

Year 2 Kick-Off

September 20, 2023



LBCHP.org

A division of Louisiana Cancer Prevention & Control Programs (LCP)
LSU Health New Orleans | School of Public Health

Agenda

- I. Welcome & Introduction
- II. FY 23 Data Summary
- III. Data Entry & Patient Navigation Reminders
- IV. Communications & Outreach
- V. Business Reminders
- VI. Provider Opportunities
- VII. Q & A

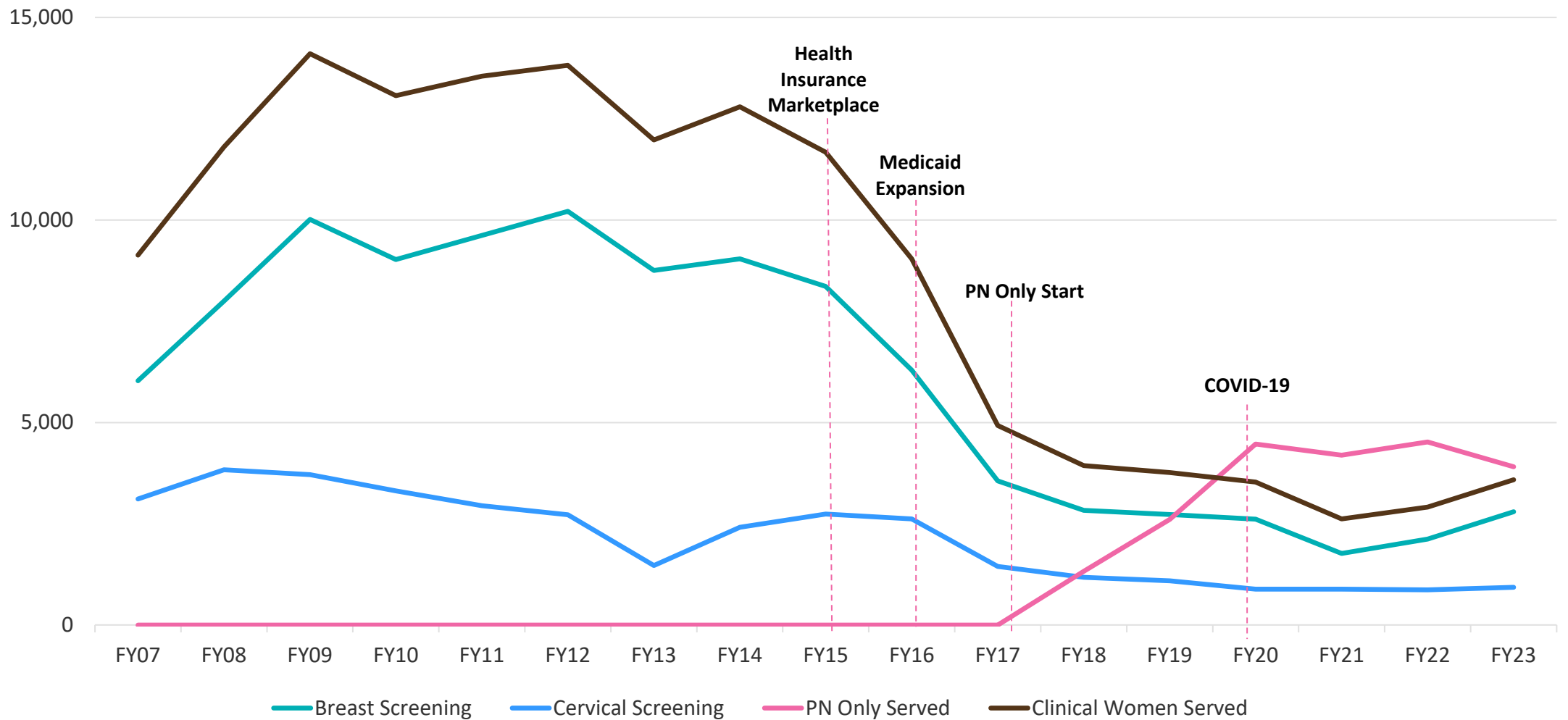
Year 2 Focus

Grant Year: 6/30/23-6/29/24 (Grant period: 6/30/22-6/29/27)

Priorities

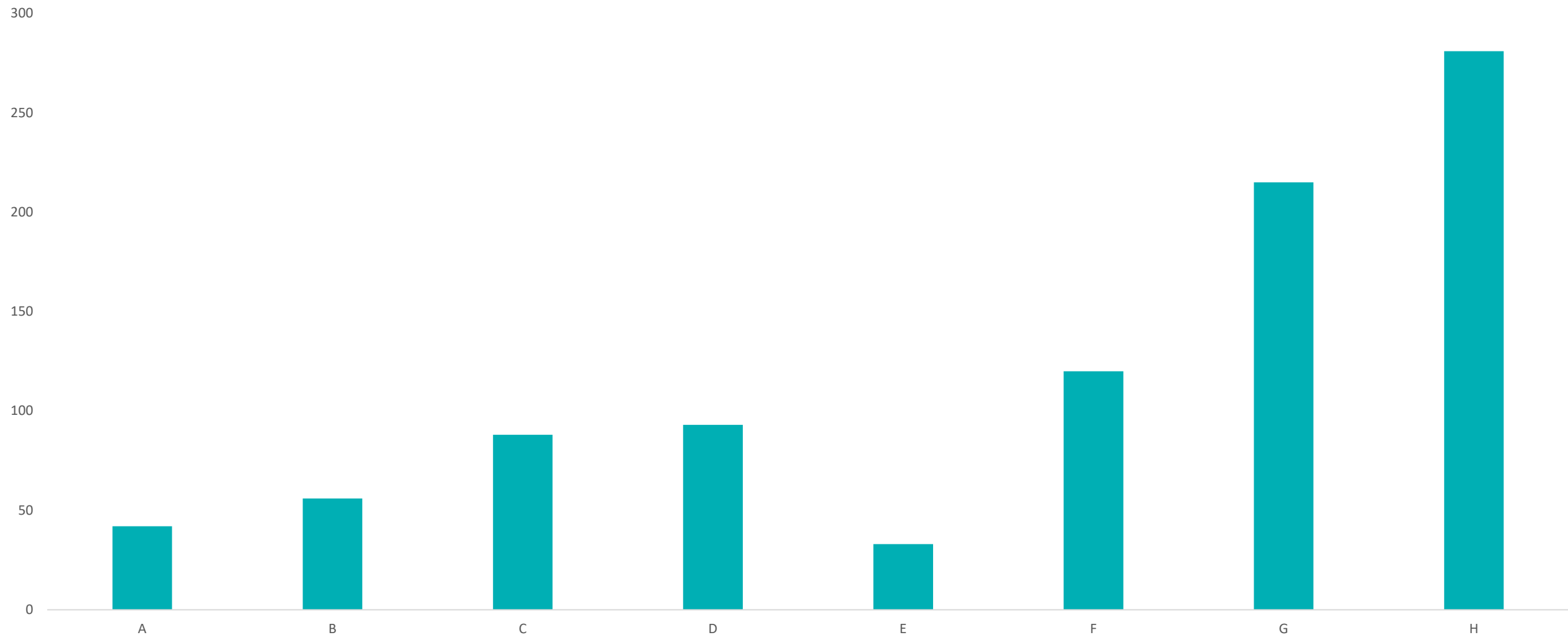
- Increase service delivery to uninsured and underinsured women
- Continue to partner with existing providers and identify new providers in target areas of the state
- Enhance outreach efforts to link/refer women in the community to LBCHP clinical services
 - Expand partnerships with community-based groups serving populations of focus
 - Increase communications and marketing efforts

