

# *Bristol-Myers Squibb Foundation Grantee Summit 2016*

New Orleans, Louisiana | April 11-13, 2016



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*

# Lung Cancer Screening and Continuum of Care Program

Patricia Hepburn-Moody - Grants, Community Relations Coordinator



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*

# Goals/Objectives

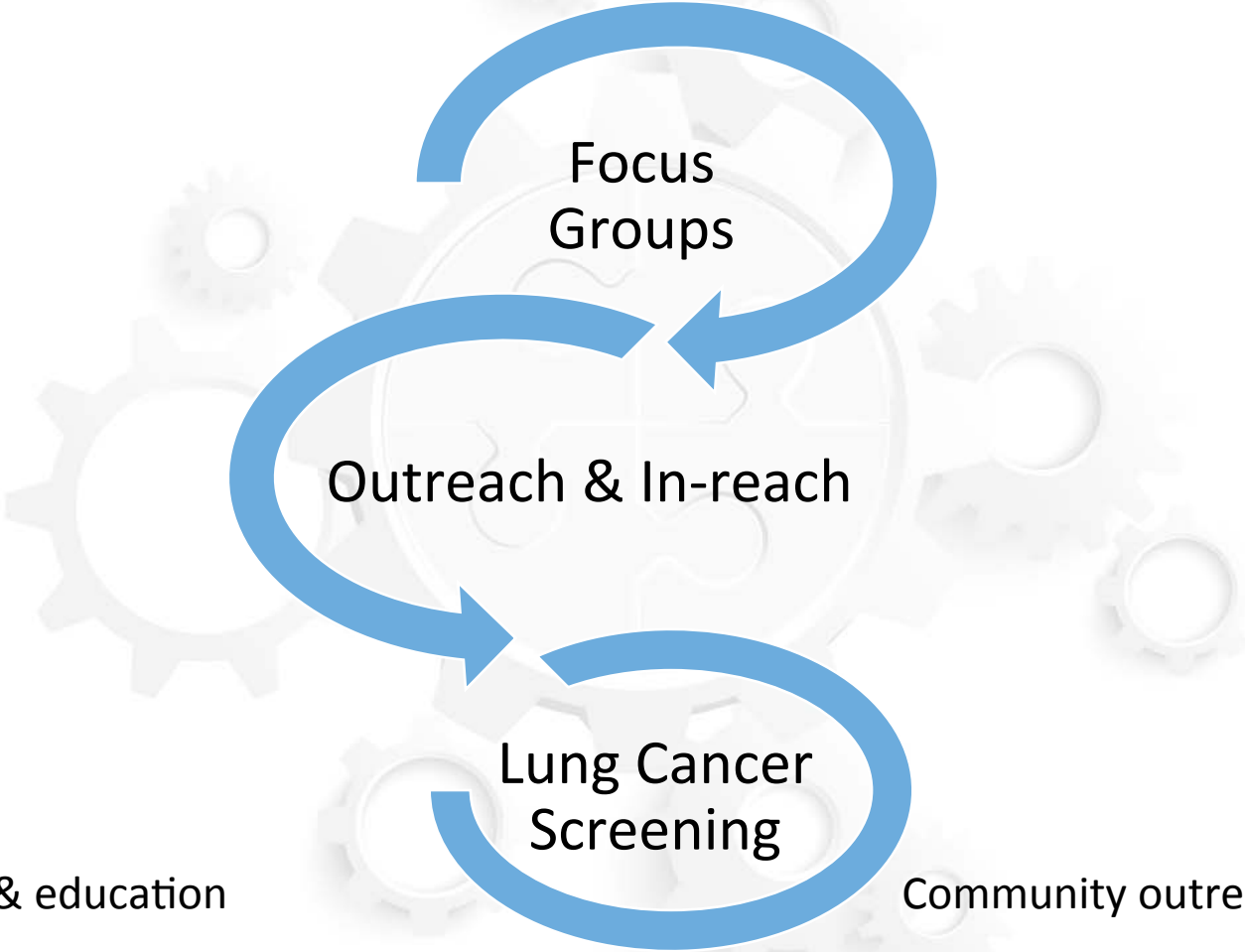
## Goals:

- Ensure that minority and underserved populations have equal access to lung cancer screening and smoking cessation.

