

NRCI

Northeast Regional
Cancer Institute

Insights

Newsletter

Get a deeper look at the Northeast Regional Cancer Institute- its board, staff, volunteers, and activities.

The Dynamic Duo- Gail and Alessandro



Gail Smeraldi, CASUAL Day Chair, Maura Staback, co-founder, CASUAL Day, Dr. Alessandro Smeraldi, CASUAL Day Chair, and Mike Moran, co-founder, CASUAL Day.

This year's CASUAL Day chairs, Dr. Alessandro Smeraldi and his wife, Gail, brought new contagious energy and enthusiasm to our educational and awareness colon cancer campaign.

From their personal contribution of sponsorship, to helping order, pick up and deliver CASUAL Day shirts, socks and hats to their family and friends, they have been quite a dynamic duo.

Alessandro is a physician, father, husband, and cancer survivor. His personal story of cancer survivorship and the importance of early detection and screening were shared in our social media videos and ad campaign, and a Public Service Announcement (PSA) and Good Morning Pennsylvania segment on WNEP-TV. They joined us at the Kick-Off and Wrap-Up Celebrations, were available for radio interviews and their faces were seen on billboards across Lackawanna and Luzerne counties.

We know that cancer not only affects the individual diagnosed, but it also impacts the entire family. Alessandro and Gail's children, Hayley and Caleb were also featured in videos for CASUAL Day and shared how they were affected by their dad's diagnosis and the importance of getting screened.

The dynamic duo also brought in new sponsors and many new teams including Abington Heights High School and Wyoming Valley Seminary. Alessandro and Gail are as generous and genuine as you can imagine, and it was truly our honor and pleasure to work alongside them for this year's campaign.

Hundreds of teams, businesses and organizations dressed casually on Thursday, March 28th for CASUAL Day in their t-shirts, hats, and socks.

Many teams shared photos on social media in their attire. We want to thank the team captains and sponsors as they are the heartbeat of this campaign.

Save the Date now as CASUAL Day 2025 will take place on Thursday, March 27th.



Scranton Area
Community Foundation



Golden Technologies



Wyoming Seminary School

Major Investment in Navigation Program Database

The Community Based Cancer Screening Navigation Program is a cancer screening initiative focused on education, barrier reduction and facilitation of screenings for breast, cervical, colon and lung cancer while connecting or reconnecting all participants to a medical home to ensure ongoing preventative care.

The Navigation Program operations are dependent on customized software that tracks all participant related activities. To enhance data security, improve functionality and adapt to remote work, both software and hardware upgrades were required. These updates, including customized software and new computer servers, were made possible by City of Scranton and Scranton Area Community Foundation grants.

The updated system, launched in February 2024, uses standardized procedures to import data from multiple community clinic partners to avoid record duplication, prioritize most needed cancer screenings, and prepare work assignments for navigation staff. Through customized automation, including a click to dial feature, navigators can make direct phone calls, send secure text messages, make referrals to partner services, and generate mailed correspondence based on the participant needs. The new software also aids program managers in creating comprehensive reports on a variety of activities for funders, the NRCI board, and partner organizations.

The enhanced security features provide multiple layers of protection for all data housed in the new platform. The streamlined format maximizes productivity, allowing navigators to reach more participants, aiding in identifying and removing barriers to screening and increasing the number of individuals screened.

The Navigation Program team continues to evaluate the new system and provide feedback to development and configuration consultants and updates are ongoing. Overall, the transition, while a process, has been smooth and well received by staff.

The trained Navigators at the Cancer Institute can provide information about cancer screening recommendations and direction on how to get screened, connect those affected by a cancer diagnosis to local, regional, and national resources and help healthcare professionals with patient support needs. For more information, call us at (570) 904-8808 or visit www.cancernepa.org.

Save the Date: NEPA Gives 2024



NRCI is looking forward to participating in the 5th NEPA Gives on June 6-7.

NEPA Gives is a 24-online giving campaign hosted by the Scranton Area Community Foundation, Carbon County Community Foundation, The Luzerne Foundation, Greater Pike Community Foundation, and the Wayne County Community Foundation. Donors can support their favorite nonprofit by donating during this campaign. Nonprofits are eligible for additional cash prizes.

Save the Date for June 6-7. Donors can visit nepagives.org for more information.

About the Northeast Regional Cancer Institute

The Northeast Regional Cancer Institute is a nonprofit community-based agency serving seven counties in northeast Pennsylvania with offices located in Scranton and Wilkes-Barre. Focusing on surveillance, community and patient services, and hospital and practice support services, the Cancer Institute invests 100% of its resources locally.

SERVING NORTHEASTERN PENNSYLVANIA COUNTIES
Lackawanna | Luzerne | Monroe | Pike | Susquehanna | Wayne | Wyoming



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