LBCHP Services Trends

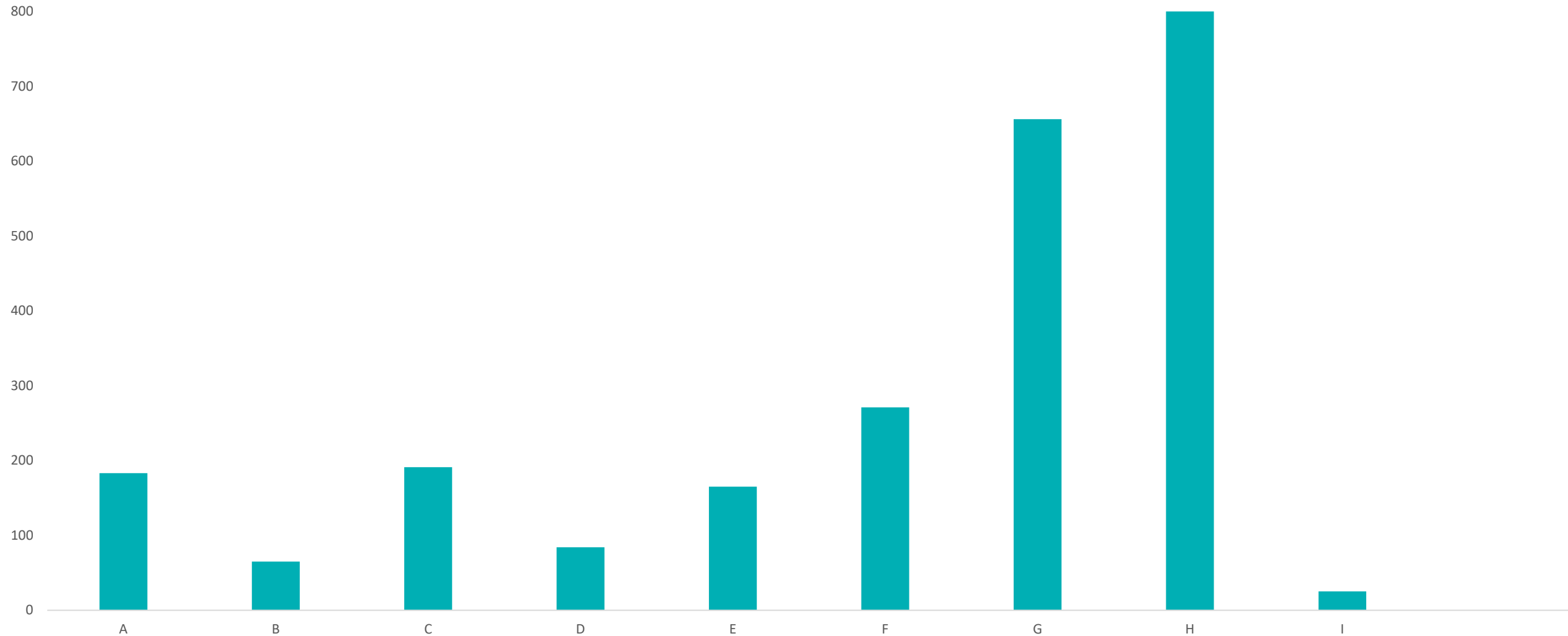


FY 23 Data Summary

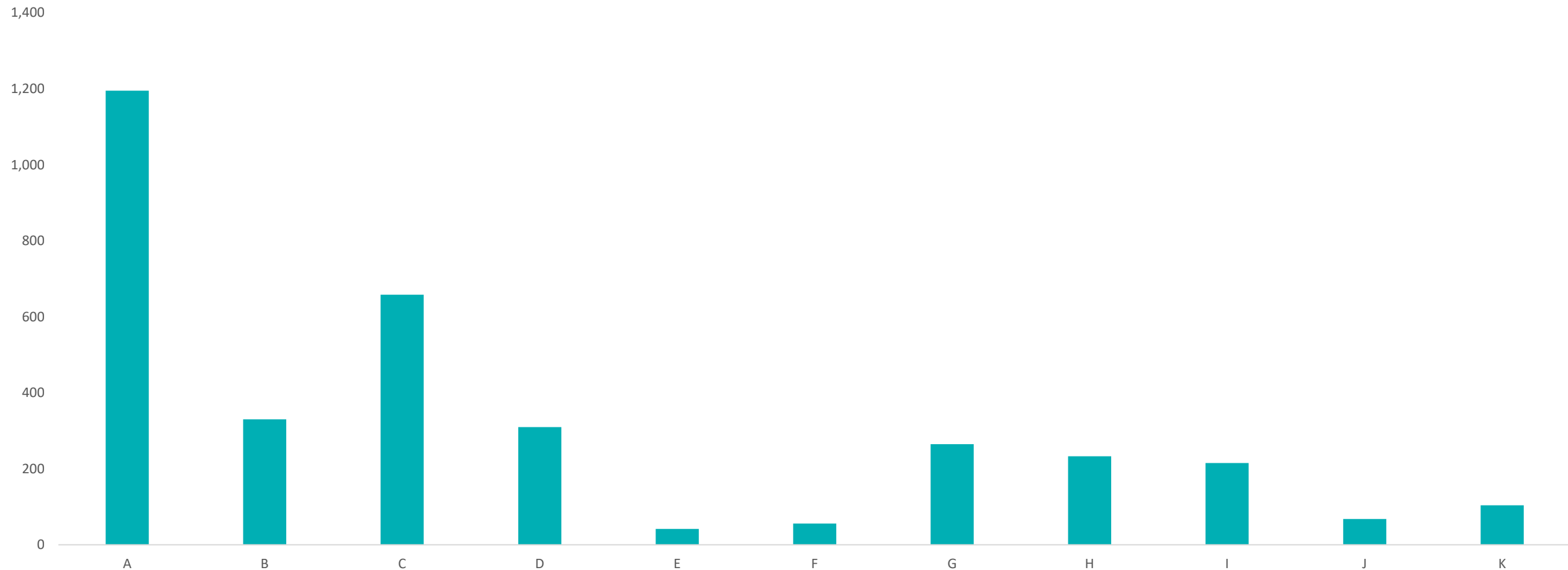
LBCHP Paid Pap Tests by Provider Site - FY2023



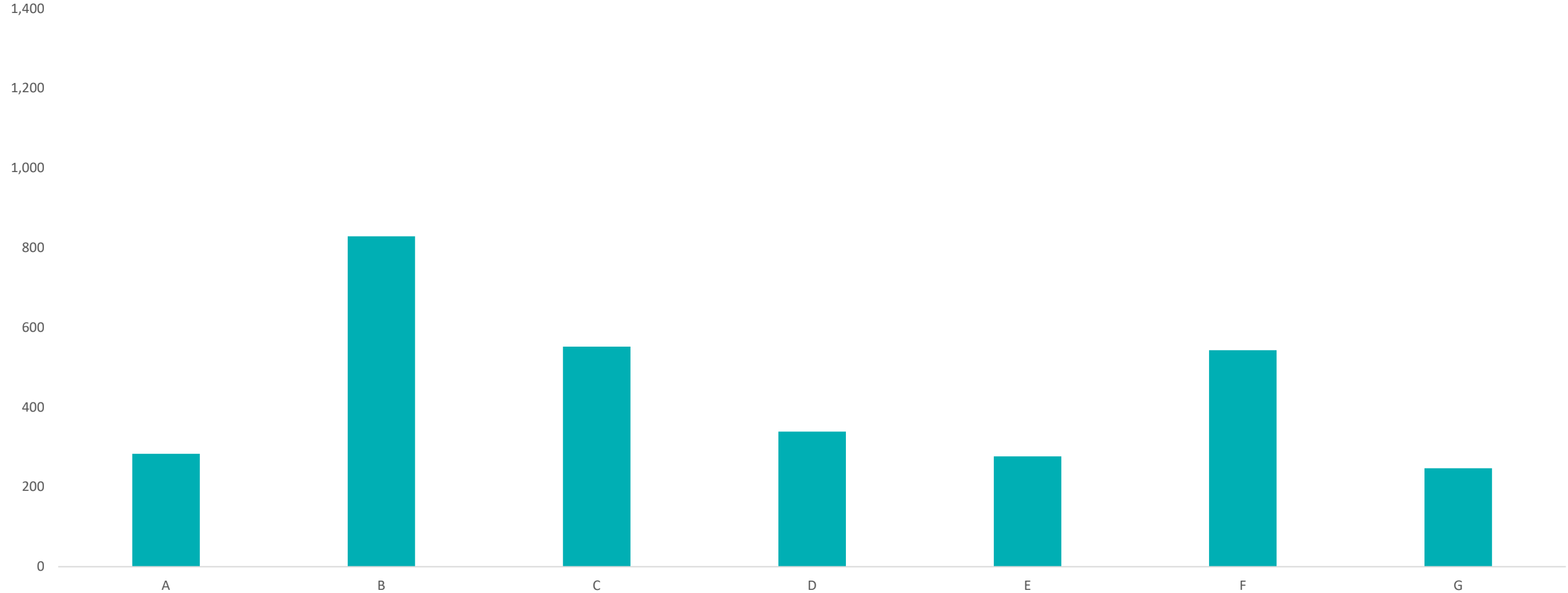
LBCHP Paid Mammograms by Provider Site - FY2023



