

# *Bristol-Myers Squibb Foundation Grantee Summit 2016*

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Bristol-Myers Squibb Foundation

**Specialty Care for  
Vulnerable Populations**

Care Collaborations & Patient Support

Bristol-Myers Squibb Foundation



**Bridging Cancer Care™**

*Community Awareness, Prevention and Care*

# Linking Low Income West Virginia Lung Cancer Patients to Case Management Support

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EVP Health Equity Initiatives and Programs  
Patient Advocate Foundation



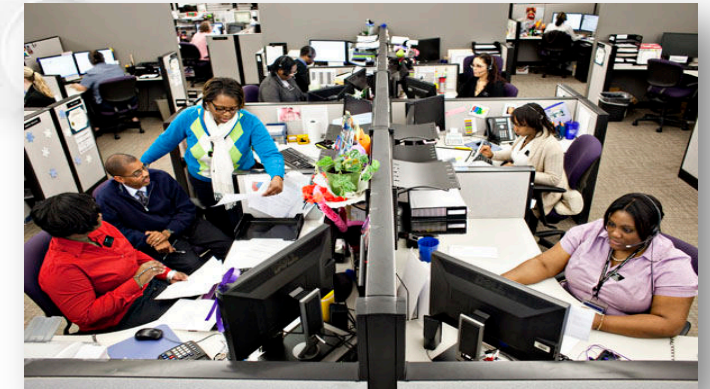
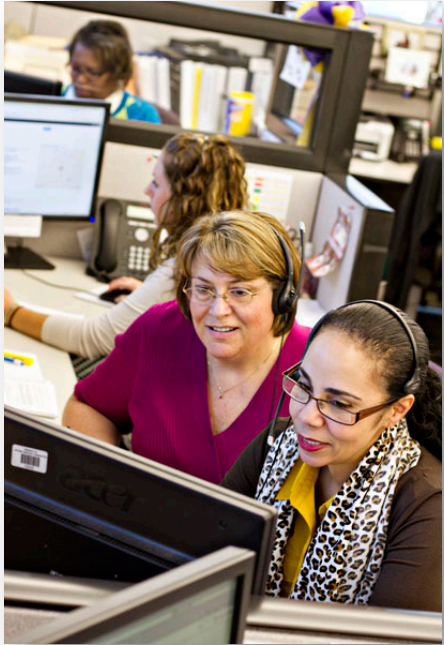
# Who is PAF?

PAF employs professional case managers with experience in coding and billing, public health and disability systems, insurance, nursing and much more.

Highly-rated national 501 c(3) charity nonprofit earning 6 consecutive 4-star Charity Navigator designations and numerous Case Management awards

Provides case management services to patients facing chronic, life threatening and debilitating diseases at no cost.

PAF celebrates its 20<sup>th</sup> year serving patients in April 2016.





Solving Insurance and Healthcare Access Problems | since 1996

## Our Mission

Patient Advocate Foundation seeks to safeguard patients through effective mediation assuring access to care, maintenance of employment and preservation of their financial stability relative to their diagnosis of life threatening or debilitating diseases.

## Our Impact

**Since our inception in 1996**, PAF has touched the lives of many Americans. From 1996 – 2015, PAF has served more than **770,000** individual patients through case management and/or financial assistance programs.



# What Does PAF Do?



*Patient Advocate Foundation seeks to safeguard patients through effective mediation assuring access to care, maintenance of employment and preservation of their financial stability.*

- Provide real-time help for TODAY' s needs.
- Personalized 1-on-1 assistance
- Assigned Case Manager
- Case duration specific to issue at hand
- “Active liaisons” that work on behalf of patient
- Phone-based interaction with email engagement
- Free assistance to patients, caregivers, or their POC
- Confidential and Security-aware
- Engagement within 48 hours
- Issues are focused in 3 areas:
  - Insurance | Financial Stability & Medical Debt | Employment Related

# The Need



- WV ranks among the top states in public risk factors for tobacco use<sup>1</sup> and among the bottom in American's Health ranking.
- Age-adjusted WV lung cancer rates for men and women are statistically significantly greater than the corresponding US rates; approximately one-fifth of lung cancers are diagnosed at an early stage, and close to half of lung cancers are diagnosed at a distant stage.
- WV ranks 49<sup>th</sup> among the 50 states in median household income; while 24% of adults age 18-64 also have no health insurance.
- Barriers to health care include lack of access to long term care, specialists and transportation, and a lack of follow-up for health care services and case management.



# The Intervention

- To navigate Medicaid Managed Care Beneficiaries to lung cancer screenings, and where appropriate, lung cancer diagnosis.
- To establish a case management platform designed to support providers and patients with lung cancer.
- Link Medicaid Managed Care Beneficiaries with a confirmed diagnosis of lung cancer to comprehensive case management support to assist with overcoming logistical and financial barriers to treatment.

