

2022 NCCRT Annual Meeting

CONCURRENT SESSION 5
COMMUNITIES OF SUCCESS



80% in Every Community National Achievement Awards

Grand Prize: Pueblo Community Health Center

● **Community Health Center**

Honorees

● Hitting Cancer Below the Belt

Community Organization

● Penn Medicine

Hospital/Health System

● Nebraska Cancer Coalition

Cancer Coalition/State Roundtable

● Senator Maryellen Goodwin and
Representative Mia Ackerman

Elected Leaders

● Access to Screening: A Colorectal Cancer
Alliance Prevention Initiative

Nonprofit Organization





The 2023 80% in Every Community National Achievement Awards

Submit your nominations by Nov. 22!

nccrt.org/awards

Communities of Success – 80% in EC Awardees



Sarah Shafir

MPH

*Director, National Partnerships
American Cancer Society*



Melinda Conklin

MS, MEd

*Founder / Executive Director
Hitting Cancer Below the Belt*



Shivan Mehta

MD, MBA, MSHP

*Assistant Professor
University of Pennsylvania
VA Medical Center*



Dionne Christopher

*Partnerships & Programs Manager
Colorectal Cancer Alliance*



Hitting Cancer Below the Belt

Thursday, November 17, 3:30 PM

Hitting Cancer Below the Belt (HCB2)

Colorectal Cancer Screening & Prevention

Melinda Conklin, MS, MEd
Founder/Executive Director

*HCB2 is a colon health and colorectal cancer
prevention organization based in Richmond, Virginia*

***“Our vision is build and bridge resources to
create communities where cancer is
challenged to survive.”***

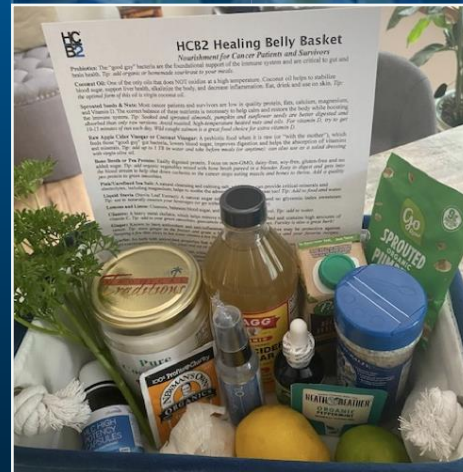
- HCB2



Preventing & Defeating Colorectal Cancer

- Funds FIT screening programs at 11 medical sites across the Commonwealth of Virginia.
- Unique and entertaining education through appearances and presentations as well as blogs, podcasts, and media.
- Nutrition support for cancer patients and survivors.
- NEW! Junior Board!

“Colon cancer screening can be a difficult conversation to have with anyone. HCB2’s inflatable colon is a great conversation starter because it is an attention getter.”
- Suzanne T., RN Endoscopy



The Impact of HCB2's Efforts

3,125 people received FIT and/or colonoscopy

- Cancer has been found and treated in at least **4** patients
- Average FIT return rate is **64%**
- Clinic partners have reached over **85%** FIT return rate
- No wait list for uninsured patients to be screened

Impact of Education - Meet Thom and Steve

- Additional HCB2 events & activities have helped save lives

***“One event saved three lives within my network. Wow. Keep it up.”
- Thom K.***



The Impact of HCB2's Efforts

Impact of Nutrition - The Need is Great

- Quality nutrition shown to reduce risk of CRC, provide support during treatment, and potentially reduce cancer recurrence
- An estimated **214** people have received a HCB2 Healing Belly Basket and/or direct education
- In 2020-22, approximately **47%** of requests have come from out of the area

“Thank you for the many resources you shared with me...and for the healing basket full of amazing items. Truly, the work you do is deeply meaningful and impactful.”

- Karen F.



The Lessons Learned

- Education without screening resources = LESS impact
- Access (and affordability) is critical
- Successful uptake of screening also requires choice and quality patient navigation to address barriers
- CRC prevention is a large need and efforts must address access to care, quality food, and ways to reach diverse communities.

***“Thank you so much for all you are doing for our patients.
It’s incredible the difference the FIT program has made!”***

- Leslie G.