## Objectives:

- Create a targeted marketing strategy to reach traditionally under represented populations.
- Engage those populations in lung cancer screening and smoking cessation.
- Educate and partner with primary care physicians to increase lung cancer screening.

# Strategies



Physicians outreach & education

Community outreach & education

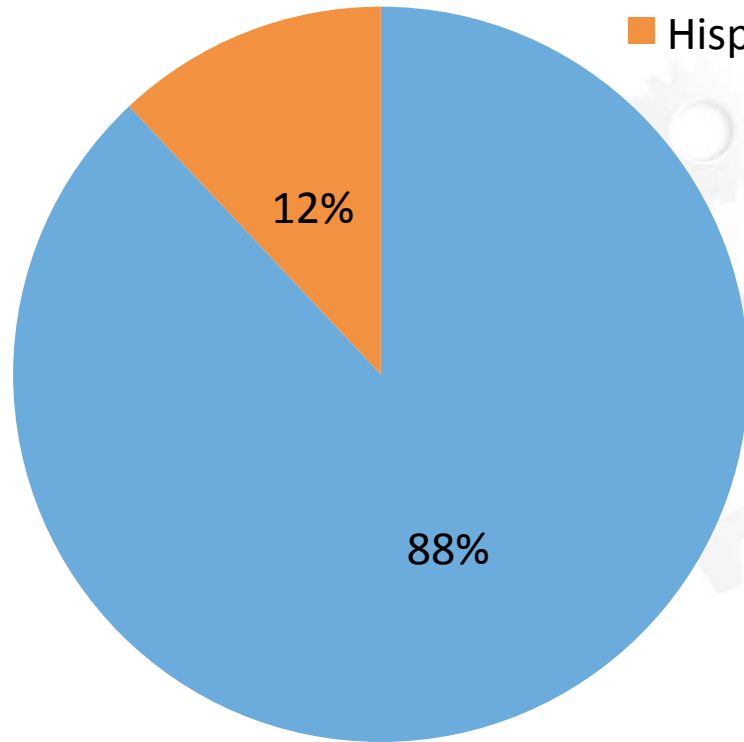


# Themes from focus groups

- Positive messaging
- Discouragement of fear
- Emphasis on health benefits of screening
- Stories from real people displayed in media

