

**DIALOGUE
FOR ACTION™**
ON CANCER SCREENING



**prevent
cancer**
FOUNDATION

2016 Networking Resource Guide



Dialogue and share resources with listed participants to further your efforts in cancer screening and education. A downloadable copy of this Guide can be found on the “Toolkit” page of dialogueforaction.org.

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ADVOCACY CAMPAIGNS

Debra DeNitto

Valley Health

ddenitto@valleyhealthlink.com

Initiative: We offer specially priced mammograms and work to lower that cost for those who qualify in order to lower any financial barriers.

Success Measure: We met our goal of screening uninsured women in our community earlier than designated.

Mary Doroshenk, MA

American Cancer Society

mdoroshenk@cancer.org

Initiative: We've launched the shared nationwide goal to regularly screen 80% of adults aged 50 and older for colorectal cancer by 2018.

Success Measure: We set a goal to recruit 50 partners in the 80% by 2018 effort. Over 700 have now joined. Learn more at: nccrt.org/tools/80-percent-by-2018/

Lisa Schill

RASopathies Network USA

LSchill@comcast.net

Initiative: RASopathies Network's mission is to advance research of the RASopathies by bringing together families, clinicians, and scientists.

CANCER SCREENING MODALITIES

Santosh Bhavani

SemanticMD, Inc.

santosh@semantic.md

Initiative: We provide a medical image analysis platform for optimized interpretation of radiologic and ultrasound imaging.

Success Measure: Successfully developed screening algorithms for diabetic retinopathy and epidermis melanoma.

Melissa Grossman

University of Virginia

mg3wc@virginia.edu

Initiative: The UVA Breast Care Program designed a mobile mammography van to increase screening access to women in high-risk and rural locations.

Success Measure: The van offers screenings using the latest technology, including 3D-imaging, and has the capacity to perform up to 25 exams in one day.

Mary Jane Joseph RN, BC, CPHQ

Primary Care Coalition

maryjane_joseph@primarycarecoalition.org

Initiative: The PCC has worked with 11 safety-net clinics to increase cancer screening using the IHI Model for Improvement and patient navigation

Success Measure: Screening rates for breast, cervical and colorectal cancer have increased year over year.

CANCER SCREENING MODALITIES (cont'd)

Chalorna Lauron

Guam Cancer Care

clauron@guamcancercare.org

Initiative: A year-round cancer screening campaign is a collaborative effort between Guam Cancer Care, local Clinics, partners and Public Health.

Success Measure: Secure clinic and providers participation and increase patients to be screened. Developed a Town Hall format to reach out to the community.

Hannah Spencer

University of Virginia

HES3X@hscmail.mcc.virginia.edu

Initiative: UVA designed and implemented a comprehensive lung cancer screening program meeting CMS requirements

Success Measure: The newly implemented procedures and interventions resulted in a 115% increase in lung screening volume

Charlyn Wilson, BSN

Legacy Health

cwilson@lhs.org

Initiative: Implemented lung cancer screening in 2012.

Success Measure: Increasing number of patients screened, and early cancers have been identified.

MANDATED GUIDELINES-DRIVEN CANCER SCREENING

Elise Collins

New York State Department of Health

elise.collins@health.ny.gov

Initiative: Academic Detailing and Practice Facilitation to increase breast, cervical and colorectal cancer screening rates in primary care practice.

Success Measure: Increased breast, cervical and colorectal cancer screening rates observed via implementation of evidence-based and informed interventions.

Rose Grino, BSN, RN

Guam Comprehensive Cancer Control Coalition

grino.rose@gmail.com

Initiative: The Guam Cancer Coalition's Screening, Early Detection, and Treatment Action Team implemented a series of education campaigns focusing on increasing health care professionals' awareness and current cancer screening guidelines as a way to promote evidence based practices, in an effort to increase standards and quality of care in Guam.

Success Measure: In 2014, a random survey conducted in health care organizations revealed that about 92% of health care professionals stated that their organization follow cancer screening (breast, cervical, colorectal) guidelines as recommended by the USPSTF.

MANDATED GUIDELINES-DRIVEN CANCER SCREENING (cont'd)

Krystal D. Morwood, MS

Colorado Department of Public Health and Environment

krystal.morwood@state.co.us

Initiative: CDPHE works with partners across the state to reduce the burden of cancer and increase the quality of life for those touched by cancer.

Success Measure: CDPHE has partnered with 12 health systems (22 sites) to implement evidence-based interventions to increase cancer screenings.

OTHER CANCER SCREENINGS (oral, prostate, skin, etc.)

Kym Martin, MBA, CNC, CFT

360 Degree Insights LLC

kym@360degreeinsights.com

Initiative: 360 Degree Insights advised a global pharma company on patient centricity and a tech firm on design/development of a patient-centric app.