Thank You!

For more information:

info@hcb2.org

www.hcb2.org

"[We] would like to thank HCB2 providing the FIT test to people who need it and thus helping prevent colon cancer. Many of our patients who have had to wait...are now able to get a yearly FIT test."

- Zara M.



"I am overwhelmed with happiness as to how our first training session went! ...Everyone was buzzing with interest and excitement. Thank you ever so for collaborating and being a stakeholder with this project."

- Polly C.



HCB²
hcb2.org



Thank You!



Learning Approach to Colorectal Cancer Screening at an Academic Health System

Thursday, November 17, 3:30 PM

National Colorectal Cancer Roundtable

Learning Approach to Colorectal Cancer Screening at an Academic Health System

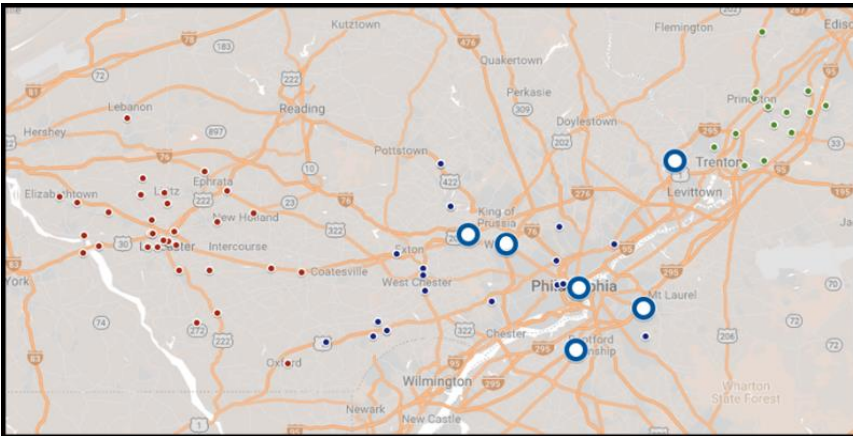
Shivan Mehta, MD, MBA, MSHP
Associate Chief Innovation Officer, Penn Medicine
Assistant Professor of Medicine and Health Policy
University of Pennsylvania

November 17, 2022



Penn Medicine

- ▶ 6 hospitals
- ▶ 8900 physicians
- ▶ 100+ primary care practices



Penn Medicine Team Goal focused on Equity

- ▶ Colorectal cancer screening rates among all primary care patients
- ▶ Colorectal cancer screening disparity between Black and non-Black patients
- ▶ Colorectal cancer screening rates among Black patients

