



**KENTUCKY
LEADS**

COLLABORATIVE

LUNG CANCER

EDUCATION • AWARENESS
DETECTION • SURVIVORSHIP

Lung Cancer in Kentucky: Improving Patient Outcomes

Kentucky LEADS Collaborative

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Component 1 Team Members

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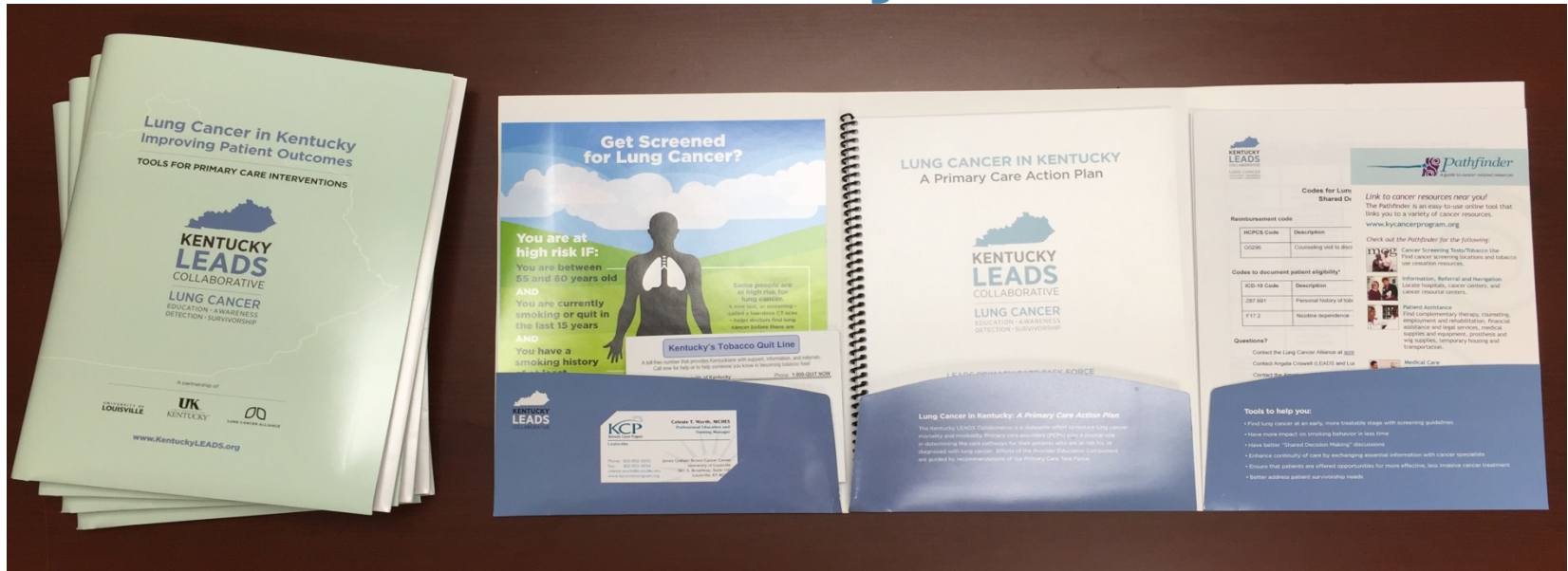
Component Overview

Goal: Improve lung cancer care in Kentucky through educational interventions for primary care providers (MDs, DOs, PAs, NPs)

Objectives:

- Increase lung cancer screening rates among eligible candidates
- Increase tobacco cessation treatment referral among lung cancer patients and their families/care givers
- Increase referrals by primary care providers of lung cancer patients to oncology specialists
- Increase knowledge of innovative treatments, such as targeted therapy and immunotherapy
- Increase knowledge of patient services within regions so that patients are referred more often to services via the KCP Pathfinder resource tool.