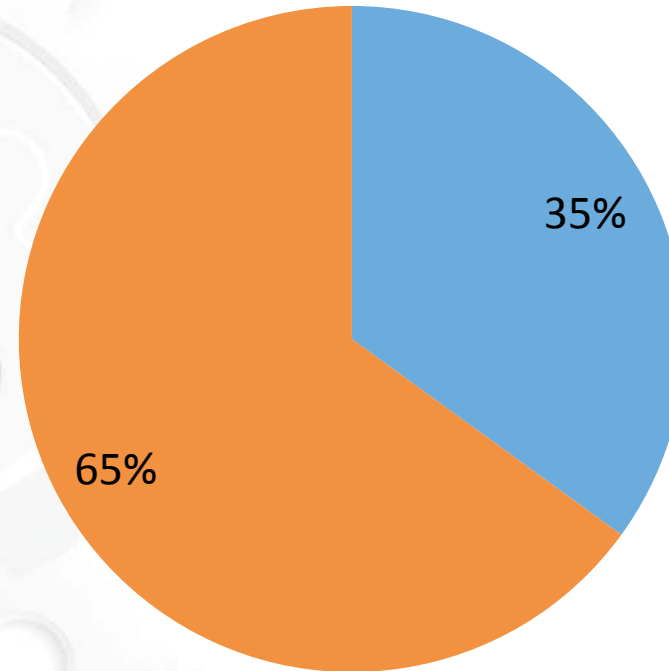
# Focus group participants

Race



- African American
- Hispanics

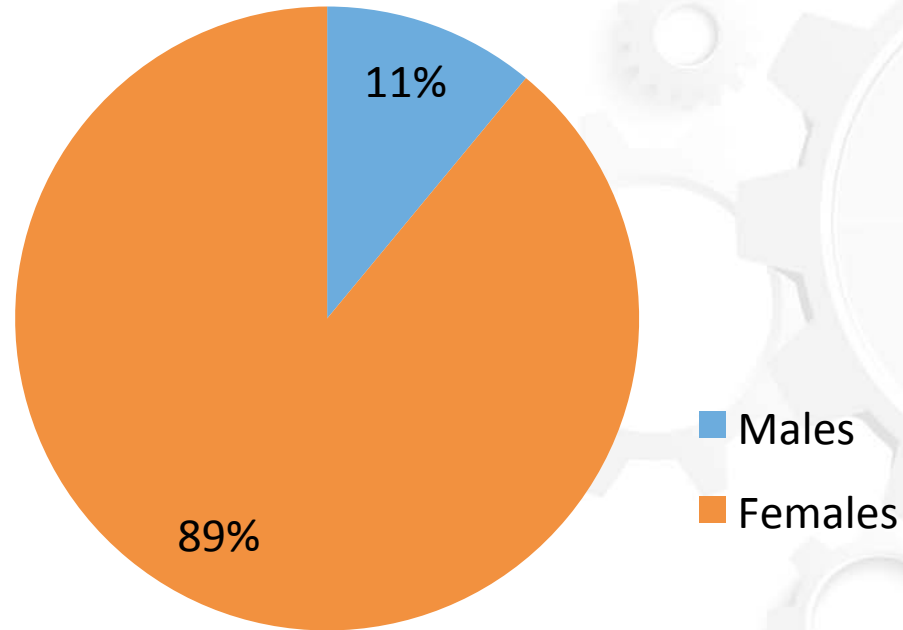
Gender



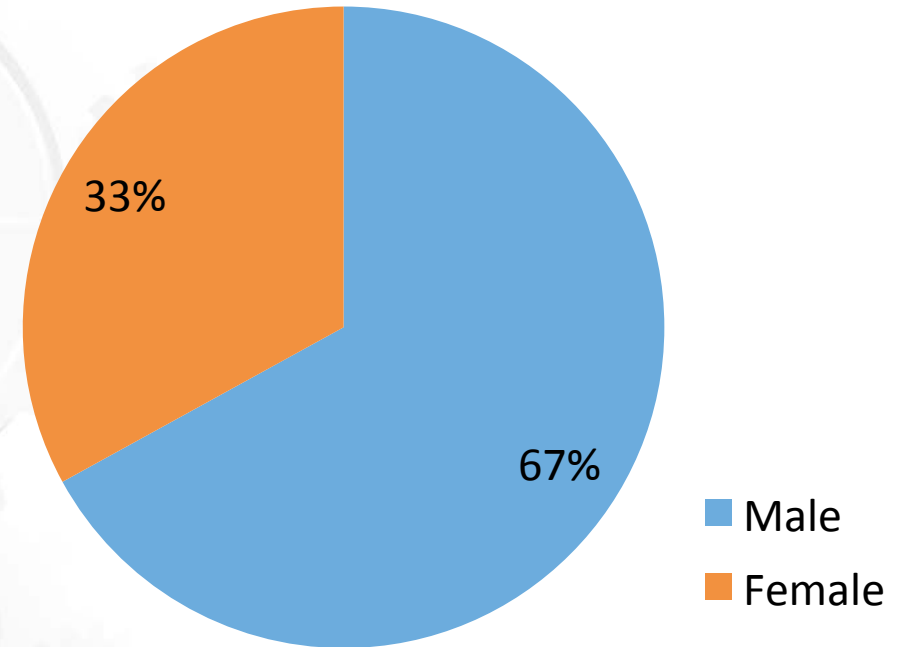
- Males
- Females

# Incentives for completion of CT scans

## Without Incentives



## With Incentives



# Outreach efforts

- To date outreach/in reach
  - Approx. 900 people
  - 491 current or past smokers
    - 54% African Americans
    - 40% Hispanics
  - 63 meet criteria for lung cancer screening
  - 22 meet pack year requirements, but less than 55 years of age

# AM-NY



## RALPH LAUREN CENTER FOR CANCER CARE

IN PARTNERSHIP WITH MEMORIAL SLOAN KETTERING

Headquartered in Harlem, the Ralph Lauren Center for Cancer Care is here to provide individuals and families with access to the highest quality cancer screening and care.

**Come see us for lung cancer screening and in-person smoking cessation groups.**

### WHO IS AT HIGH RISK FOR DEVELOPING LUNG CANCER?

Individuals between 55-74 years old, who currently smoke or quit within the last 15 years

### WE ALSO OFFER:

- Screening for colon, prostate, cervical cancers and individual cancer risk assessment
- Breast cancer screening, evaluation, diagnosis and treatment
- Diagnoses and treatment for all adult cancers
- Diagnoses and treatment for all benign and malignant blood disorders
- Support services

1919 Madison Avenue, New York, NY 10035  
P: (212) 987-1777  
www.ralphlaurencenter.org | @RLCCCP

**HOURS**  
Mon - Fri: 8:00am - 5:00pm  
Saturday: 8:00am - 3:00pm

# Harlem News



## RALPH LAUREN CENTER FOR CANCER CARE

IN PARTNERSHIP WITH MEMORIAL SLOAN KETTERING

Headquartered in Harlem, the Ralph Lauren Center for Cancer Care is here to provide individuals and families with access to the highest quality cancer screening and care.

**Come see us for lung cancer screening and in-person smoking cessation groups.**

### WHO IS AT HIGH RISK FOR DEVELOPING LUNG CANCER?

Individuals between 55-74 years old, who currently smoke or quit within the last 15 years

### WE ALSO OFFER:

- Screening for colon, prostate, cervical cancers & individual cancer risk assessment
- Breast cancer screening, evaluation, diagnosis & treatment
- Diagnoses & treatment for all adult cancers
- Diagnoses & treatment for all benign & malignant blood disorders
- Support services

1919 Madison Avenue, New York, NY 10035  
P: (212) 987-1777  
www.ralphlaurencenter.org | @RLCCCP

**HOURS**  
Mon - Fri: 8:00am - 5:00pm  
Saturday: 8:00am - 3:00pm



## RALPH LAUREN CENTER FOR CANCER CARE

IN PARTNERSHIP WITH MEMORIAL SLOAN KETTERING

Located in Harlem, the Ralph Lauren Center for Cancer Care is here to provide you with the highest quality cancer care. We do everything possible to support you during your treatment—from insurance enrollment to transportation coordination—so all you have to worry about is your health.



### WE OFFER:

- Diagnoses and treatment for all adult cancers
- Diagnoses and treatment for all benign and malignant blood disorders
- Breast cancer screening, evaluation, diagnosis and treatment
- Preventative services, including screening and individual risk consultations
- Support services



### INSURANCE ACCEPTED

Medicare, Medicaid, and most health insurance and managed care plans. Ask about qualifying for financial assistance.

### HOW TO FIND US

1919 Madison Avenue  
@ 124th Street  
New York, NY, 10035



### HOURS

Mon - Fri: 8:00am - 5:00pm  
Saturday: 8:00am - 3:00pm

### CONTACT

Phone: **212-987-1777**  
Fax: 212-987-1776

[WWW.RALPHLAURENCENTER.ORG](http://WWW.RALPHLAURENCENTER.ORG) | [f](#) [t](#) [@RLCCCP](#)

## RALPH LAUREN CENTER FOR CANCER CARE

IN PARTNERSHIP WITH MEMORIAL SLOAN KETTERING

Localizado en Harlem, El Ralph Lauren Center for Cáncer Care está aquí para proveerle un cuidado médico de alta calidad. Hacemos todo lo posible para apoyarlo durante su tratamiento—desde ayudarlo con su seguro médico hasta coordinar su transportación—su única responsabilidad es su salud.



### OFRECEMOS/NUESTRO SERVICIOS:

- Diagnóstico y tratamiento de cáncer en adultos
- Diagnóstico y tratamiento en desordenes de la sangre benigno y malignos
- Consulta quirúrgica para las enfermedades del seno
- Servicios preventivos
- Servicios de apoyo



### SEGUROS MÉDICOS ACEPTADOS

Medicare, Medicaid, y casi todos los planes médicos. Pregunte sobre nuestros servicios financieros para individuos que califiquen.

### ESTAMOS LOCALIZADOS

1919 Madison Avenue  
@ 124th Street  
New York, NY, 10035



### HORARIO DE ATENCIÓN

Lunes a Viernes:  
8:00am - 5:00pm  
Sábados:  
8:00am - 3:00pm

### LLAME AL

Tel: **212-987-1777**  
Fax: 212-987-1776

[WWW.RALPHLAURENCENTER.ORG](http://WWW.RALPHLAURENCENTER.ORG) | [f](#) [t](#) [@RLCCCP](#)



# Postcards



## RALPH LAUREN CENTER FOR CANCER CARE

IN PARTNERSHIP WITH MEMORIAL SLOAN KETTERING



## RALPH LAUREN CENTER FOR CANCER CARE

IN PARTNERSHIP WITH MEMORIAL SLOAN KETTERING



# Rewards of Quitting

When you quit smoking you feel better emotionally, physically and financially.

## ***You will live Longer!***

Studies have shown that every cigarette smoked cuts minutes from your life. On average, non-smokers live 10 years longer.

## ***You will be healthier !***

You lower your risk of heart disease by 70%.

You are 20 times less likely to develop lung cancer and 4 times less likely to die from cancer.

For Men: Lower risk of developing impotence or low sperm count.

For Women: less susceptible to cervical and breast cancer. Also less likely to miscarriages and still birth. You also lower the risk of low birth weight in newborns.

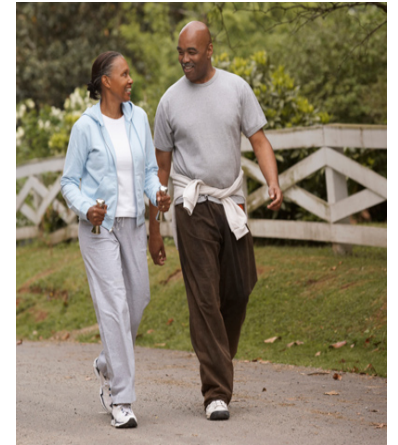
## ***You will look and feel better!***

Smoking can cause shortness of breath and reduced stamina. It also affects your sense of taste and smell.

By stopping you can have more energy to do things you want and have your sense of taste and smell return to normal.