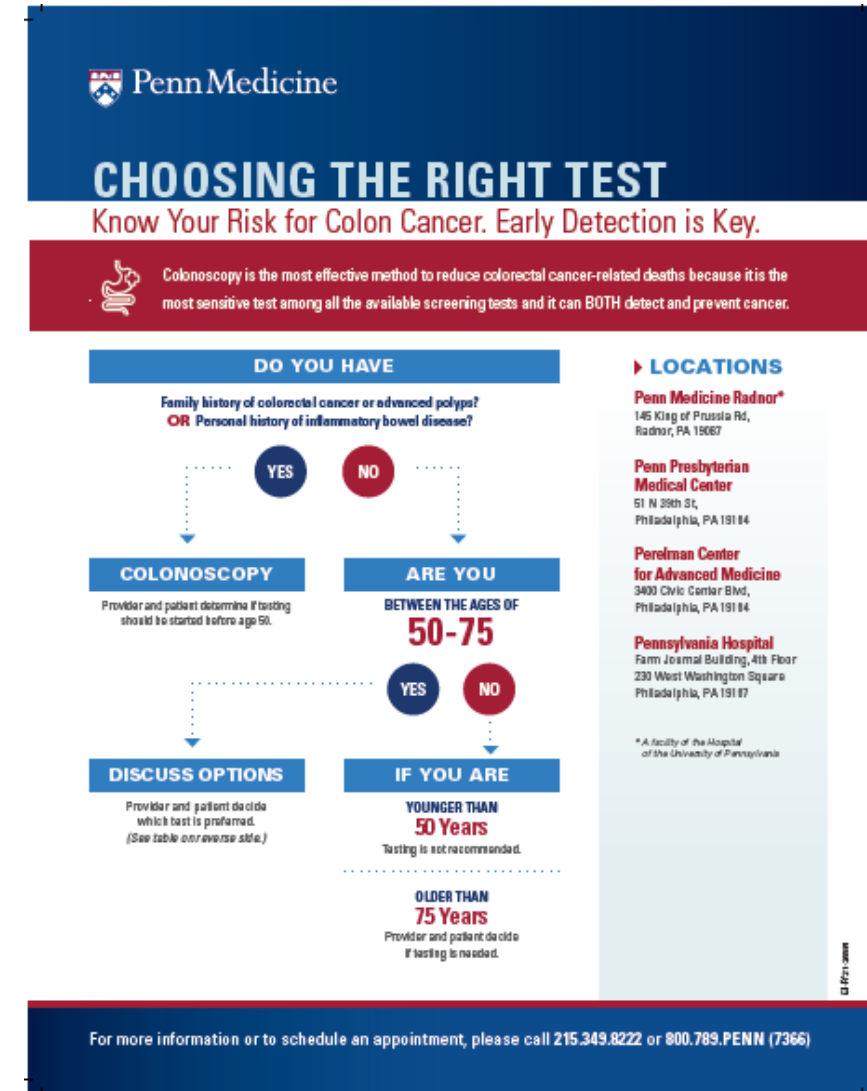
Goal set in Sept 2021: Baseline 69.70%

- Threshold +0% (69.70%)
- Target +0.5% (70.20%)
- High +1% (70.70%)



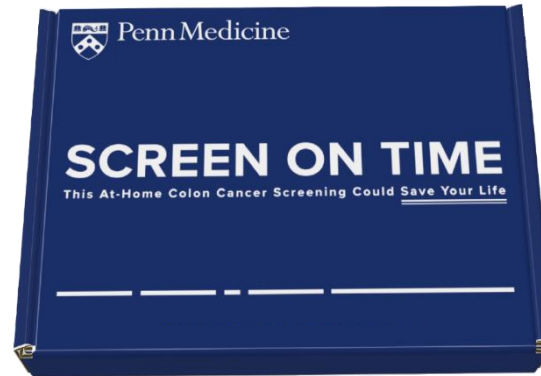
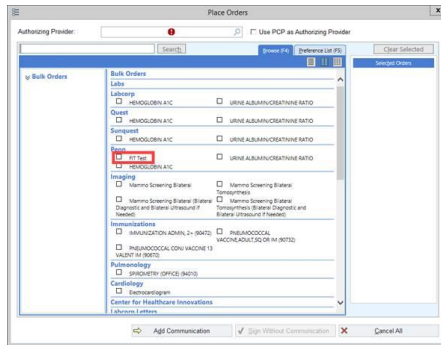
Colorectal Cancer Strategy Group

- ▶ Gastroenterology
- ▶ Primary Care
- ▶ Marketing
- ▶ Women's Health
- ▶ Cancer Center



