The “3 Rs” to Sustaining a Mobile Medical Program

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Objectives

• Identify three (3) features that support the sustainability of a mobile medical program.

• Discuss the role relationships, responsibilities, and reputation play in sustaining a mobile medical program.
Mission

To improve survivorship and lessen the burden of cancer through expert treatment, compassionate care, early detection, research and education.
Saving lives through Early Detection

- In 2002, *The CARE Network* was created to reduce cancer incidence and mortality in southeast Louisiana, and to improve the quality of life for those affected by cancer.
Early Detection and Education

- 2 Mobile Medical Clinics
  - The “Early Birds”
- Serve 18 parishes (counties)
- Provide 5 types of cancer screenings
  - at no cost to the participant
- Patient Navigation
- Education
  - Professional
  - Community
- Tobacco Cessation
Reinventing the 3 Rs

- Relationship
- Patient
- Reputation
- Responsibility

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Relationships

Who are the key players in establishing and maintaining a mobile medical program?
Screening Participants

• Target Audience
  – The relationship you have with the recipients of your service is the most important relationship of your program.
  – A degree of trust must be achieved and maintained for the recipients to want to participate in your program.
Hospital Partners

• Hospital or other medical community partners:
  – Ensures the full continuum of services are provided
  – Allows for leveraging of resources
  – Builds trust in the community
Government Officials

• State, Local and Federal Government officials provide:
  – Policy support
  – Funding opportunities
  – Community trust
Community Organizations

• Partnering with local trusted community organizations builds
  – Community consensus
  – Trust for your program
  – Grassroots outreach support
Financial Support through philanthropy, grants, contracts and organizational support provides:

- Financial Sustainability
- Partnership Opportunities
- Community Engagement
Responsibility

Demonstrate to key players that you are effectively and efficiently executing your mobile medical program.
Responsibility

Data Collection

Data Dissemination

Data Mining
# Data Collection

## Patient Information

- **Name:**
- **Mailing Address:**
- **Alternate Phone:**
- **City:**
- **State:**
- **Zip:**
- **Date of Birth:**
- **Sex:**
- **Race:**
- **Hispanic/Latino:**
- **Non-Hispanic/Latino:**
- **Primary Care Physician:**
- **Do you have insurance?** Yes No
- **Other (Specify):**

## Skin Cancer Screening Information

- **Do you have any moles that have changed in size, color, or shape?** Yes No
- **Do you have a family history of skin cancer?** Yes No
- **Have you ever been screened for skin cancer?** Yes No
- **Have you ever been a smoker?** Yes No
- **Do you have a regular dermatologist?** Yes No
- **Have you ever had skin cancer?** Yes No
- **Was it melanoma?** Yes No
- **Has a family member ever had skin cancer?** Yes No
- **If yes, was it melanoma?** Yes No
- **If yes, what is your relationship to you?**

## Prostate Cancer Screening Information

- **Primary Care or Urologist:**
- **Office Address:**
- **City:**
- **State:**
- **Zip:**
- **Have you had a prostate cancer screening test?** Yes No
- **If yes, where?**
- **Do you have a family history of prostate cancer?** Yes No
- **If yes, what is your relationship to you?**

## Oral Cancer Screening Information

- **Have you been treated for skin cancer of the head and neck?** Yes No
- **Other Cancer?** Yes No
- **Have family members who have been treated for cancer of the head and neck?** Yes No
- **Have you had prior medical, surgical or radiation treatments to the head and neck region?** Yes No
- **Use tobacco?**
- **I have previously used tobacco:**
- **In my lifetime, I have used tobacco for_____ years with an average of_____ packs per day.
- **I have consumed alcoholic beverages for a total of_____ years with an average of_____ drinks per day:**

Please select the following head and neck problems you have:

- **Change in voice**
- **Bleeding**
- **Swelling in head/neck**
- **Sore throat**
- **Swallowing difficulty**
- **Mouth Problems**
- **Growth in head or neck**
- **Tooth/Gum problems**

Did you know that these could be the earliest signs of a head and neck cancer? Yes No

Has anyone ever shown you how to perform an oral self-examination? Yes No

Have you ever been screened for cancer of the head and neck? Yes No
Data Dissemination

Latest 5 Years of Cancer Screenings and Diagnoses 2009-2013

Year

2009 2010 2011 2012 2013

Total Number of Participants

Total Events and Diagnoses

Total Participants

Total Screening Events

Cancers Diagnosed

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Data Dissemination

Minority Participants in Cancer Screenings 2011-2013

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Participants</th>
<th>Minority Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3270 (53%)</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>3342 (55%)</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>3494 (50%)</td>
<td></td>
</tr>
</tbody>
</table>

Cancer Screening Participants 2013

- Breast: 56%
- Skin: 19%
- Colorectal: 12%
- Prostate: 10%
- Oral: 3%

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Insurance Status

- Insured: 32%
- Uninsured: 68%

Total

- Breast: 81%
- Skin: 13%
- Prostate: 3%
- Oral: 1%
- Colorectal: 2%

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Reputation

Maintain a high regard in the community you serve.
Reputation

Responsive

Repetition

Research

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Responsive to the needs and requests of the community

– Community Education
– Speakers Bureau
– Community Health Screenings
Research

• Market Research
  – Biannual Market Research studies
    • Awareness
    • Impressions
    • Future Consideration

• Participant Research
  – Quarterly patient satisfaction surveys
    • Patient Navigator explained the program well
    • