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HEALTH CARE

# **UPDATE on ENHANCING CANCER CARE and SERVICES in DARE COUNTY**

**Presentation to the  
DARE COUNTY Chamber of Commerce  
and Create the Future Committee**

**Sept 15, 2008**

KEY  
ELEMENTS

## Strong Partnership

- Establish a lasting UNC-based clinical, research, and educational commitment to improve cancer services in Dare County and eastern North Carolina.
- Build upon three areas of emphasis:
  1. Clinical Services
  2. Education
  3. Research
- Bi-weekly conference calls: T. Shea, K. FitzGerald, W Judge, A Thomas, M Beck, A Millikan, D Toolan, T Blackmon, S Scharff, Van Smith



CLINICAL  
SERVICES

## North Carolina Cancer Hospital

- Establish a Dare Co. satellite of the (UNC) North Carolina Cancer Hospital.
  - » 6-6-08 Consultative clinic opened to all residents
  - » Rotating sub-specialists to visit every other week: Hematologic malignancies, GI, Breast, Lung, GU, Melanoma, non-malignant hematology
  - » 15 pts seen to date in Outreach Specialty clinic



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## Physician Services

- Identified a local medical oncologist to join the clinical faculty of the UNC – CH School of Medicine.
  - » Medical Director Agreement signed with Dr. Acostamadiedo to assist with consultative clinic and telemedicine
  - » 5-1-08 Dr. Acostamadiedo appointed as Associate Clinical Professor at UNC SOM
  - » Dr. Acostamadiedo provides ongoing cancer care for patients while full-time UNC faculty provide twice monthly consultation services

## North Carolina Cancer Hospital

- Lease office and clinic space from the Outer Banks Hospital.
  - » Lease agreement signed for use of space and staff
  - » Logistics for web-based UNC medical record system in place
  - » Signage discussions underway and nearing completion

CLINICAL  
SERVICES



# North Carolina Cancer Hospital

- Marketing and PR plan
  - » 4-23-08 Chamber of Commerce and Create The Future Committee presentation
  - » 6-4-08 Dinner meeting with Dare County MDs
  - » 7-9-08 A day at Hatteras Island with Commissioners Judge and Burris along with Anne Thomas, Dorothy Toolan, Lynn Mills and Jean Sellers
  - » 7-10-08 Networking lunch with regional medical staff
  - » Navigators visited VOA offices on 9-3-08

CLINICAL  
SERVICES



# North Carolina Cancer Hospital

- Marketing and PR plan.
  - » 8-20-08 presentation to Hatteras Island Kiwanis Club and Hatteras Island Cancer Foundation
  - » 8-20-08 Networking lunch with Virginia Oncology Associates
  - » 9-8-08 Newspaper column “Health Lines” to press
  - » Plans for radio/TV spots on public channel

CLINICAL  
SERVICES



## North Carolina Cancer Hospital

- Work in partnership with University Health Systems of Eastern Carolina and the Brody School of Medicine.
- Make use of the telemedicine infrastructure operated by the Brody School of Medicine
  - » Equipment to be purchased by UNC funds but installed and maintained by PCMH
  - » Equipment is being ordered

CLINICAL  
SERVICES

## North Carolina Cancer Hospital

- Request support from Dare County to help offset facility expenses.
  - » Provision of free lodging for UNC faculty at Comfort Inn, North
  - » Facility expenses and faculty time for travel covered by UNC



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## Cancer Patient Navigators

- Hired two Cancer Patient Navigators and established UNC Cancer Outreach Clinic in the Medical Office Bldg adjacent to the Outer Banks Hospital.
  - » Expand resources and increase access for cancer support services in Dare and surrounding counties.
  - » Partner with Dare County Health Dept to provide community cancer screening and cancer prevention education
  - » Program development to ensure that all patients receive optimal care, regardless of where it is delivered or by whom

## Cancer Patient Navigators

- 1st Navigator hired and scheduled to start on April 28, 2008
  - » Lynn Mills, RN, MSW from Dare Co with experience in multiple practices and public health settings in Dare over 20 years
  - » **Over 70 new pts and 130 total encounters to date**
- 2nd Navigator, Nancy Easterday, hired and began orientation at UNC on 9-8-08
- Training, orientation, and supervision provided by Jean Sellers, RN,MSN; head of UNC Navigator Program and statewide NC Navigator's Association



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# Telemedicine

- With Outer Banks Hospital and PCMH
  - » Provide multidisciplinary second opinions via long-distance tumor boards
  - » Facilitate direct patient evaluation at the North Carolina Cancer Hospital in Chapel Hill
  - » Provide educational services for Outer Banks-based physicians, nurses, pharmacists and others
  - » Equipment ordered



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## Public Health Partnerships

- With the Dare County Health Dept, increase the skills of community members in fostering locally-based screening, early detection, and patient advocate systems
  - » Initial role of Navigators in facilitating patient care
  - » Discussions underway to define need for additional program-specific health educator

EDUCATION

## Public Health Partnerships

- Using successful models that have been implemented in neighboring counties by faculty at the UNC School of Public Health
  - » “Train the Trainer” programs for lay people
  - » NC SPEED program to hasten dissemination of programs and information into the community in development with Cathy Melvin of the Sheps Center for Outcomes Research and UNC LCCC
  - » Joint UNC/ECU program to focus on Navigator model for underserved patients in eastern NC



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## EDUCATION

# Continuing Education

- Offer UNC-sponsored cancer conferences in Dare County, starting in Spring, 2009
  - » Lay presentations already provided at lunch and learn sessions
  - » Topics and target audience under discussion
  - » Consider mix of RN, Navigator, and MD presentations
  - » 9-19-08 Breast cancer expert panel for televised presentation
- Offer continuing educational and training opportunities in cancer care at UNC for interested providers
  - » 8-29-08 Betse Kelly from the OBX Hospital Patient Resource Center spent the day at the UNC Hospital Resource Center



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RESEARCH

## UNC Lineberger Cancer Trials

- Develop research program with UNC LCCC to offer clinical trials to eligible Outer Banks residents.
  - » Open LCCC studies in Dare with Dr. Acostamadiedo in late Summer, 2008
  - » Patients currently referred for clinical trials through Navigators
  - » Target date for application to CALGB is Fall, 2008, for nation-wide studies
  - » Use of UNC or Brody SOM IRB to be determined



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# Timeline – Longer Term

- Discussion over signage at OBX Hospital nearing completion
- Establish the research program links and offer enrollment for study-eligible patients

**TARGET SUMMER AND FALL, 2008.**

- Offer a UNC-Sponsored CME cancer conference in Dare County (2009)

**PLANNING UNDERWAY**

# Additional Goals

- Establish 2nd Navigator
- Increase community education
- Increase screening program availability
- Expand access to Hatteras Island and other remote locations
- 10-2-08 Community meeting on Roanoke Island
- Expand consultative services to include surgery and GYN Oncology
- Increase patient visits at consultative clinics

Other Goals?

# Questions?