

Siteman affiliation touted by Alton Memorial — and patients

By DENNIS GRUBAUGH

The ramifications of having one of the nation's most recognized cancer care programs at its disposal are many for Alton Memorial Hospital, says President Dave Braasch.

Last month's announcement that the hospital would become the first Illinois affiliate of the Siteman Cancer Network means Washington University physicians at Alton Memorial and at the Siteman Cancer Center in St. Louis are able to provide cancer care to patients as close to home as possible.

"This partnership is a great day for residents of the River Bend region and our patients as we come together to make access to nationally recognized cancer care more convenient," Braasch said.

Through the network, the hospital will work to improve the health of the region through cancer prevention efforts and resources such as cancer screenings and earlier detection.

The affiliation means the two entities will be able to: share best practices; employ genomic and genetic testing through WashU to identify cancer causes and then promote more targeted treatments; develop a database aimed at improving care and outcomes; evaluate emerging technology and develop programs to advance patient care; and collaborate on quality assessment to identify areas of improvement. Patient navigators will be on hand to coordinate access to highly specialized care.

River Bend area patients will have access to specialized care at the Siteman center in St. Louis for such things as bone marrow transplants, proton therapy and clinical trials.

Doctors and patients alike expressed elation over the announcement, which was rolled out during a celebratory press conference.

Dr. Tim Eberlein, director of the Siteman Cancer Center and chairman of surgery at



Recovering cancer patient Craig Green, standing, thanks fellow Alton firefighters (out of view to the left) for 'having his back' — covering for him while he was receiving treatment at Alton Memorial Hospital. He spoke at an event announcing that Alton Memorial has become an affiliate of the Siteman Cancer Network. Others are, from left, Dr. Tim Eberlein, director of the Siteman Cancer Center; Bob Cannon, BJC HealthCare Group president; and Dave Braasch, president of Alton Memorial. *IBJ photo*

the School of Medicine at WashU, praised the new relationship.

"You can access some of the best, world-class care," Eberlein said. "If you have to have cancer, that's the way to get your treatment."

Alton Memorial has been a member of the BJC Health System since 1993 and has partnered with BJC and WashU as well as independent physicians. The new affiliation strengthens the entire process, said Dr. Greg Vlacich, Alton Memorial's head of radiation therapy and an assistant professor of radiation oncology at WashU School.

"Siteman will work with us in a more formalized manner to expedite and schedule appointments for any care Siteman might provide in St. Louis, with the goal of getting patients back to Alton

Memorial as soon as possible," Vlacich said.

Braasch said that, right now, there is already state-of-the-art equipment in radiation/oncology at Memorial, but this affiliation enhances its use.

Siteman doesn't currently offer clinical trials at network member hospitals, including Alton's, but Alton's patients will have access to more than 400 therapeutic clinical trials underway at Siteman.

In marketing the affiliation, the hospital expects to reach patients from many miles.

"We've done a lot of work around that, and we know where we can target our efforts," Braasch told the Illinois Business Journal. "Across the community, further north, east and south. We're expecting there is going to be a lot more outreach,

particularly in the prevention arena. That's going to be one of the keys."

The BJC/Siteman arrangement in Alton has been in the works for at least the last two years.

Alton Memorial is the third hospital to join the Siteman network and the first network member in Illinois. The other two in the network are Phelps Health/Delbert Day Cancer Institute in Rolla, Mo., and Boone Hospital Center in Columbia, Mo.

Unrelated to the Alton affiliation, a new Siteman Center location is being built next to the Memorial East Hospital campus in Shiloh, which will mark a major step-up of Siteman's presence in Southern Illinois when it is completed in 2020.

Network membership provides more direct access to cancer prevention and control strategies and genomic and genetic testing. Patients also will have streamlined access to highly specialized treatments and technologies, including clinical trials, at Siteman.

As a network member, Alton Memorial Hospital will work with Siteman Cancer Center to assess cancer's impact on west central Illinois and develop a plan to lessen the overall burden and measure results. Possibilities include a greater emphasis on reducing smoking rates and promoting cancer screening and other healthy activities.

Cancer prevention strategies will include use of interactive tools, e-books, videos, individual coaching and online cancer risk assessment tools.