Penn Medicine CRC outreach- Spring 2021

4,000 mailed FIT kits at 12 practices in Philadelphia area

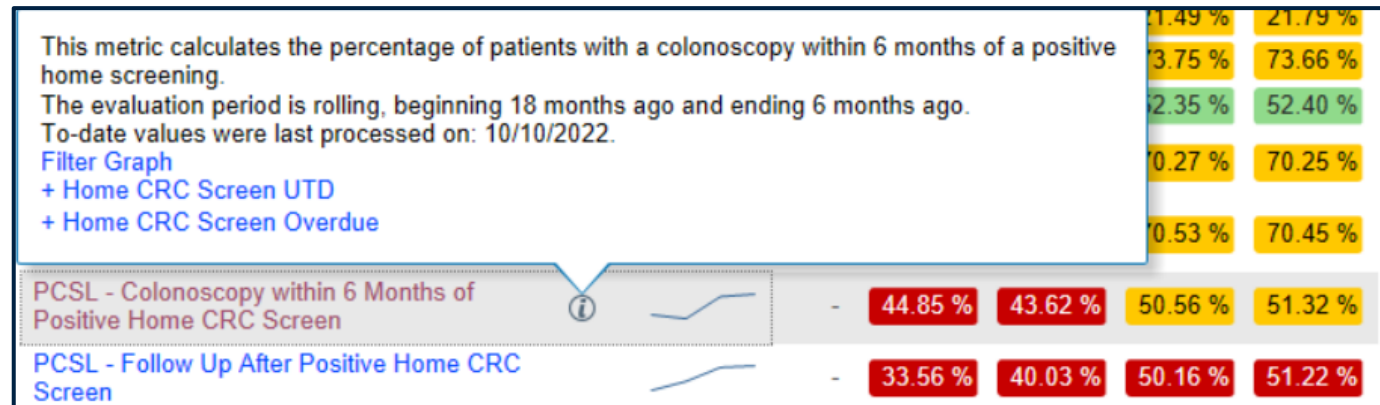


- ▶ 25% response rate
- ▶ 24% FIT+ scheduled or completed colonoscopy

Increased from 69.7% to 70.4% among Black patients (achieved target)

Prioritization of FIT+ patients

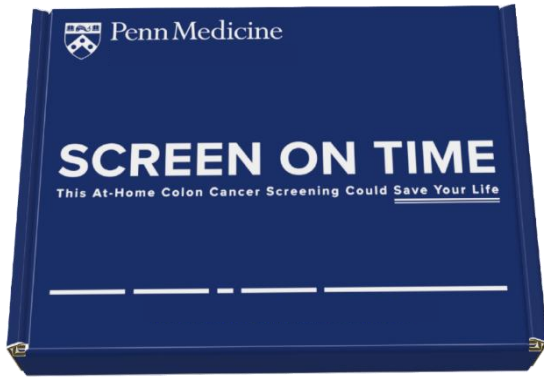
- ☐ Abnormal abdominal imaging causing suspicion of colorectal cancer
- ☐ Palpable rectal mass suspicious for colorectal cancer
- ☐ Stool test positive (fecal immunochemical test (FIT), fecal occult blood (FOBT), Multi-targeted stool DNA (Cologuard))
- ☐ Clinically significant rectal bleeding
- ☐ Clinically significant iron deficiency anemia (should receive EGD and colonoscopy)
- ☐ Procedure needed prior to cancer treatment



Penn Medicine CRC outreach pragmatic trial- Spring 2022

5,000 mailed FIT kits at 17 practices in Philadelphia area

Randomized controlled trial- factorial design



No increase



6.7% increase



4.5% increase

- ▶ 18% FIT response
- ▶ 22% CRC screening response
- ▶ 37% FIT+ scheduled or completed colonoscopy

