



FLORIDA HOSPITAL CANCER INSTITUTE

DeLand | Fish Memorial | Flagler | Memorial Medical Center

Community Outreach: Outcomes Report 2018 Low-Dose CT Lung Screening

Significance & Background:

Lung cancer is our number one cancer site in our Region, based on data from our Cancer Data Services Department. Our stage at diagnosis is worse than the national average. We have a much higher incidence of smokers and former smokers in the community who likely meet eligibility criteria. This program is important to continue. We have identified the following areas for improvement.

Areas for improvement:

- Revise order to make it easier for community providers to complete and refer to program
- Refine electronic order set
- Increased tracking of number of additional imaging and biopsies that were performed.
- Additional reporting of outcomes of LUNGRADS 4

Therefore, we believe it is important to continue this effort in our community. Recent data from the State of Florida shows the state is far behind other States in efforts in making smoking cessation available to the community as well as percentage of population still smoking. Public service announcements have been aired on radio recently.

Census Data

County Name	Total Population ¹	Population 50+ ¹	Smoking Prevalence ²
Flagler County	102,408	51,543	18%
Volusia County	507,531	231,783	25%
TOTALS	609,939	283,326	22% ³

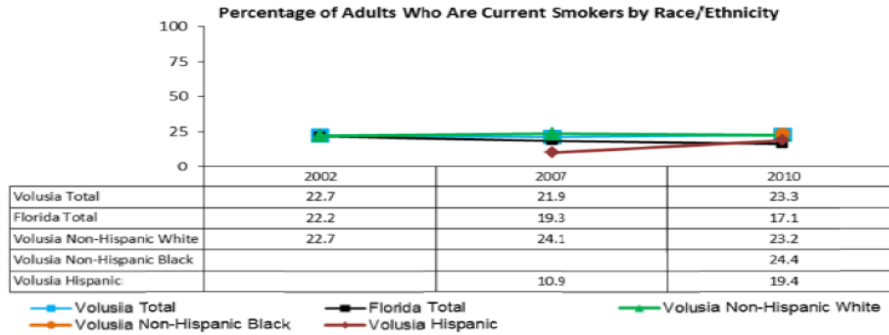
Tobacco Use:

17% of Florida adults are current smokers. This is defined as those who have smoked 100+ cigarettes in their lifetime and who are still smokers. Volusia County adults surpass this percentage by 23%. Non-Hispanic Blacks (24%) and ages 18-44 (29.6%) have the highest rates.

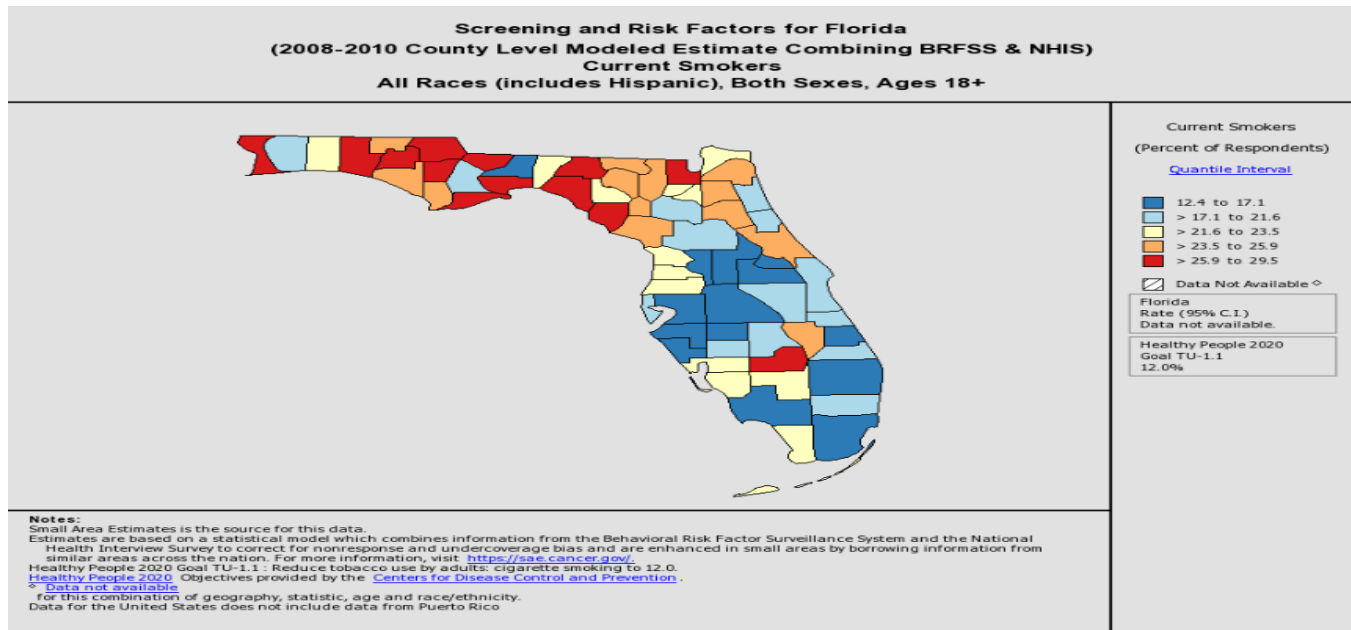
Percentage of Adult Current Smokers Who Tried to Quit Smoking at Least Once in the Past Year			
	2002	2007	2010
Volusia	44.8	50.9	61.3
Florida	55.3	53.2	30.1
Volusia White	44.1	53.7	56.9
Volusia Black	Not available	Not available	Not available
Volusia Hispanic	Not available	Not available	Not available
Volusia Male	42.9	51.2	61.7
Volusia Female	46.6	50.6	60.9

Source: Behavioral Risk Factor Surveillance System Data Report

Tobacco use is the single most preventable cause of death and disease in the United States. Each year, approximately 443,000 Americans die from tobacco-related illness. For every person who dies from tobacco use, 20 more people

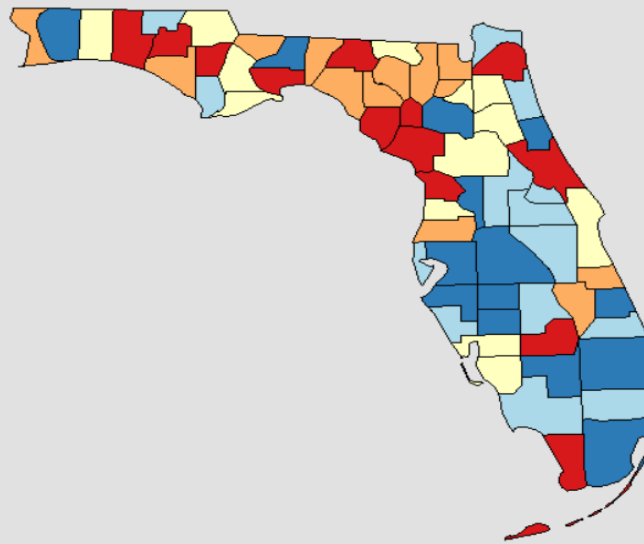


The table below outlines Current Smokers rate per county. Volusia county has a high rate of smoking of > 23.5%. The Healthy People 2020 goal is 12.0%.



The below graph outlines the Current Smoker rate in Females. Volusia County has a very high level of smoking in females – Double the rate of the Goal of 12.0%.

Screening and Risk Factors for Florida
(2008-2010 County Level Modeled Estimate Combining BRFSS & NHIS)
Current Smokers
All Races (includes Hispanic), Female, Ages 18+



Purpose of Lung Screening:

The US Preventive Services Task Force issued a final B-level recommendation in December 2013 indicating that individuals between the ages of 55 and 80 years who have a 30-pack-year smoking history and have smoked within the past 15 years should receive annual low-dose computed tomography (CT) lung cancer screening. The Centers of Medicare and Medicaid Services issued similar eligibility criteria.

Methods:

The lung cancer screening committee included 15 members, representing a broad range of expertise. This team was co-led by a physician Chair and Vice-Chair. The committee discussed operational, clinical and system issues related to the implementation of CT lung cancer screening and developed recommendations for implementing CT lung cancer screening program for the Central Division -North Region of the Adventist Health System; a four-hospital initiative.

During 2017, the committee identified and improved the six main objectives to optimize the efficiency and effectiveness of implementing CT lung cancer screening: 1) Develop a Pulmonary Program Governance Committee; 2) Accurately identify persons eligible for screening; 3) Identify and provide access to screening at authorized and qualified locations for eligible individuals; 4) Ensure appropriate care coordination for positive and negative screening results; 5) Monitor and support continuous quality improvement of screening programs; and 6) Offer and provide a smoking cessation program for all current smokers. The committee implemented a series of stakeholder-specific pathways, in order to, achieve these goals.

Innovation:

Sheri Hahn, ARNP, was at the beginning of 2018 as our Regional Lung Program Coordinator. This role was critical to the improvements in this project. A goal was set to complete a total of 140 screens during 2018 for 3 of our facilities and 175 for our largest center – Florida Hospital Memorial Medical Center. As a Region, by the end of October 2018, we surpassed our goal by 7%. A standardized approach to the scheduling and tracking of screening participants throughout the process was implemented throughout the Region starting in January 2018. All LDCT referrals are streamlined through one nurse navigator so that reporting and tracking of patients is effective and timely. The navigator also helps troubleshoot any potential errors with completion of the orders.

Action Plans for 2018

The team has several strategies in place for increasing volume in our LDCT lung cancer screening program, including direct to physician strategies.

- **Continued Physician Awareness and Education**

We have a team of 4 physician liaisons in our 2-country region, and they are tasked with bringing out toolkits about the LDCT program to physicians and their staff.

- **Physician and Staff Education**

- Toolkits are distributed and reviewed.
 - Inside is the order form, education for both providers and patients, and smoking cessation class information.
- Education will be sustained all year, with follow up visits planned to ensure provider engagement and understanding. The majority of our patients enter the LDCT from a physician referral so it is important to get their support and engagement with the program, so they can effectively identify their patients who are smokers and may be good candidates for the screening.
- A CME event was held for physician and key providers. Our guest speaker was Dr. McKee from *****. Over 65 people attended the event.

- **Implement a Direct-to-consumer Campaign:**

- Market and advertise the LDCT program directly to consumers in the community.
 - This includes digital marketing, specifically Facebook ads that targets smokers 50 years old and older.
 - These ads direct people to an online risk assessment where they can self-screen for the LDCT screening program and call navigators directly for more information or to be connected with a provider for a referral.
 - In late 2018, we will also host events for the community to listen to a physician panel speak about lung cancer screening and the importance of finding lung cancer early.
 - Promotion and Education about LDCT Lung Screening.

We spent several months in the first few months of 2018 revising and establishing a new standardized order form for the LDCT imaging order process. We felt the order form used in 2017 created confusion with providers and office staff and we needed a clearer, more user-friendly process. Input was gathered from nurse navigators, physicians and marketing/communications team members to work toward a standardized, easy-to-understand form. We needed to be sure we were referring appropriate patients into the LDCT program per CMS or USPSTF guidelines. We also worked to develop a consumer-friendly rack cards, so patients could self-refer or inquire with their primary care physician if they felt they were appropriate for an LDCT screening.

Activities completed

- **A comprehensive community awareness digital campaign was launched early in 2018.**
- **Marketing and operations teams worked together to revise and simplify the order form which was well-received by providers and staff. Physician relations teams brought order forms out to the physician offices and educated physician and their staffs on eligibility for LDCT screening as well as the process using the order. These efforts resulted in 11 appointments for screening.**
- **Marketing directly communicated the program and criteria to the community through social media. Awareness/promotion of Lung Cancer Screening was completed at the following events:**
 - 8-15-18 Daytona Beach Health fair
 - 9-7-18 Volusia County Employee Health Fair
 - 9-18-18 LDCT education at FHI
 - 9-27-18 Meet and Greet/lunch Pulmonary Consultants Volusia
- **Sheri Hahn, ARNP, Lung Program Coordinator started her role earlier in year. Rack cards and promotion of the program throughout numerous office visits were completed.**
- **Position officially Regional 10-2018 Regional Thoracic Program Manager**
- **Addition of Thoracic Program Coordinator**
- **Other Community Promotion and Awareness Activities**
 - June 5, 2018 Survivor Day
 - June 25, 2018 LDCT Lecture
 - 8-15-18 Daytona Beach Health fair
 - 9-7-18 Volusia County Employee Health Fair
 - 9-27-18 Meet and Greet/lunch Pulmonary Consultants Volusia
 - 10-2-18 Women on the Water New Smyrna Health Fair
 - 11-14-18 Cancer Care Symposium
 - 11-27-18 Inaugural Shine A Light event
 - 12-11-18 Flagler County Education Foundation –Career Day Presentations
 - Ongoing provider visits

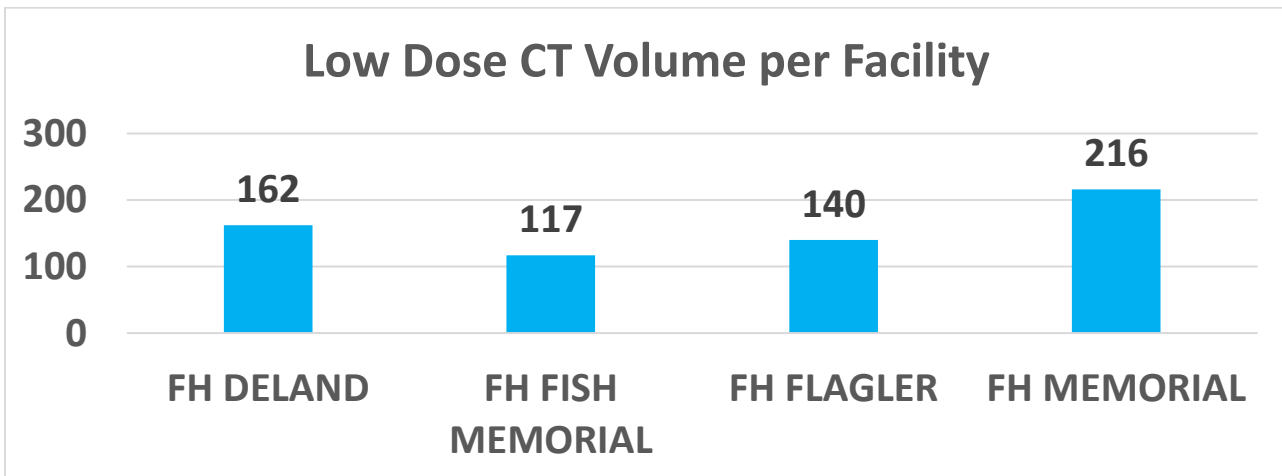
Results:

FH CENTRAL DIVISION NORTH
 LOW DOSE CT SCREENING - SCANS COMPLETED

FACILITY	QTR 1	QTR 2	JULY	AUGUST	SEPTEMBER	QTR 3	OCTOBER	YTD	GOAL
FH DELAND - VICTORIA PARK	47	41	22	19	14	55	19	162	140
FH FISH IMAGING-DELTONA HEALTHPARK	21	32	13	13	17	43	21	117	140
FH FLAGLER PARKWAY	39	44	21	12	11	44	13	140	140
FH MEMORIAL - FHI	36	53	22	19	9	44	19	152	175
FH MEMORIAL - NEW SMYRNA HEALTH PARK	16	23	5	10	7	22	3	64	
	159	193	77	59	58	208	75	635	595
								107%	Of Goal

CANCERS DETECTED THROUGH LOW DOSE CT SCREENING

FACILITY	2018: QUARTERS 1-3				
	STAGE 1	STAGE 2	STAGE 3	STAGE 4	TOTAL
FH DELAND - VICTORIA PARK	2			1	3
FH FISH IMAGING-DELTONA HEALTHPARK			2		2
FH FLAGLER PARKWAY	1			1	2
FH MEMORIAL - NEW SMYRNA HEALTH PARK	1				1
FH MEMORIAL - FHI	1		1		2
	5		3	2	10



**2018 LOW-DOSE CT SCREENING REPORT
JANUARY - SEPTEMBER**

FH DELAND	Total
# Completed	162
# LungRads 4	16
# Cancers Found	3
Stage of Cancer	Stage 1 - 2 cases; Stage 4 - 1 case
FH FISH MEMORIAL	Total
# Completed	117
# LungRads 4	6
# Cancers Found	2
Stage of Cancer	Stage 3 - 2 cases
FH FLAGLER	Total
# Completed	140
# LungRads 4	13
# Cancers Found	2
Stage of Cancer	Stage 1 - 1 case; Stage 4 - 1 case
FH MEMORIAL	Total
# Completed	152
# LungRads 4	15
# Cancers Found	2
Stage of Cancer	Stage 1 - 1 case; Stage 3B - 1 case
FH NEW SMYRNA HEALTH PARK	Total
# Completed	64
# LungRads 4	7
# Cancers Found	1
Stage of Cancer	Stage 1

Effectiveness of Program

We feel this was a very effective effort and we should continue to expand on this screening initiative with the goal to increase the number of people who are being screened, and hopefully diagnose cancers early on. By end of October, we exceeded our goals of 140 screenings per facility. During 2017, our Region identified 10 new lung cancer patients through this screening initiative. In addition, there were 57 participants who will require additional follow-up, based on the findings of their screening test. Physician members in our community have significantly increased their counseling and referring of patients to this program. We completed 635 LDCT scans from January – October: FH Deland: 162; FH Fish Memorial: 117; FH Flagler: 140; FH Memorial Imaging: 152; FH Memorial New Smyrna Health Park: 64. With our high stage at diagnosis and significant population in our community who are smokers, this program is important to continue.

Conclusion:

- **Community promotion through digital media was launched earlier in the year.**
- **During this year, the order form was revised to make it much easier for the referring physician to complete.**
- **The referral and scheduling process has been Regionalized. All orders are reviewed for eligibility for screening.**
- **A follow-up order form was created for referring physicians to complete to order additional tests when patients have abnormal findings.**
- **Sheri Hahn, ARNP, Lung Program Coordinator started in January 2018.**
- **We increased the number of screenings year over year - exceeding the goal as a Region. Through October 2018, Our Region screened 628 community members., exceeding our regional goal of 595.**
- **There were 10 cancers identified through Quarter 3. Only 5 of the 10 (50%) were found in early stages. We know if we screen more, we will find more cancer, and hopefully at earlier stages.**

This has been an effective program, that has grown year after year, since starting in Mid-2016. Program organization and structure were refined and regionalized during 2019. During this time, there was significant growth in volume. Additional emphasis for 2019 will be focused to increase the number of physicians referring their patients for screening as well as how many “new” patients are being added – using # baseline screens as indicator vs # of annuals.