Save the Dates!



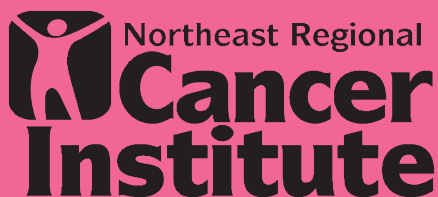
Kirby Park, Wilkes-Barre
Saturday, September 21st



McDade Park, Scranton
Saturday, September 28th

SERVING NORTHEASTERN PENNSYLVANIA COUNTIES

Bradford | Carbon | Lackawanna | Lehigh | Luzerne | Lycoming | Monroe | Northampton | Pike | Sullivan | Susquehanna | Tioga | Wayne | Wyoming



334 Jefferson Avenue
Scranton, PA 18510

63 North Franklin Street
Wilkes-Barre, PA 18701

(570) 941-7984 (Scranton) • (570) 970-6543 (Wilkes-Barre) • (800) 424-6724

www.cancernepa.org