LBCHP Women Served (Uninsured) by Provider Site - FY2023



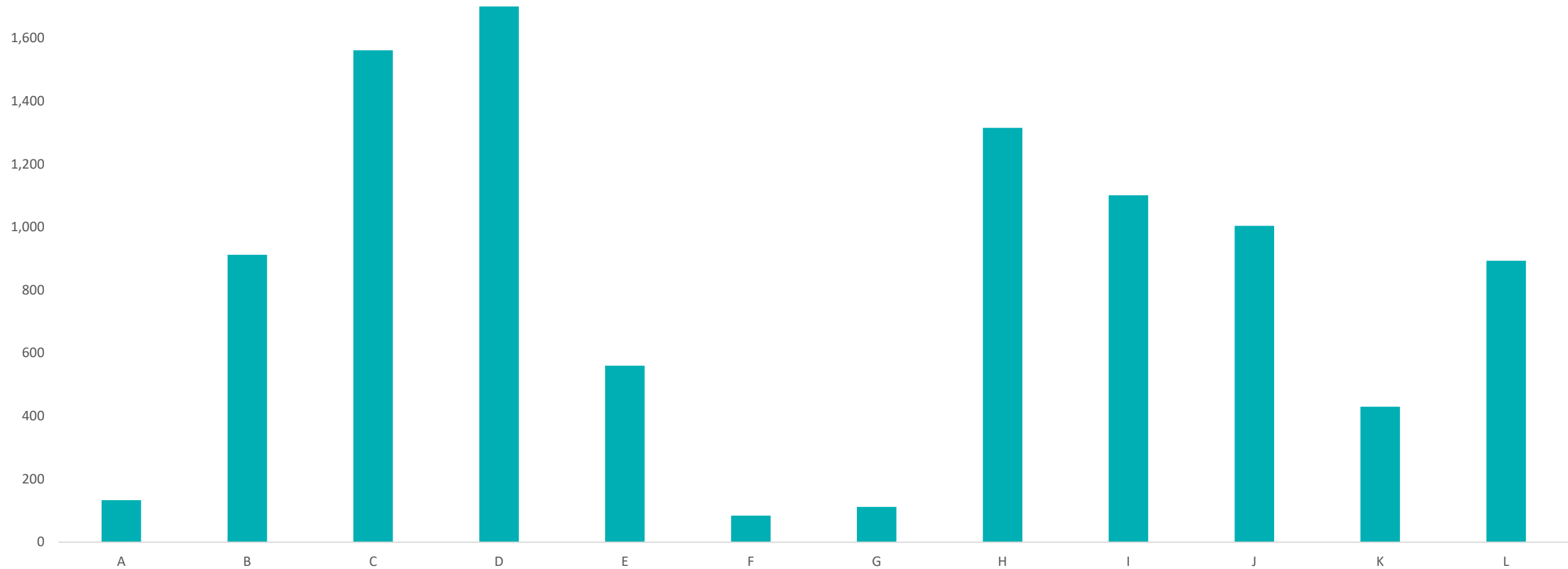
LBCHP PN only (Insured) Paid by Provider Site - FY2023