# Project Goals

- Increased lung cancer screening among eligible Medicaid Managed Care beneficiaries
- Improved early diagnosis of lung cancer among low-income and limited resources individuals
- Increased access and adherence to lung cancer treatment
- Decreased lung cancer mortality





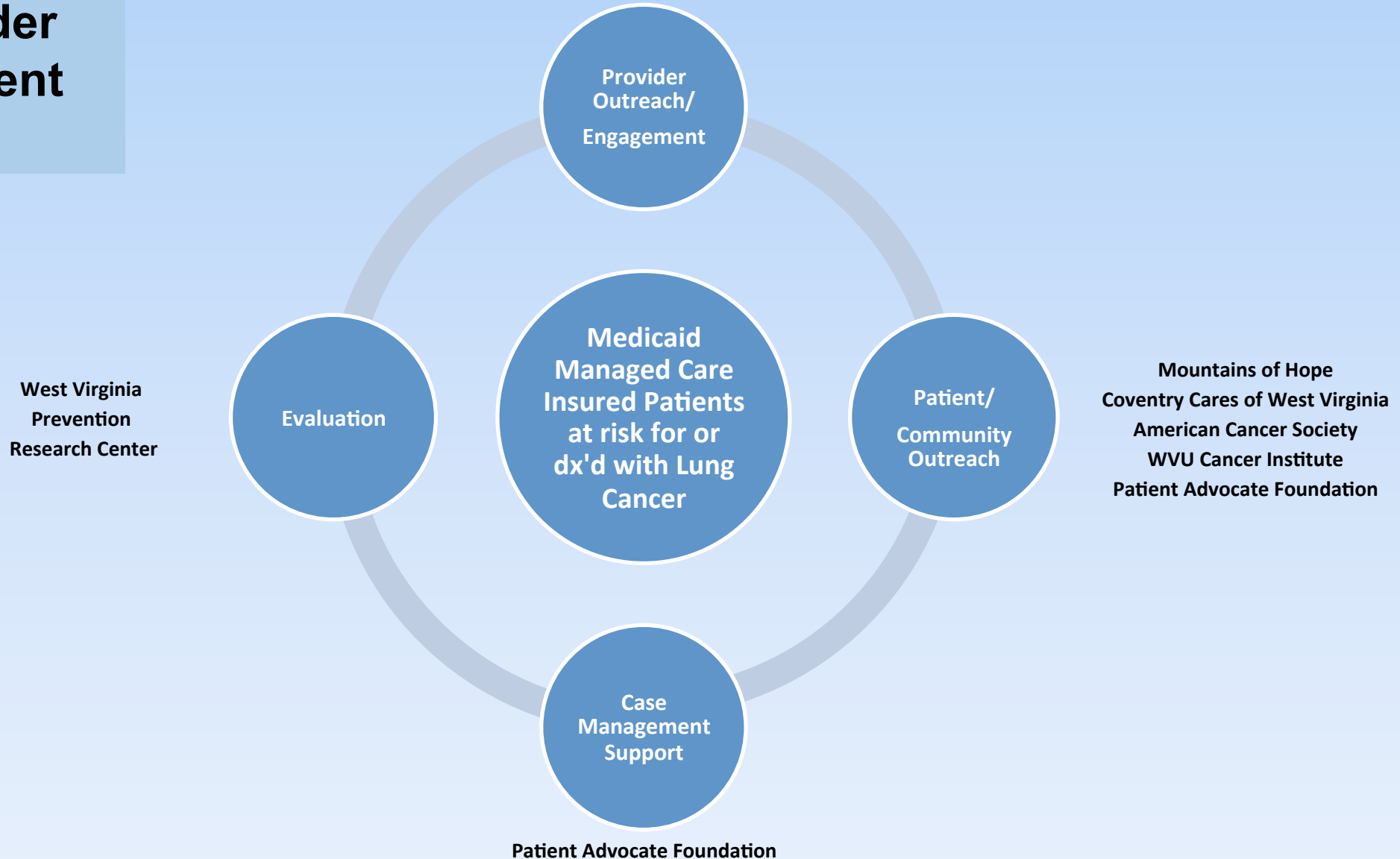
# Key Partners

- American Cancer Society
- Coventry Cares of West Virginia
- WVU Cancer Institute
- WV Hospital Association/WV Tobacco Coalition
- West Virginia Prevention Research Center
- Mountains of Hope Cancer Coalition



# PAF WV LC Project Stakeholder Engagement Matrix

Coventry Cares of West Virginia  
WVU Cancer Institute  
WV Hospital Association/WV Tobacco Coalition  
Patient Advocate Foundation  
West Virginia Prevention Research Center



# Key Activities

## ***Provider Outreach/Engagement***

- ***Assessment of providers knowledge, attitudes, behaviors and beliefs regarding lung cancer screening***
- Identify provider needs in regards to address non-clinical barriers to care
- Implement systemic practice improvements to support ongoing lung cancer screening

## ***Public Education and Outreach***

- Develop and implement outreach activities targeting insured and Medicaid eligible populations to increase awareness of lung cancer screening and where applicable, initiate Medicaid enrollment.

# Key Activities

## ***Case Management***

- Establish Lung Cancer CareLine
- Develop implement referral protocol for Medicaid Managed Care Providers
- Develop and implement referral protocol for ACS project FQHC
- Enroll uninsured Medicaid eligible individuals into West Virginia Medicaid Program

## ***Evaluation***

- Develop and implement an evaluation plan that reflect process and outcome evaluations measures.
- Develop patient tobacco assessment to better understand appropriate tobacco cessation methods.

**“The work goes on,  
the cause endures,  
the hope still lives and  
the dreams shall never die.”**

*The late Senator Edward M. Kennedy*

Thank you for your interest in being part of the cause and for supporting the provision of hope for patients in nationwide.

**Our work is not done.**

We look forward to building our future together with you.