Success Measure: Integrated "real world patient needs" into (1) the conversation with pharma leaders and (2) the functionality of the software application.

Laura T Schein

Greater Baltimore Medical Center

lschein@gbmc.org

Initiative: Sandra & Malcolm Berman Cancer Institute at GBMC has partnered with area Baltimore County Public (Middle) Schools to conduct tobacco prevention/education presentations.

Community outreach efforts to reduce tobacco use have been made possible by the Cigarette Restitution Fund; these efforts are underway.

REDUCING DISPARITIES IN CANCER SCREENING & PREVENTION

Lyndsay Anderson, FNP

MedStar Georgetown Cancer Screening Program

ltw7@georgetown.edu

Initiative: We provide lung, colon, prostate and breast cancer screening to men and women in DC who are uninsured.

Success Measure: Our goal is to improve detection and lower mortality rates from cancer in Washington, DC residents.

Sara Beaber-Fujioka, MS, MPA

SouthEast Alaska Regional Health Consortium

sarab@searhc.org

Initiative: SEARHC provides primary care and cancer screening in rural Southeast Alaska and conducted a Tribal-specific Behavioral Risk Factor Survey.

Success Measure: SEARHC BRFSS data found significant changes in tobacco-related behaviors. A Tribal BRFSS Toolkit is under development.

REDUCING DISPARITIES IN CANCER SCREENING & PREVENTION (cont'd)

Vicki Blevins Booth

Kentucky CancerLink

vickib@kycancerlink.org

Initiative: Kentucky CancerLink certified patient navigators provide education, cancer screenings and survivorship support to residents of Kentucky .

Success Measure: Since 2008, Kentucky CancerLink has served over 7000 patients with over 20,000 various services utilizing patient navigators.

Ellen Bradt, MPH

New York State Department of Health

ellen.bradt@health.ny.gov

Initiative: Developed a training program to assist with finding and recruiting uninsured individuals for cancer screening post ACA.

Success Measure: Initial results indicate that having a written referral mechanism results in significantly more referrals for cancer screening.

REDUCING DISPARITIES IN CANCER SCREENING & PREVENTION (cont'd)

Philip Castle, PhD, MPH

Albert Einstein College of Medicine

castle.philip@gmail.com

Initiative: The Global Coalition Against Cervical Cancer, a 501c3 non-profit organization, and its partners provide technical support, training, and education ("Technology and Knowledge Transfer") to help low- and middle-income countries develop more effective cervical cancer prevention and control programs.

Success Measure: Reduce the global cervical cancer incidence and mortality by 25% in 20 years and 50% in 30 years.

Michelle Chappell, MS

American Cancer Society

michelle.chappell@cancer.org

Initiative: Collaborating with Insurance Companies and State Based Health Systems in WV.

Success Measure: Pilot collaboration - with mobile mammography with MammoFIT project.

REDUCING DISPARITIES IN CANCER SCREENING & PREVENTION (cont'd)

Morgan Daven, MA

American Cancer Society

morgan.daven@cancer.org

Initiative: ACS works with FQHCs on Quality Improvement for cancer screening, HPV vaccination, and other cancer-related initiatives.

Success Measure: One example of a measure of success is the colorectal cancer screening rate, for each FQHC and for health centers nationally.

Joanne Gersten, RN, MS

NH Colorectal Cancer Screening Program

Joanne.K.Gersten@hitchcock.org

Initiative: The NH CRC Screening Program is a CDC funded program that has been successfully working to increase screening in NH for the past 7 years.

Success Measure: Overall measure of success for NHCRCSP is increase in CRC cancer screening rates in New Hampshire.

REDUCING DISPARITIES IN CANCER SCREENING & PREVENTION (cont'd)

Maria Gomez, DrPH

University of Kentucky College of Nursing

maria.gomez@uky.edu

Initiative: We have developed collaborations with Kentucky Cancer Link. We are presenting a poster about Patient Navigator Services in Kentucky.

Success Measure: Kentucky Cancer Link has provided more than 5,000 patient navigation services between 2010-2015 in rural and urban counties in Kentucky.

Kamala Green, MS

American Cancer Society

kamala.green@cancer.org

Initiative: Working within the FQHC's Baltimore City with Prevention and Early Detection on Cancer Disparities.

Success Measure: Baltimore City FQHC have overall success in Breast and Colorectal with a 10% increase in screenings.

James Hotz, MD

Albany Area Primary Health Care

jimhotzmd@aol.com

Initiative: Increase colon cancer screening at FQHC through navigation, practice transformation and links to care from CoC hospital.

Success Measure: Increased crc screening from 26% to 49 to 73% in 3 consecutive years.