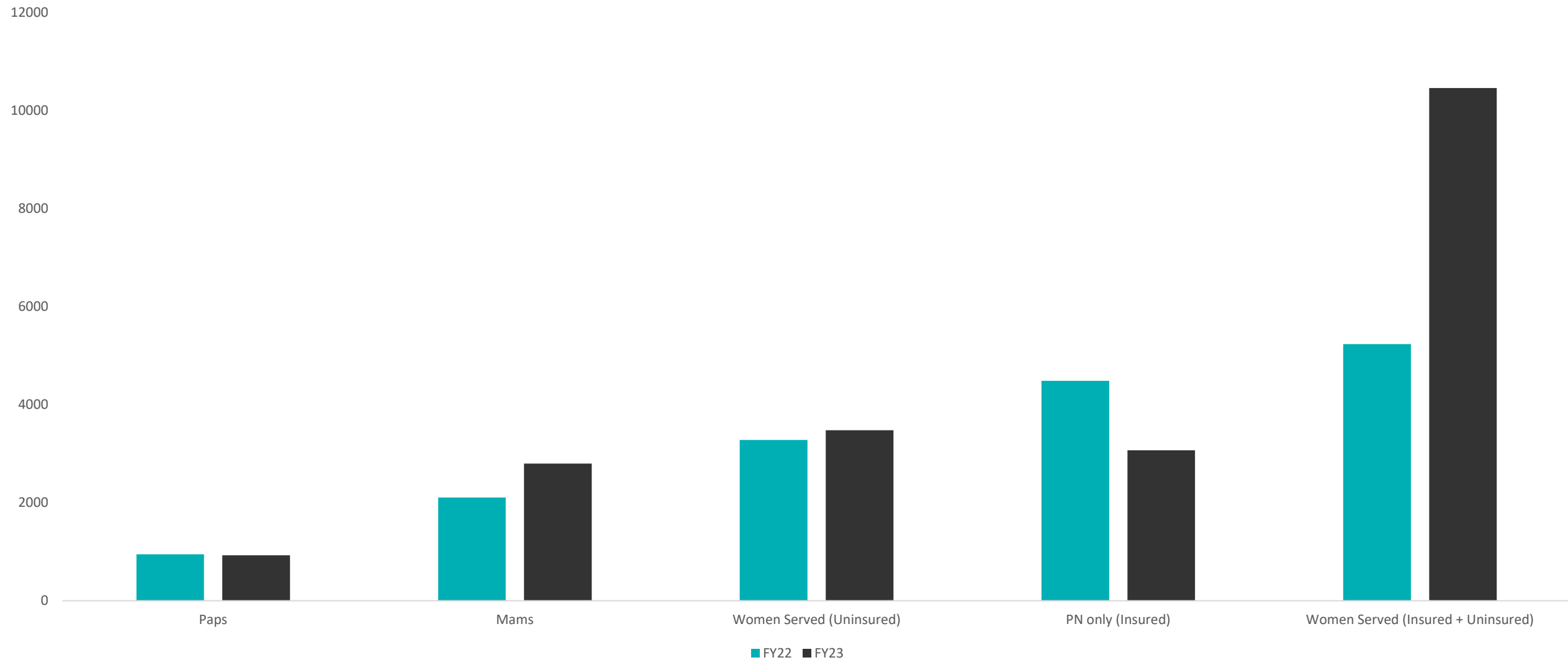
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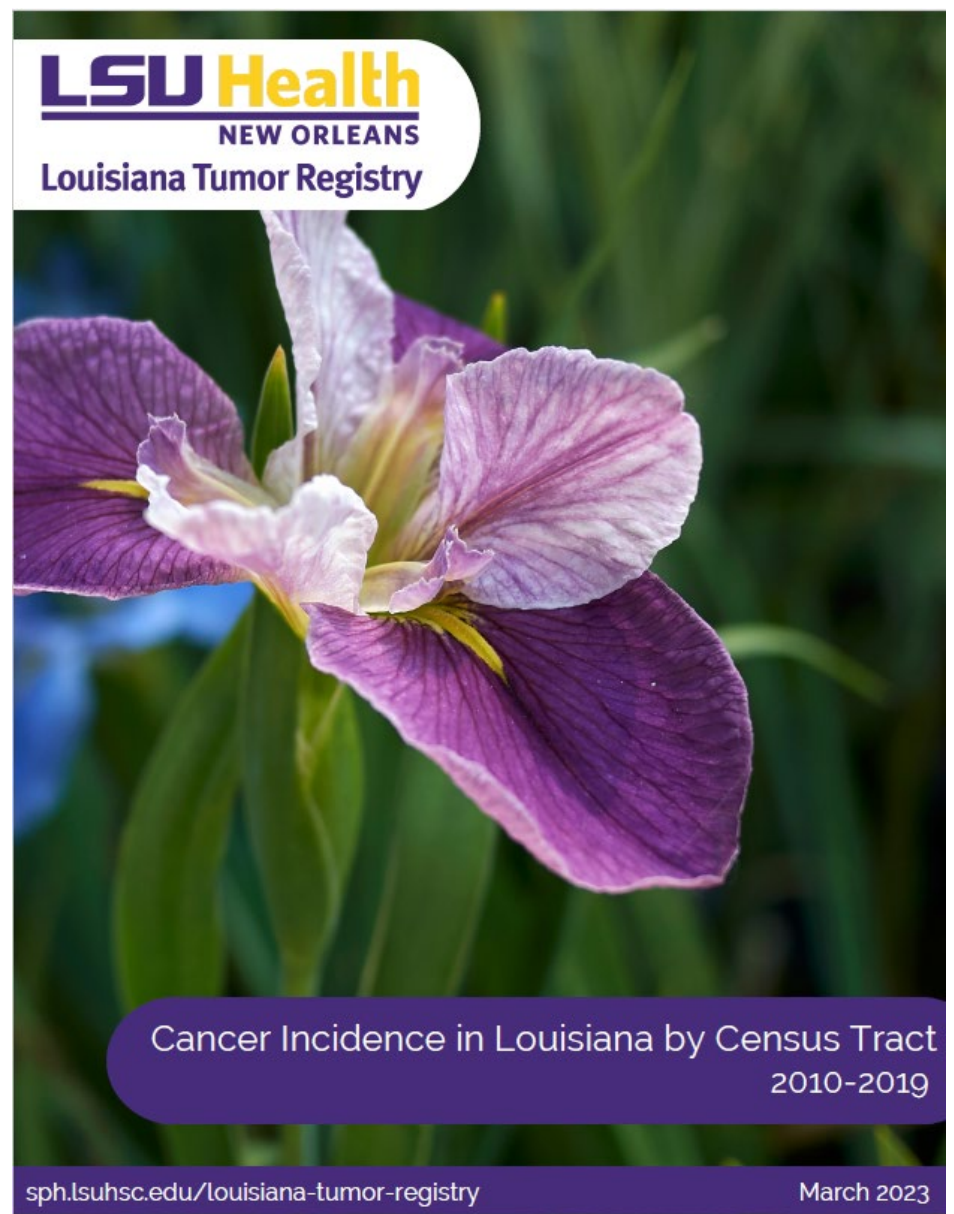