## ***You will save money!***

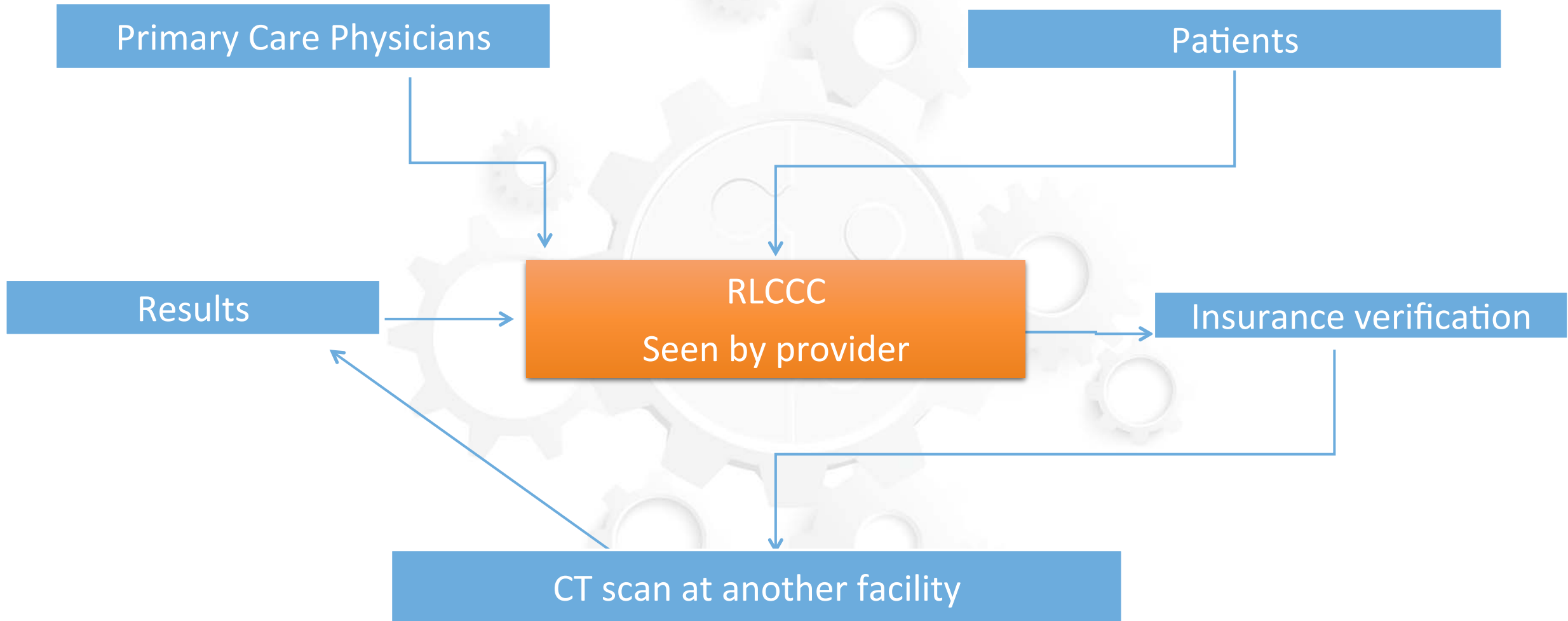
Lets face it, smoking is expensive. On average, smoking cost about \$1600/yr per smoker. And that doesn't include the money you save on medical expenses incurred by smoking related issues.



# Challenges

- Patient Factors
  - Refuse screening altogether
  - High “no show” rates for CT scans
  - Low acceptance of smoking cessation
  - Cultural/ environmental acceptance of smoking
  - Lack of knowledge regarding risk of smoking

# Process of referral for CT scan





# Physicians Challenges

- Primary reason for visit takes more time
- Not familiar with guidelines
- Current process of getting screened is cumbersome
- Fear of how to interpret finding or results



# Early Lessons Learned

- Positive, affirmations, show people what can be gained with screening & cessation
- Develop a more “upbeat” message and materials
- Different mechanism for screening need to be considered
- Incentives work

# Key Next Steps

- Navigate focus groups concerns into daily workflow
- Develop more affirmative outreach campaign
- Create a more streamline screening process



# Patient story

A fifty eight year-old African American male with over 40 packs year visited the Ralph Lauren Center. He was hesitant to undergo a CT scan, because he was afraid to discover what his continued heavy smoking produced.

RLC nurses and navigators walked him through every step of the process, which did not show any suspicious results. However, as a result of the education offered at RLC, he quit smoking. Now, he's a RLC's patient advocate for lung cancer screening, and has spoken at community events to share his experience to help others overcome their fear of being screened.

Thank You

**RALPH LAUREN CENTER**  
FOR CANCER CARE

---

IN PARTNERSHIP WITH MEMORIAL SLOAN KETTERING