Alton Memorial Hospital was established in 1937. Licensed for 199 beds, it is an acute-care hospital offering patients a variety of inpatient and outpatient services, including surgery services, medical imaging, interventional and diagnostic heart services, physical therapy, rehabilitation, 24-hour emergency care, ambulance services, cancer care, and women's health and family birth center.

People in Business

Trobaugh certified as health-care constructor

Holland Construction Services, based in Swansea, says Mike Trobaugh, project superintendent, has earned the designation



Trobaugh

of Certified Healthcare Constructor by the American Hospital Association.

The national credential that distinguishes an individual as being among an elite group of 900 healthcare construction professionals in the nation. The certification program is designed to provide an objective and rigorous assessment of broad-based knowledge in health-care construction.

Trobaugh is the second Holland employee to achieve the certification. In addition, six Holland employees have received a Health Care Construction Certificate from the American Society for Healthcare Engineering. The certificate shows employees have been trained to work in the health-care construction environment.

Holland has completed more than 50 health-care projects throughout Southern Illinois and the St. Louis metro area, including projects for BJC HealthCare, Memorial Hospital, HSHS St. Elizabeth's Hospital, Southern Illinois Healthcare Foundation, SSM Health and others.

New attorney joins Gori Julian office

Gori Julian & Associates, P.C. says Michael Ginos has joined the firm as an attorney. Ginos will be working in the Edwardsville office in the practice areas of mass tort and personal injury litigation.

Michael Ginos graduated from the University of Illinois Urbana-Champaign with a B.A. in Communication and Spanish. He then graduated from Southern Illinois



Ginos

University School of Law in May of 2017 with his Juris Doctor, focusing on business and transactional law. After law school, Ginos worked in the Montgomery County State's Attorney's

Office as an assistant state's attorney. Ginos is a member of the Illinois State Bar Association, Montgomery County Bar Association and a member of the Lions Club International service organization.

Greensfelder adds lawyer to trust practice group

Greensfelder, Hemker & Gale, P.C., which has offices locally in Belleville and St. Louis, has hired Leland R. Moloney as an associate in the Trusts & Estates practice group.

Prior to joining Greensfelder in St. Louis,

Moloney was an associate in the Trusts and Estates Department at Affinity Law Group. His past experience also includes handling trust and estate settlement administration as



Moloney

a trust officer at Edward Jones Trust Co. and as a wealth management trust officer at Northern Trust Co.

Moloney received his J.D. from the University of Missouri School of Law and his Bachelor of Science from Missouri State University.

Five local attorneys on state bar councils

Belleville-based Mathis, Marifian & Richter, Ltd. shareholders Bradley W. Small, Deanna L. Litzenburg, Philip D. Speicher, Laura E. Schrick and associate Colin C. Clark were appointed to section councils of the Illinois State Bar Association to serve the legal community during 2019 and 2020.

Illinois State Bar Association section council members regularly meet to discuss the standards to which attorneys should be held, contribute to newsletters to inform fellow lawyers, review proposed legislation and assist with continuing legal education programs.

Small is an attorney working through the Belleville and Nashville offices. He

practices banking law, bankruptcy, real estate law, estate planning, collections and business law.

Small was appointed as the chairman of the ISBA Commercial Banking, Collections & Bankruptcy Law Section Council, for a second time, where he has served as a member for a number of years.

Litzenburg is an attorney who serves through the Belleville, Edwardsville and Nashville offices. She practices civil litigation, commercial litigation, premises liability, medical malpractice, employment law, creditor's rights and workers' compensation. Litzenburg was appointed as a member of the ISBA Civil Practice & Procedure Section Council.

Speicher is an attorney who practices business law, real estate law, taxation and estate planning. He serves his clients through the Belleville, Edwardsville and St. Louis offices. Speicher was reappointed to the ISBA Federal Taxation Section Council. Speicher is the former chairman of the Federal Taxation Council.

Schrack serves through the Belleville and St. Louis offices. She practices civil litigation, employment law and trust & estates litigation. Schrick was appointed as a member of the ISBA Labor & Employment Law Section Council.

Clark is an associate attorney who practices business law, real estate law, estate planning and taxation. He serves clients through the Belleville, Edwardsville and St. Louis offices. He was appointed as a member of the ISBA Business & Securities Law Section Council.

Send People in Business items to Editor Dennis Grubaugh, dgrubaugh@ibjonline.com.