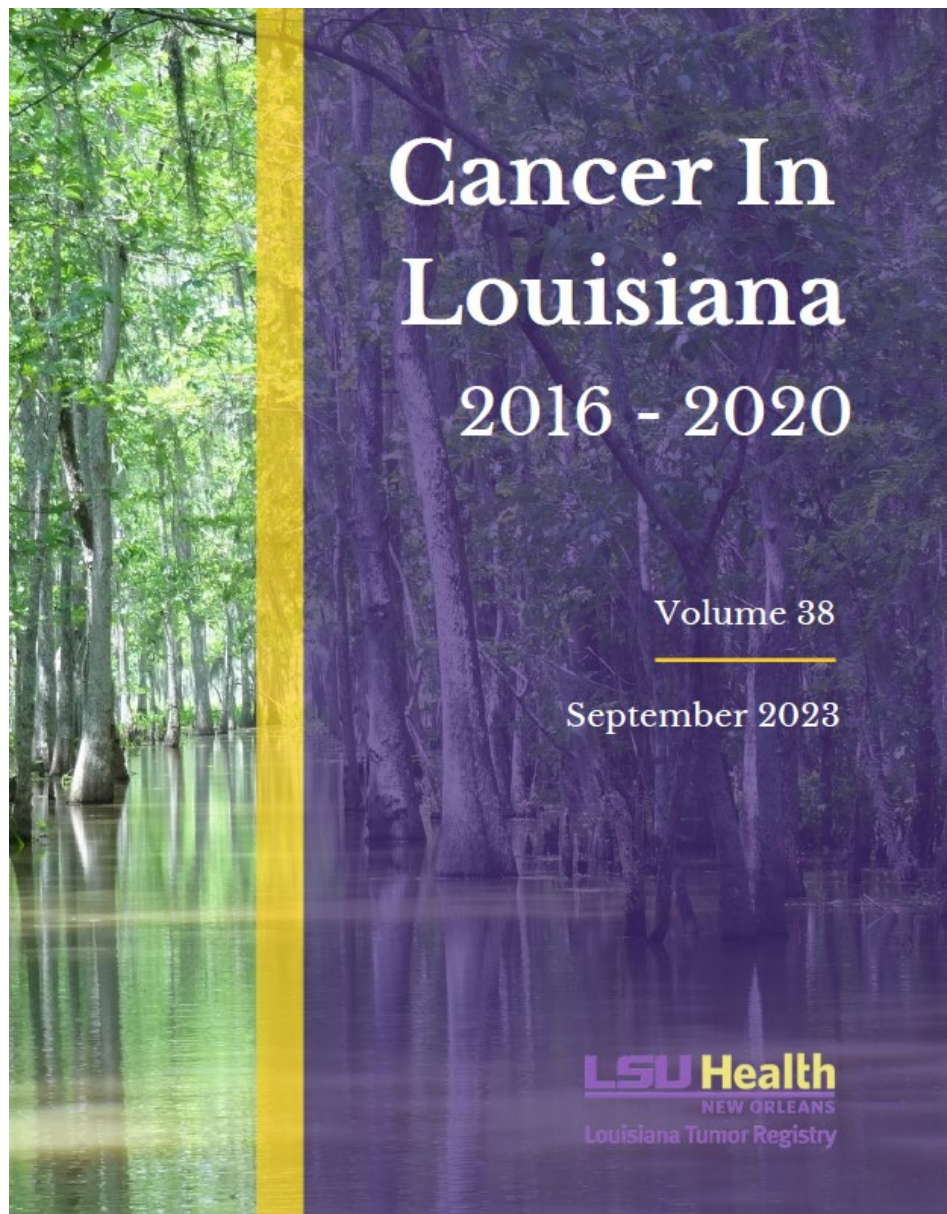
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Overall Women Served (Uninsured + Insured) by Provider Site - FY2022