Screening rate among Black patients did not increase during FY22

CRC Screening among ages 45-49

106, 287 eligible patients

10.4% overall screening rate

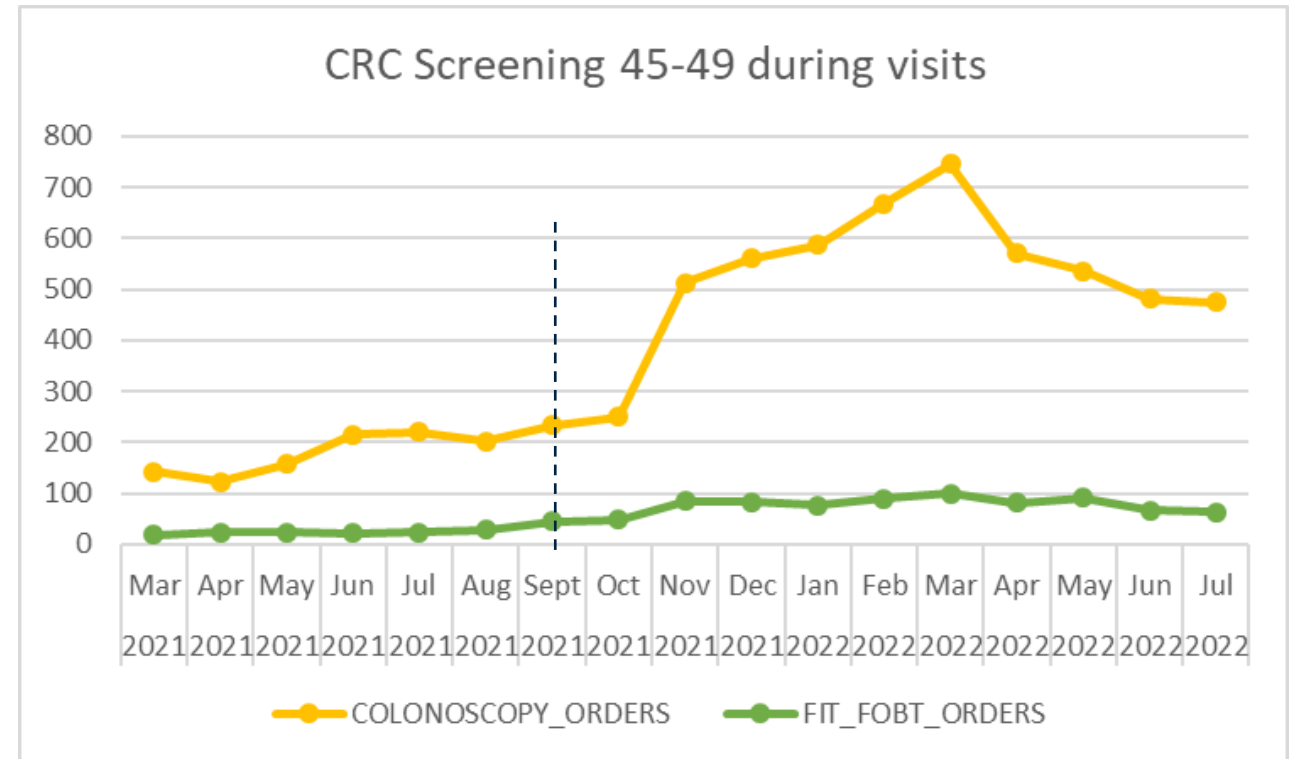
83.6% colonoscopy

5.6% multi-targeted stool DNA

5.3% FIT/FOBT

1.5% Flex sig

0.8% CT colonography



Plan to switch EHR visit nudge from Colonoscopy to FIT for 45-49 year olds

Centralized screening outreach program



- Automated tracking
- Bulk ordering
- Mailed FIT or mammogram order
- Vendor for letters and user friendly packaging
- Pre-mailing text messaging
- Text message navigation
- Reminder messages
- Navigation as needed for those who need it
- Navigation for positive patients

There is a need for a proactive, technology-enabled, and centralized approach to make meaningful and sustained increases in CRC cancer screening rates

Drive by Flu-FIT campaign

- ▶ 5 in-person events in partnership with Enon Tabernacle Church and Einstein Health Network to provide Navigation for FIT
- ▶ **251 patients received FIT kits (98% Black), 81% response rate**
- ▶ 6% FIT positive, 100% completed or scheduled Colonoscopy
- ▶ Plan to expand this approach to other community health systems through funding from Abramson Cancer Center, Colorectal Cancer Alliance, and Independence Blue Cross
- ▶ Led by Dr. Carmen Guerra and Armenta Washington



Next steps

- ▶ Centralized outreach program at Penn Medicine and eventually FQHCs
- ▶ Community outreach navigation, including media campaign with Colorectal Cancer Alliance and IBX
- ▶ NCI R01 to evaluate choice of colonoscopy or FIT through direct outreach and EHR nudges

Lessons learned

- ▶ Importance of executive-level support for team goal and partnerships
- ▶ System-wide infrastructure needed from the CRC strategy group
- ▶ Opportunity for a learning health system approach, incorporating research
- ▶ Need to stay focused on screening process completion and outcomes



Thank You!