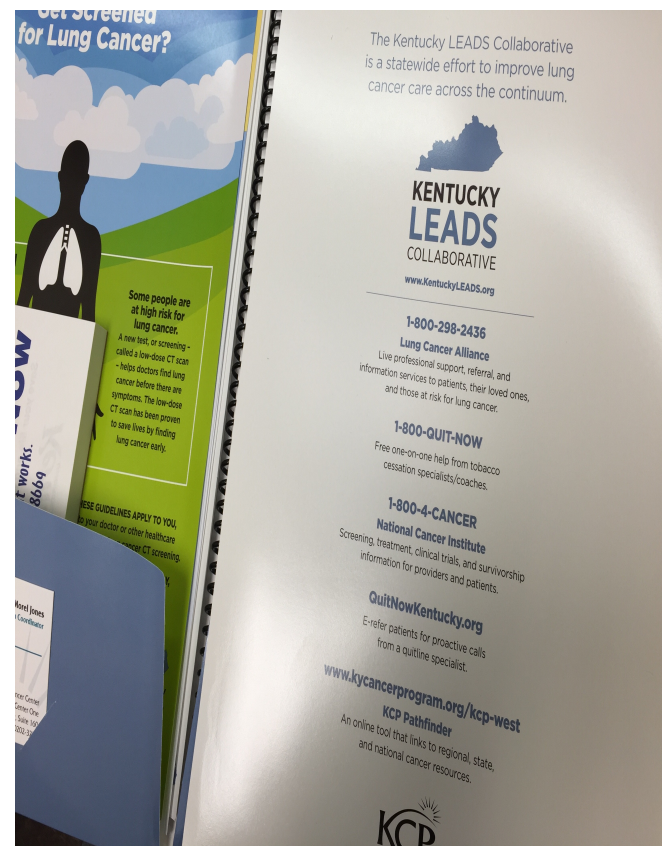
KY LEADS Primary Care Toolkit



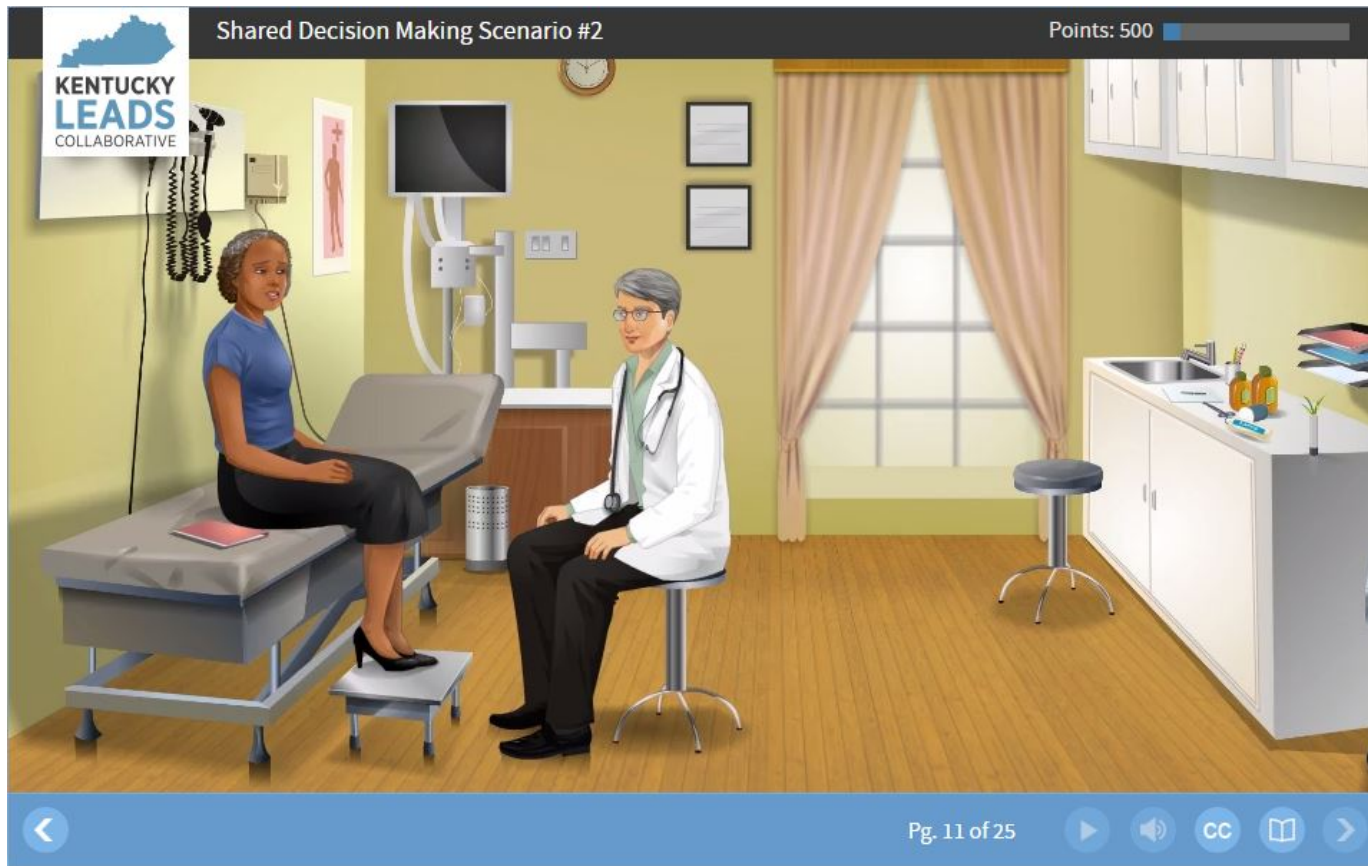
- 14 tools, plus additional resources printed on folder
- Includes Kentucky LEADS Primary Care Action Plan
- Topics:
 - Lung cancer screening
 - Impacting smoking behavior in less time
 - Better “Shared Decision Making” discussions
 - Improving continuity of care
 - Cancer patient and provider resources
 - Addressing patient survivorship needs