Overall totals - FY2022 vs. FY2023





<https://sph.lsuhsu.edu/louisiana-tumor-registry/>

Breast Cancer in LA

- Most frequently diagnosed cancer among women in LA and U.S.
- Black women in LA have significantly higher incidence and mortality rates than their national counterparts.
- In recent years, breast cancer incidence rates have increased slightly over, however between 1989 and 2020, the mortality rate decreased by 43% in the U.S.

Figure 5b. Mortality, 2016-2020

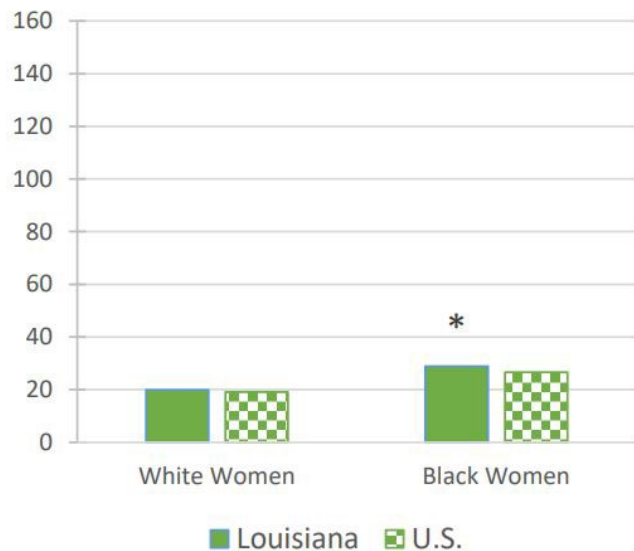
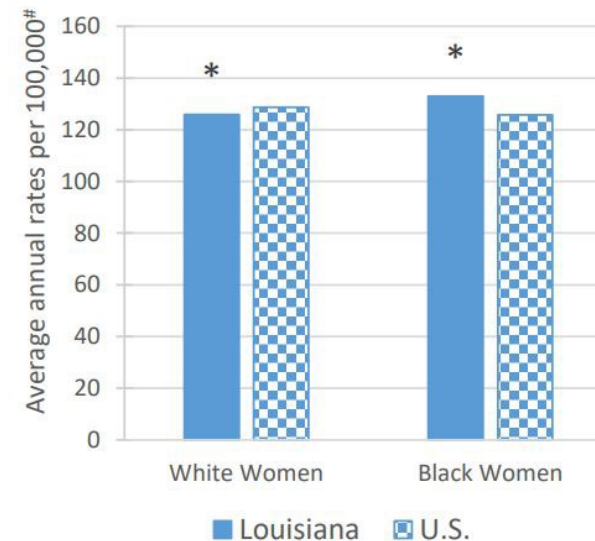


Figure 5a. Incidence, 2016-2020



Cervical Cancer in LA

- Incidence and mortality rates of black and white LA women are significantly higher than their national counterparts.
- Among women, cervical cancer accounted for 1.7% of all new cancer diagnoses and 1.8% of all cancer deaths from 2016 through 2020 in Louisiana

Figure 7a. Incidence, 2016-2020

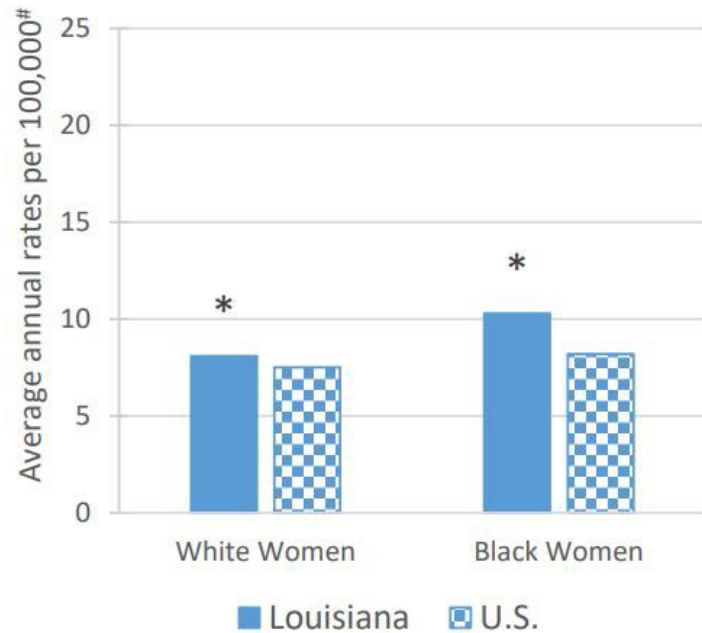
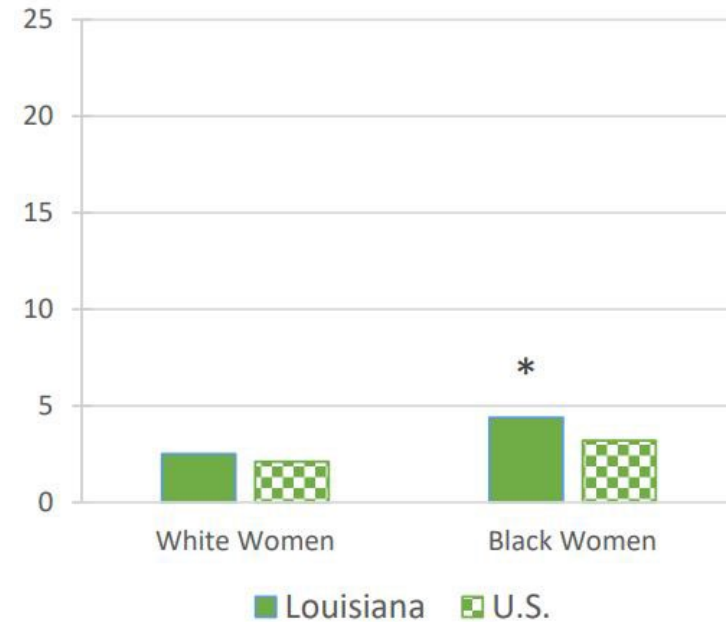