Colorectal Cancer Alliance

Thursday, November 17, 3:30 PM





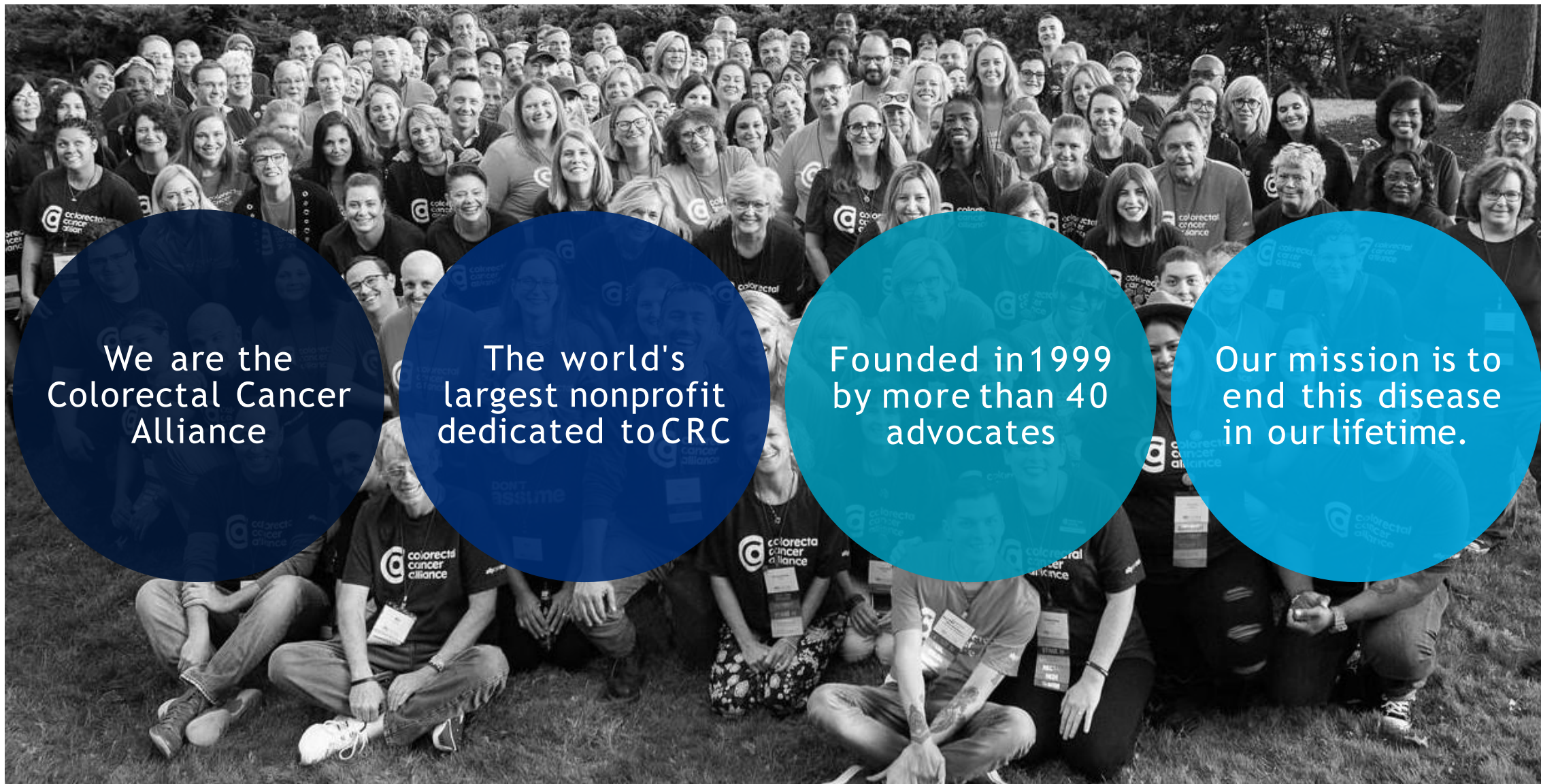
colorectal
cancer
alliance

Tomorrow **can't** wait



We exist to end colorectal cancer in our lifetime.





We are the
Colorectal Cancer
Alliance

The world's
largest nonprofit
dedicated to CRC

Founded in 1999
by more than 40
advocates

Our mission is to
end this disease
in our lifetime.

With a nation of passionate allies, we strive to end this disease through our pillars to screen, care, and cure.

SCREEN

to save 100,000 lives through prevention by 2029



CARE

to reach 750,000 patients and caregivers annually by 2024

CURE

to provide \$30 million in CRC research by 2026



SCREEN

Colorectal cancer is common and deadly, but it's also **highly preventable**.