Live Presentations with Toolkit

- **One-on-One CME visits to PCPs**
 - 10 – 30 minute visits in PCP offices
 - Conducted by KCP Regional Cancer Control Specialists across Kentucky
 - Free CME credit (0.25 – 0.5)
- **Large Group Presentations**
 - One hour presentation for grand rounds, conferences, etc.
 - Audiences of 30 or more
 - Uses PowerPoint and interactive iClicker audience response system
 - Free CME credit (1.0)



Free online CME opportunity



“Lung Cancer in Kentucky: Improving Patient Outcomes”

www.lungcancerinkentucky.org

“Lung Cancer in Kentucky: Improving Patient Outcomes”

- **Designed for Primary Care Physicians, Nurse Practitioners, and Physician Assistants**
- **Innovative and Interactive**
- **Course features:**
 - Topics covering entire lung cancer care continuum
 - 1 – 2 hours free CME credit with optional content
 - Animated scenarios
 - Physician and survivor testimonials
 - Gamification
 - Can be paused and resumed until completion

www.lungcancerinkentucky.org

Progress to Date

- **Large Group Presentations**
 - 2 completed, 3 more scheduled
 - 63 health care providers attended
 - Positive evaluations
- **One-on-One CME visits**
 - 69 PCPs visited in first 6 weeks
 - Estimated > 300 calls/emails to schedule visits
- **Online CME Course**
 - Recently launched
 - Mailers to > 4,700 PCPs
 - Future mailing to > 2,000 NPs
 - Additional promotion underway

Challenges and Lessons Learned

- **PCPs can be a “hard to reach” audience.**
- **Doctors’ front office staff can be biggest barrier to allowing a visit, and they expect food.**
- **Ask for 5 minutes and once you’re with the provider, you might get 10, 15, or more.**
- **If 40 are supposed to attend, 20 will show up.**
- **No single type of CME will work and credit is not a huge incentive.**
- **Promotion is a fight against “noise.”**
- **Don’t trust when contractors say it will be done!**
- **Keep plugging – a lot of people care about lung cancer!**

Key Next Steps

- **Promote, promote, promote!**
- **Mass mailing, exhibits and announcements at provider conferences**
- **Partnerships with major health systems**
- **Letters from leadership to provider groups**
- **3 month follow-up survey (with incentive payments) to participants to determine practice changes**
- **Develop webinar addressing timely issues with screening**

Online Course

Shared Decision Making Scenario Excerpt



Patient: Frank Unsur
Age: 65
Sex: Male
Smoking history: 1 pack/day for 40 years
Current smoker? No
Last smoked: 5 years ago

How should you respond to your patient, Frank?

YES

Medicare will cover the screening because Frank meets the requirements.

NO

Medicare will not cover the screening because Frank does not meet the requirements.