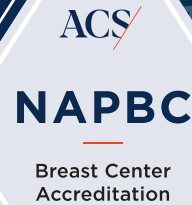


## CASE STUDY

# Bending the Trends in Cancer Care in Rural North Carolina

Once struggling to meet the demands of its cancer patients, Outer Banks Health in Nags Head, North Carolina, has turned the tide in cancer care after receiving accreditation from the Commission on Cancer (CoC) and the National Accreditation Program for Breast Centers (NAPBC).



### Outer Banks Health

A 19-bed hospital in Nags Head, North Carolina  
Earned Commission on Cancer Accreditation in 2016 and National Accreditation Program for Breast Centers in 2022.

#### Broader Support

Able to reduce patient travel times by providing cancer treatments on-site or through direct referrals.



#### Increased Patient Volumes

All cancers ▲ 520%      Breast cancer ▲ 400%



#### Greater Involvement in All Cancer Cases

Before accreditation 10-20% of cases      After accreditation ▶ 70% of cases

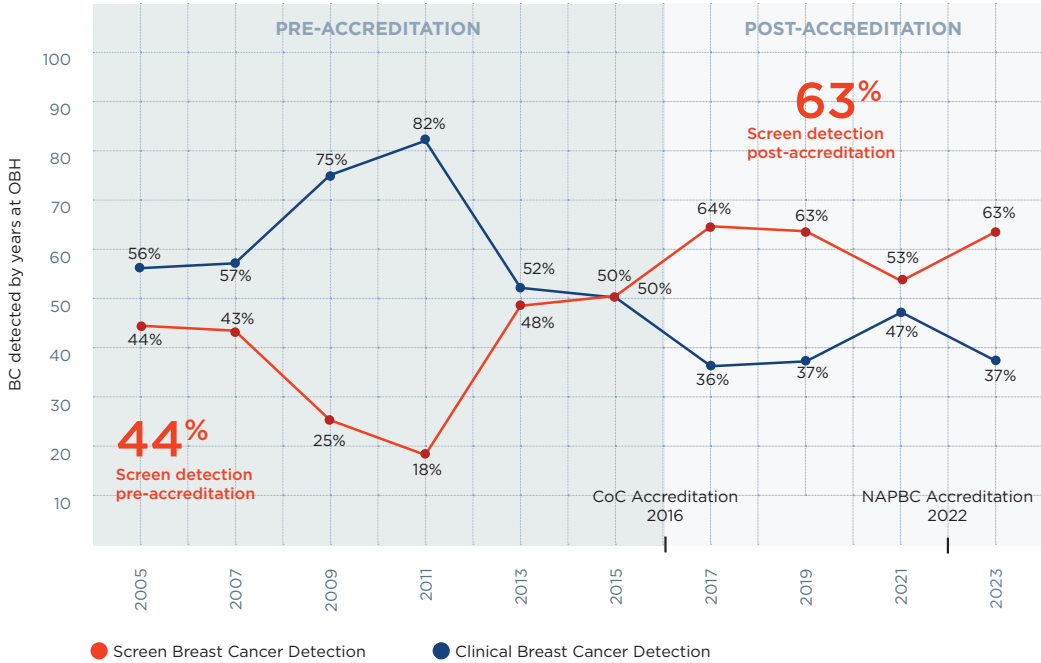
**Treating more patients at home enabled Outer Banks Health to build a new \$18 million Cancer Center that opened in 2024.**

“The Commission on Cancer manual is really a survival manual. It allows us to address all aspects of the needed components of proactive cancer care, from screening to survivorship. For us, that’s been a huge part of addressing and developing a process for cancer care in Nags Head.”

—Charles Shelton, MD

## Increased Number of Screen-Detected Breast Cancers

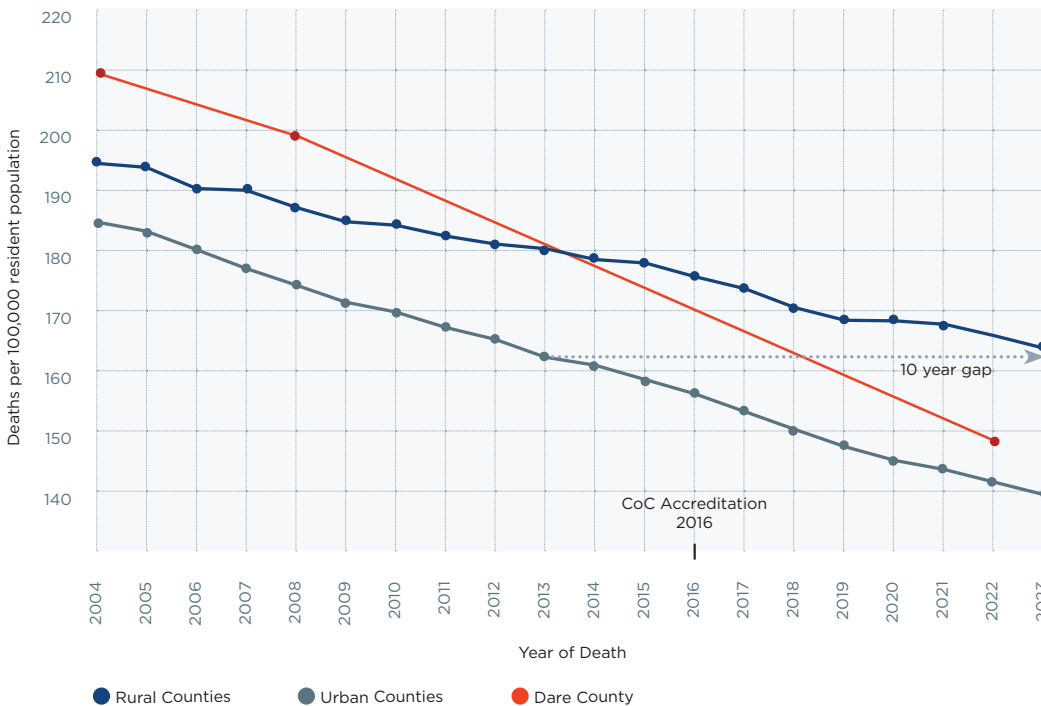
Clinical vs Screen Detected Breast Cancer: Volumes and Outcomes (N=555) post CoC Accreditation



About 63% of breast cancers are now screen-detected compared to only 44% before Outer Banks Health achieved CoC and NAPBC accreditation. Screening helps detect cancer earlier, when it's easier to treat, so outcomes tend to be better.

## Decreasing Cancer Death Rates in Rural America

All Races, Both Sexes, All Ages, 2004-2023



Rural communities across the country face significant barriers to accessing high-quality cancer care, including long travel times and a lack of access to specialists. Nationally, there is nearly a 10-year gap in cancer mortality rates between rural and urban populations. Outer Banks Health has been able to close this 10-year gap in Dare County by strategically investing in cancer resources through CoC and NAPBC accreditation.

Read more about the Outer Banks Health experience:

[facs.org/outerbanks](https://facs.org/outerbanks)

Learn more about opportunities for rural hospitals to achieve CoC and NAPBC accreditation:

[facs.org/coc](https://facs.org/coc) [facs.org/napbc](https://facs.org/napbc)