"Critical to ending this disease is stopping it in the first place."

- Marcie Klein, VP of Prevention

Key Programs & Tactics

- **Cycles of Impact** awareness campaigns in Atlanta and Philadelphia
- **Partnerships** locally and nationally to increase awareness
- **Screening quiz**, follow up, and screening navigation
- **Influencer** campaigns
- **Advocacy** via volunteerism
- **March** awareness month

Screening Quiz

quiz.getscreened.org

SCREENING CAN SAVE YOUR LIFE

Get your screening options here

Colon cancer can be prevented with screening because it's highly treatable when caught early.

Screening is safe, even during the pandemic, and most people have more than one option for how to get screened.

Take this short quiz to learn more about which screening options are best for you based on your personal risk factors.

You may qualify for a free at-home test.

If you would like to talk to one of our patient navigators, call our helpline at (877) 422-2030.

CLICK TO START

CALL (877) 422-2030



Introduction



Personal Health
Information



Family Medical
History



Demographics &
Insurance Information



Your Recommendation

Personal Health Information

Let's start with your personal risk factors. Keep in mind that answering "yes" to any of the following questions does not mean you have colon cancer. Your responses simply provide us with information we need to help determine your personal screening recommendation.

* Are you having any of these symptoms?

☐

Bleeding when you have a bowel movement or blood in your stool (bright red, black, or brick red)

☐

Change in bowel movements like diarrhea, constipation, or different consistency



Introduction



Personal Health
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Family Medical
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Your Recommendation

Here's what we recommend.

! Talk to your doctor about getting screened now.

You have symptoms that need a second look.

You have one or more symptoms that require follow up with your primary care doctor or gastroenterologist. Talk to them today to determine whether you should get checked for colorectal cancer now.

One in 24 people will develop colon or rectal cancer.

The most common symptom of colon and rectal cancers is NO symptom.

Don't wait. Use this symptom tracker as a guide to talk with your healthcare provider today.

The Colorectal Cancer Alliance has more information on symptoms of colorectal cancer [here](#).

If you would like to receive your recommendation by email or text, please leave your details and click Send Me My Recommendation below.

Navigation to Screening Pilots

FIT KIT Dissemination

Provide access to donated FIT kits underinsured/uninsured individuals and community organizations.
~13,000 kits



Cologuard Donation

Provide access to Cologuard CRC screening tests to uninsured/underinsured individuals via provider partnerships.
1,500 kits



Colonoscopy Financial Assistance

Provide access to colonoscopy at low- or no-cost to individuals.
Over \$105,000 funds distributed



USCF Navigation Pilot

Through patient navigation increase rate of timely follow-up colonoscopy after abnormal FIT over 18-month period.

