

# Consortium for Cancer Implementation Science (CCIS): Public Good Update – 2022 Awardees



Eva A. May, MBA  
Patient-Powered Research and  
Engagement Advocate



## Brief Introduction – Eva A. May

- Classically trained marketing professional
- Developed human-centered integrated marketing/advertising programs for blue chip clients
- Focused on multicultural marketing
- Founded and ran a national marketing and communications agency
- Pivoted to become a patient advocate for patient-centered research and engagement following Stage 1 breast cancer diagnosis
- Active member of clinical cancer research teams and cooperative groups, UNC Lineberger Community Advisory Board
- Believe that there is great potential for patient advocates to become key stakeholders and ambassadors for D&IS



## Spotlight on Program Champions: A Series of 1-on-1 Interviews for Insights and Impact Stories

- Gather important perspectives and insights offered by Program Champions who are recognized as strong contributors to the success of EBI programs across the continuum of cancer care, particularly in community settings that serve vulnerable populations
- Accelerate the Champions Working Group priority project by the development of a publicly-available series of Program Champion Impact Stories
- Gather key Champion perspectives and insights gained from the interviews for the development of a publicly-available Research Summary

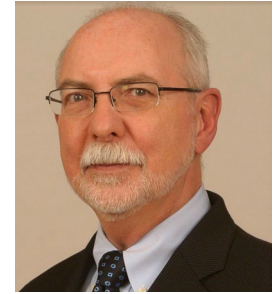
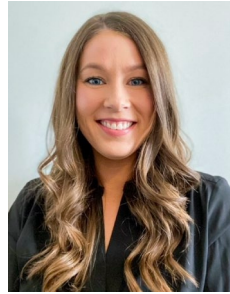
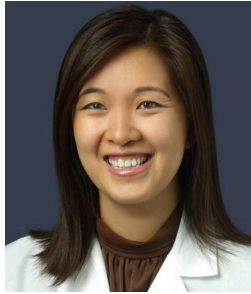


## Spotlight on Program Champions Progress Report

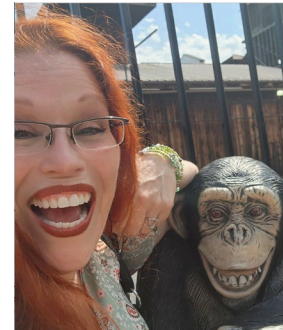
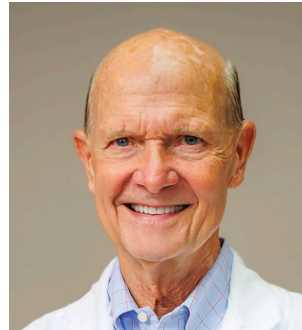
- Created project team consisting of members of the Champions Working Group
- Developed semi-structured interview guide and secured IRB approval
- Conducted 15 1-on-1 interviews with effective Program Champions implementing EBPs in different types of healthcare settings
- 14 of 15 participants have approved text and submitted images for use in Impact Stories and/or Research Summary
- Expected Completion of Impact Stories by 11/30
- Expected Completion of Research Summary by 12/31
- Dissemination Plan and Link to Access TBD



# Introducing 15 amazing Program Champions...



Jennifer, Lee, Mary, Cord, Becky and Kevin



Mindy, Mike, Amy, Duane, Jeanie and Stacy (No photos yet from Kate, Marjorie or Liz...)