Figure 7b. Mortality, 2016-2020



Late-Stage Diagnosis %

- Breast Cancer

<https://arcg.is/mPXKn>

- Cervical Cancer

<https://arcg.is/1u5i4T>

Data Entry & Patient Navigation Reminders

Data Entry Reminders

- Bi-annual submission is October 15th and we will submit with zero errors again! Thanks for all your hard work!
- Remember to **hold off entering cases into Catalyst until you have complete follow-up.**
- Reminder to **fill out the diagnosis page if required** (i.e. ultrasound, colposcopy, biopsy, etc. was completed)
- Any questions? Please contact Zina Daniel (zdanie@lsuhsc.edu) or Malesa Pereira (mperei@lsuhsc.edu)

Navigation Reminders

- **Please respond to LBCHP referrals, including online referrals, with 24-48 hours.** We also request that you acknowledge receipt of the referrals received from Central Office (email is fine). This will help us to track them more effectively.
- **Two or more contacts are required for navigation,** and preferably more for diagnostic cases.
- **Document all diagnostic patients in Catalyst to completion.** This allows us to collect all required cancer data if the patient is diagnosed.
- **Care coordination is important.** Touch-base with other navigators and other appropriate contacts to schedule follow-up tests and/or treatment as needed.
- **If any complicated or unusual situations with patients arise, feel free to call Tyler Bartley** to discuss options or talk through program guidelines. She is always available to assist.
- **Review the CAGNO process and eligibility requirements.** Feel free to call Tyler to discuss.




Reminder: All navigation is paid by program.

Communications & Outreach

Marketing Milestones

- ✓ **Minimum Requirement: Complete at minimum 1 new activity per quarter** (total 4 or more for the year)
 - Engage in a **diverse** set of activities for the year (i.e. combination of in-clinic/in-reach, outreach, and online)
 - Some activities can be counted once, others can be completed and counted multiple times .
 - For outreach or events remember to focus on **LBCHP eligible population**

NO-COST MAMMOGRAMS AND CERVICAL CANCER SCREENINGS

<h3>Do I qualify?</h3> <p>Age</p> <ul style="list-style-type: none">✓ 21-64 Pap & HPV tests✓ 40-64 Mammography <p><small>*You can also get help if you're under 40 with breast symptoms</small></p> <p>Insurance Status</p> <ul style="list-style-type: none">✓ Uninsured✓ Underinsured or unaffordable copays <p>Louisiana Address</p> <p>Low Income</p>	<h3>Services</h3> <ul style="list-style-type: none">✓ Mammograms✓ HPV tests✓ Pap tests✓ Diagnostic tests  <p>Support from a navigator to get your screening</p>
<h3>Sign up now!</h3> <p>888-599-1073 www.lbchp.org</p> <p>Scan here</p>  	<h3>Locations</h3> <p>We have locations across Louisiana. Sign up to learn more.</p>

lbchp LOUISIANA BREAST & CERVICAL HEALTH PROGRAM

Tracking & Getting Credit

- **Email Rosamar Martinez** (rmar13@lsuhsc.edu) by the end of each quarter with information about completed marketing activities.
 - You will need to provide a **brief description and documentation** of activity completion.
 - Credit for completing activities will be reflected in your quarterly scorecard.
- LBCHP developed a table to help you track your efforts. You do not have to submit this table to LBCHP.

Sample Annual MM activities

Quarter 1

Placed banner or LBCHP poster in waiting area

Send a picture to LBCHP by end of Q1

Quarter 2

Re-shared an LBCHP post through the providers social media channels

Send a screen shot to LBCHP by end of Q2

Quarter 3

Participated in a health fair

Send a picture of event to LBCHP by end of Q3

Quarter 4

Included LBCHP information within provider newsletter

Share a copy of newsletter to LBCHP by end of Q4

Due Dates

- Q1 - Send by September 30, 2023
- Q2 – Send by December 23, 2023
- Q3 – Send by March 31, 2024
- Q4 – Send by June 30, 2024

LBCHP Marketing + Outreach Milestones

Summary Guidance



1. Call to Action

We need your support to expand marketing and outreach efforts across the state so that women know about and can utilize LBCHP.

2. Point of Contact

Contact Rosamar Martinez (rmar13@lsuhsc.edu) if you need direct support, guidance, or technical assistance.

3. Minimum Requirements

✓ **Complete at minimum 1 new activity per quarter** (total 4 or more for the year)

- Engage in a **diverse** set of activities for the year (i.e. combination of in-clinic/in-reach, outreach, and online. See pages 2-3 in the Marketing Milestones Guidance for details).
- Some activities can be counted once, others can be completed and counted multiple times (see pages 10-11 of the Marketing Milestones Guidance).
- Your facility should involve other relevant staff members and departments to meet the minimum requirements. In addition to navigators, involve community outreach departments, in-house communications/marketing staff, etc.

4. Tracking efforts

LBCHP developed a table to help you track your efforts (see pages 10-11 of the Marketing Milestones Guidance). You **do not** have to submit this table to LBCHP.

5. Getting Credit

Email Rosamar Martinez (rmar13@lsuhsc.edu) by the end of each quarter with information about completed marketing activities. Note that you will need to provide documentation of completion, such as a screenshot or photo, depending on the activity completed. Credit for completing activities will be reflected in your quarterly scorecard.