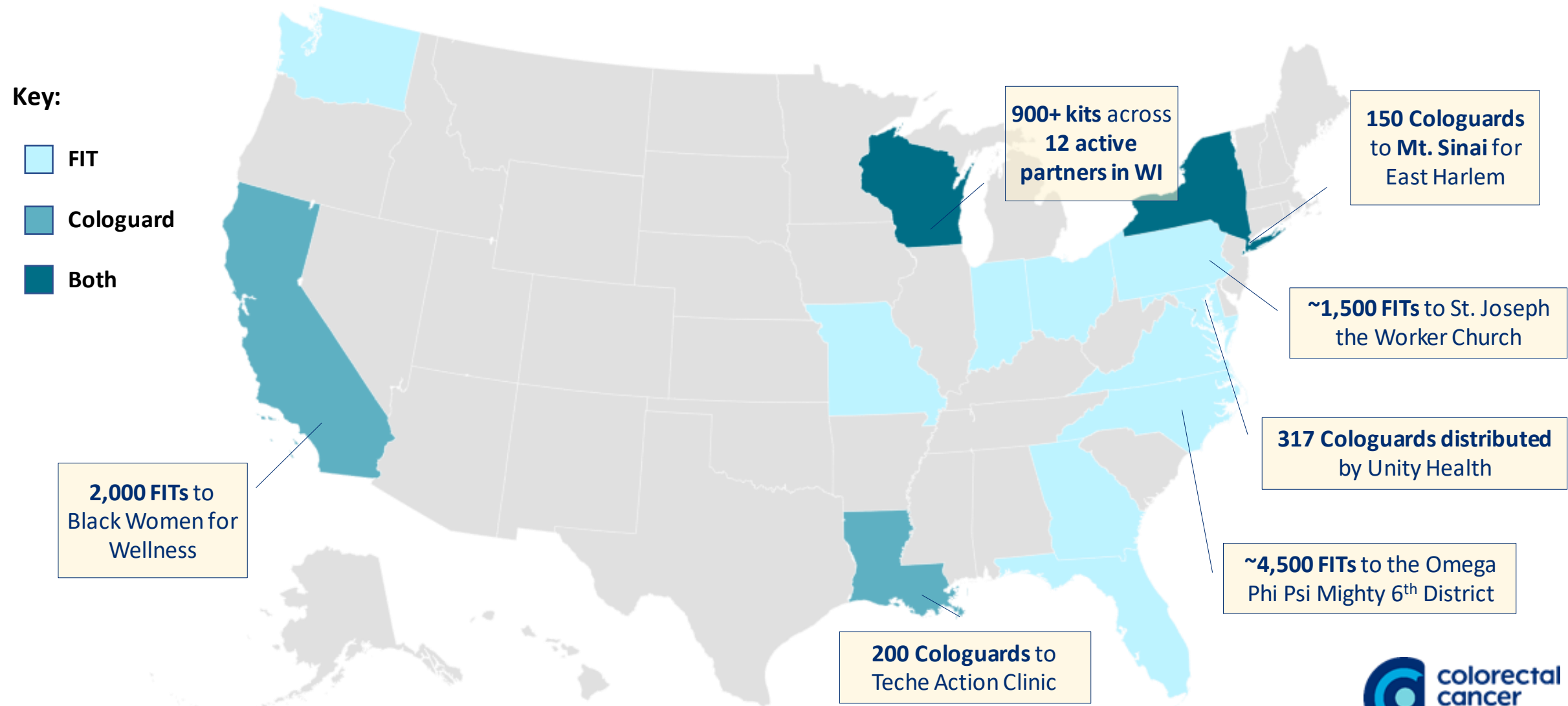


Philadelphia 2021

Partnership with WURD Radio, Independence Blue Cross, Penn Medicine and LabCorp to drive to navigation and completed screenings.



We are rapidly expanding the reach of our in-kind kit pilots for underserved groups through FQHC and community partnerships.



Making an Impact in Philadelphia

Create Cycles of Impact



Independence  

During a three-year engagement, the Alliance aims to;

- navigate 2,400 individuals to colorectal cancer screenings
- catch at least 60 colorectal cancers with a focus on Black individuals age 45-75

The expected outcome of this effort will be an increase in the screening rate among Black individuals in Philadelphia by 3-3.5%.

Made possible by a \$2.5M investment from Independence Health Group and a coalition of partners including the University of Pennsylvania Health System, Drexel University College of Medicine, Thomas Jefferson University Hospital, Temple University Hospital and many community and religious organizations and Black-owned businesses.

FEATURED CAMPAIGNS

#THEYDIDNTSAY – THE REALITIES OF COLORECTAL CANCER OFTEN LEFT UNSAID

INSTAGRAM AMBASSADORS



Charlamagne tha God

@cthagod

- 4.1M followers
- Age: 43
- Celebrity media personality + mogul, author, Host of *The Breakfast Club* + heads Black Effect Podcast Network



Vashtie

@vashtie

- 407K followers
- Age: 40
- Music video director, filmmaker, designer, DJ + colon health advocate



Mel D Cole

@meldcole

- 156K followers
- Age: 45
- Award-winning documentary photographer +
- Father is a CRC survivor



Brandon Jinx

@brandonjinx

- 63.5K followers
- Age: 35
- Journalist, TV personality + Host of *Mogul* podcast

LFB LEAD
FROM
BEHIND



12
.7

Million Views

3

Billion Impressions

KEY MESSAGE

**COLON CANCER IS THE
PREVENTABLE CANCER**

Countless stories of
impact



colorectal
cancer
alliance

Tomorrow **can't** wait

THANK YOU



Thank You!



Q&A

Thank You!



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