# They live and work throughout the US



Winston-Salem, NC - Stacy, Amy  
NW NC and SW VA



Casper, WY  
Becky



Klamath County, OR  
Cord



Virginia  
Mindy



DC, Maryland, VA  
Jennifer, Marjorie



Hood River and Wasco Counties, OR  
 Klickitat and Skamania Counties, WA

Kate



Winnsboro, SC  
Liz

**Indiana University Melvin and Bren Simon  
Comprehensive Cancer Center**

Indianapolis, IN – entire state  
Mary



**Hollings Cancer Center**  
An NCI-Designated Cancer Center

Charleston, SC – entire state  
Lee, Kevin



Tyler, TX and East Texas  
Jeanie



39 in-store pharmacies  
in AK, KS, LA, MO and OK

Diane



**COLORADO  
COMMUNITY HEALTH NETWORK**

Access for All Colorado  
Denver, CO – entire state  
Mike



# They champion programs across the cancer care continuum

- Survivorship - All Cancers (Stacy)
- Cancer Prevention and Screening - All Cancers (Mary)
- Cancer Screening at Primary Care Clinics - (Mike)
- Early Cancer Detection (MCED) Clinical Research Recruitment (Kate)
- Hereditary Risk Assessment and Management (Kevin)
- Drug interactions, medication safety, medication therapy, medication efficacy (Duane)
- Colorectal Cancer Screening (Cord, Mindy, Jennifer, Marjorie)
- HPV Prevention (Becky, Duane, Cord, Kate)
- Breast Cancer Screening (Cord, Jennifer)
- Survivorship - Lung Cancer, Prostate Cancer (Amy)
- Cervical Cancer Screening (Cord)
- Prostate Cancer Screenings and Education (Lee)
- Breast Cancer (Lee)
- Head and Neck Cancer (Lee)



# They also work in many different roles in their organizations

- Chief Operations Officer (Formerly Quality Director) - Cord
- Director of Nursing - Becky
- Family Nurse Practitioner - Amy
- District Manager, Community Pharmacy Residency Director and Clinical Programs Director - Duane
- Founder and Executive Director - Mindy
- Family Physician - Kate
- Attending Physician - Jennifer
- Nurse Navigator - Marjorie
- Director of Cancer Genetics, Endowed Chair in Surgical Oncology - Kevin
- Cancer Prevention and Screening Lead - Mary
- Quality Initiatives Manager - Mike
- Health Care Advocate, Prostate Cancer Ambassador - Lee
- Office Practice Manager - Liz





# And they are all amazing Program Champions!

## EXPANDING CANCER CARE AND ACCESS

- Stacy is creator and leader of a Survivorship Care Clinic with implementation of multiple EBPs in an Academic Health System
- Kevin developed and leads a Hereditary Cancer Clinic at a Designated Cancer Center
- Mindy develops and funds Colorectal Cancer Screening Programs at 11 FQHCs and free medical clinics and champions Community Awareness and Education programs
- Duane develops and leads Medication Therapy Management and Workflow Programs in a Grocery Store/Pharmacy Chain

## DEVELOPING NEW PROGRAMS

- Jennifer develops and leads Colorectal and Breast Cancer Screening Programs at an Academic Hospital Center
- Amy develops and implements EBPs for Lung and Prostate Survivorship Care for an Academic Health System
- Marjorie develops and implements a CRC Screening Program using Patient Navigation at an Academic Hospital Center
- Mary develops and champions Collaborative Programs designed to improve Cancer Prevention and Screening Rates for Health Centers

Continues...



# Impact Stories and Research Summary Coming Soon!

## CHAMPIONING EBI IMPLEMENTATION

- Cord champions Quality Improvement(QI) Projects to improve screening rates for multiple types of cancer at an FQHC
- Kate champions multiple EBPs at an FQHC including Cervical Cancer Prevention and Clinical Research for Early Cancer Detection
- Mike is a Practice Facilitator/Technical Assistance Provider for Cancer Prevention and Early Detection in Community Health Centers
- Becky champions a QI Project with the National improvement Partnership Network to improve an FQHC's HPV vaccination rates

- Liz champions Screening Programs for CRC, Breast and Cervical Cancer at a Rural Health Clinic

## CHAMPIONING PATIENT AND COMMUNITY OUTREACH AND ENGAGEMENT

- Lee champions Patient and Community Engagement, Participation and Collaboration for EBI Programs and Research in partnership with a Designated Cancer Center
- Jeanie champions multiple Cancer Screening and Education Grant Programs for an Academic Health System, Recruiting at least 2500 patients for Screening each year

With appreciation and gratitude to the awesome members of the Project Team:

Ucheoma C. Nwaozuru, PhD

Danielle Bellows, PT, MJS, DHSc, PCS

Daisy Y. Morales-Campos, PhD

Aubrey Villalobos, DrPH, MEd

Bonny Morris, PhD, MSPH, RN

Joseph A. Astorino, MA, PhD

Thank You!