Breast Cancer Awareness Month

- **What are your plans ?**
- **Social Media Campaign**
 - Will promote awareness and provide educational information about breast cancer through Facebook & Instagram. (@LouisianaCancer)
 - Call to action – re-share our content.
- **Sponsored Message**
 - Goal: To direct women to the online referral form
 - Ad will run throughout October on Facebook and Instagram in certain regions (opportunities to collaborate).
- **Outreach**



Business Reminders

Reminders

- **Submit accurate monthly invoices to the LBCHP business office e-mail address (lbchpbusiness@lsuhsc.edu) by the 15th of each month**; final invoice will be due July 8, 2024 (date subject to change);
- Submit invoices with all necessary **supporting documents**;
- Submit invoices using only the **LBCHP-provided template** for the facility;
- **Communicate with the LBCHP business office to resolve issues** with invoices or contracting; and
- **Contact the LBCHP business office as early as possible with any invoice/contract questions** (e.g. reimbursable supplies).

Provider Opportunities

Screen Up

Organized Approaches to Increase Cancer Screening



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Project Goal

Apply systems thinking to increase breast and cervical cancer screening rates through targeted and sustainable interventions.




You will receive...

- Quality Improvement support
- No cost Practice Facilitator
- A grant to support EBI implementation
- Technical Assistance
- Patient educational materials
- Provider & Staff Professional Development opportunities
- Promotional Services - brag sheets, success stories

Contact Us!

- Reni Elewonibi, PhD, MPH, belewo@lsuhsc.edu
- Katelynn Thibodeaux, MPA – Practice Facilitator, kthib8@lsuhsc.edu

Onboarding Survey
Organized Approaches to Increase Cancer Screening



Background Information

Health System Name: Click or tap here to enter text.

Number of Primary Care Sites: Click or tap here to enter text.

Defined Need

1	Is the current screening rate under 60%? Select the box that best captures the current screening rate at the health system level: <input type="checkbox"/> 0-19% <input type="checkbox"/> 20-39% <input type="checkbox"/> 40-59% <input type="checkbox"/> 60%-79% <input type="checkbox"/> 80%+	<input type="checkbox"/> Yes <input type="checkbox"/> No
2	Do you think implementing evidence-based interventions (EBIs) is an appropriate strategy to address your organization's need?* <u>Evidence-Based Interventions for Cancer Screening</u> are: <ul style="list-style-type: none">• Provider Reminders (huddles, EMR alerts)• Patient Reminders (phone calls, texts, post cards)• Provider Assessment and Feedback (provider assessment reports, feedback sessions)• Reducing Structural Barriers (transportation, patient fear, cost, etc.) *Selected clinic site will need to implement or improve 2-4 EBIs for this project.	<input type="checkbox"/> Yes <input type="checkbox"/> No
3	Does your health system serve a large proportion of any of the following populations? Select as many as apply. <input type="checkbox"/> Medicaid <input type="checkbox"/> Uninsured <input type="checkbox"/> Non-English Speaking <input type="checkbox"/> African-American <input type="checkbox"/> Rural	<input type="checkbox"/> Yes <input type="checkbox"/> No

Readiness For Change

3	Is your organization currently experiencing major changes (e.g. new leadership, financial restructuring, rapid expansion, etc.)? If your organization is undergoing a transformation, it may not be an ideal time to begin.	<input type="checkbox"/> Yes <input type="checkbox"/> No
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WISEWOMAN

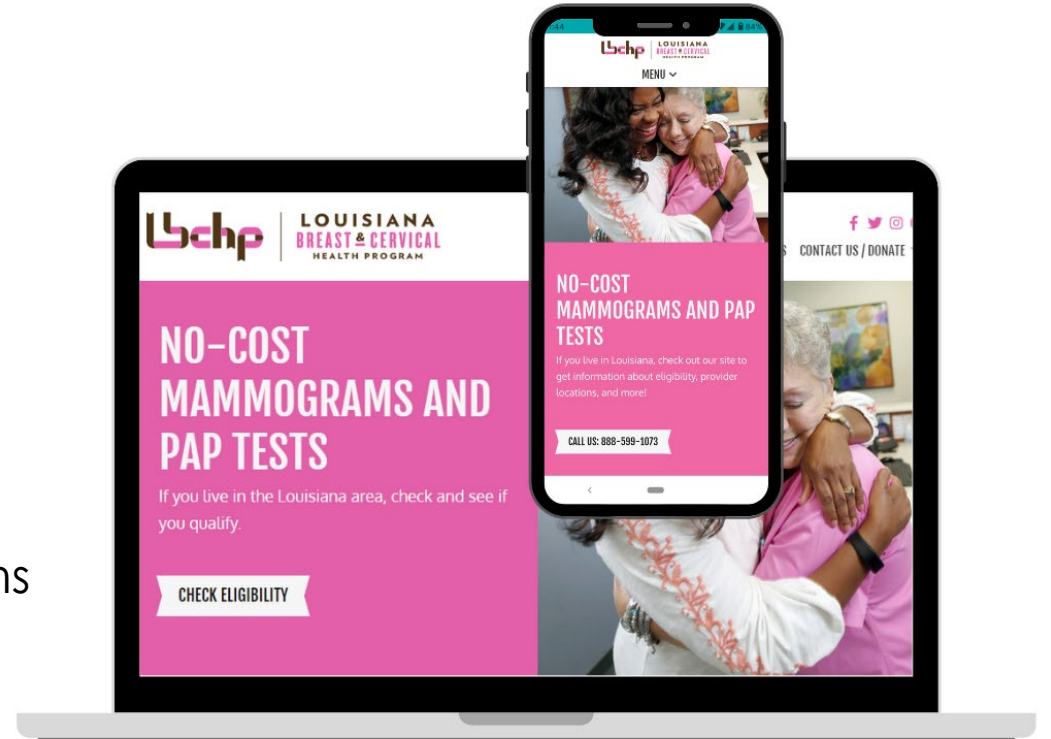
On the Horizon

- Additional professional development opportunities coming this year!
- Revised LBCHP Manual will be released in the next couple of weeks.
- Quarter 1 ScoreCards will be released by October 31st.
- LBCHP provider calls-December, March/April, June
- Revamped online referral platform coming soon!

Q&A

Learn More About LBCHP

-  - 1-888-599-1073
-  - LBCHP.org
-  - @LouisianaCancer
-  - @LouisianaCancer
-  - @LouisianaCancerPrevention
-  - Louisiana Cancer Prevention & Control Programs



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