REDUCING DISPARITIES IN CANCER SCREENING & PREVENTION (cont'd)

Candice A. Lucas, MBA

Cancer Services Program of Monroe County

Candice_Lucas@urmc.rochester.edu

Initiative: Comprehensive Cancer prevention & screening to reduce disparities for marginalized populations.

Success Measure: Improved health literacy for urban residents in target zip codes around health disparities and cancer risk factors.

Melanie Plucinski, MPH

American Indian Cancer Foundation

mplucinski@aicaf.org

Initiative: Promoting and implementing policy, systems and environmental change to improve community health.

Success Measure: Impactful tribal policy passed to improve community health, better health outcomes for American Indians.

Terri Rattler, MSOL

Great Plains Tribal Chairmen's Health Board

terri.rattler@gptchb.org

Initiative: The Great Plains Tribal Chairmen's Health Board is working to increase colorectal cancer screening rates within 18 tribes.

Success Measure: Currently working with 18 tribes in increasing the CRC rates in their specific communities.

REDUCING DISPARITIES IN CANCER SCREENING & PREVENTION (cont'd)

Joyce Sayler, RN

North Dakota Department of Health

jsayler@nd.gov

Initiative: Serves as lead for a colorectal cancer screening Initiative for low income individuals who receive services from two FQHCs in North Dakota.

Success Measure: The Initiative is blended with the North Dakota Breast and Cervical Cancer Early Detection Program at the two FQHC sites.

Dara Shapiro, MPH

New York State Department of Health

dara.shapiro@health.ny.gov

Initiative: The NYS Department of Health developed an initiative to promote cancer screening among hard to reach populations by partnering with organizations serving disparate populations.

Success Measure: To date, DOH has established strategic partnerships with 90 organizations leading to an increase in referrals that resulted in clients screened.

REBECCA L. STONE, M.D.

JOHNS HOPKINS MEDICINE GYN ONCOLOGY

RSTONE15@JHMI.EDU

Initiative: Gynecologic oncologist providing surgical and medical care for women with gynecologic cancers at Johns Hopkins Hospital

REDUCING DISPARITIES IN CANCER SCREENING & PREVENTION (cont'd)

Annie Thibault, MSc

Center Colon Cancer Research, USC

thibaula@mailbox.sc.edu

Initiative: The CCCR provides education, awareness, and screening for CRC and serving uninsured and medically underserved individuals.

Success Measure: The CCCR screening program using a patient navigation system and increase compliance and quality outcomes.

Kristian Wagner, MS

Kentucky Cancer Consortium

kristian@kycancerc.org

Initiative: Reducing barriers to cancer screenings and using shared-decision making and teachable moments for education.

Elizabeth A. Westbrook, MCHES

University of Louisville Kentucky Cancer Program

e.westbrook@louisville.edu

Initiative: Kentucky Cancer Program is a state mandated cancer control program which coordinates cancer prevention and early detection programs.

Success Measure: We provide education and outreach with a special emphasis on reaching the underserved with low-cost and free cancer screenings.

VIRUSES & CANCER

Kenneth Alexander, MD, PhD

Nemours Children's Hospital

kenneth.alexander@nemours.org

Initiative: Promoting adolescent immunization against human papillomaviruses.

Success Measure: Increasing HPV immunization rates.

OTHER – HEALTH TECHNOLOGY DEVELOPMENT

Katie McMillan, MPH

Smashing Boxes

katie@smashingboxes.com

Initiative: Smashing Boxes is a digital product agency. We fuse design, development and strategy to create products for web and mobile.

Success Measure: We partnered with over 20 health clients in 2015, from start ups to clinical research organizations to build effective apps.

OTHER – ONCOLOGY PATIENT NAVIGATION

Kathleen Gamblin, BSN, RN, OCN

Northside Hospital Cancer Institute

kathleen.gamblin@northside.com

Initiative: Navigation of NHCI patients and families throughout the cancer continuum.

Success Measure: Every patient and family at NHCI is educated about navigation and its availability to them.

OTHER – EVALUATION

April Barry, MSW

Department of Health

abarry@pa.gov

Initiative: The Department of Health, Division of Cancer Prevention and Control, in partnership with the American Cancer Society is working with Health Plans (including Medicaid Managed Plans) to improve colorectal cancer screening rates in provider networks (including FQHCs).

OTHER- NATIONAL INSTITUTES OF HEALTH FUNDING

Mary Lee Watts, MPH

American Association for Cancer Research

marylee.watts@aacr.org

Initiative: The AACR organizes the Rally for Medical Research Hill Day, convening 300+ organizations to advocate for NIH funding.

Success Measure: Now in its fourth year, the Hill Day has grown each year and contributed to a \$2 billion increase for the NIH in FY 2016.

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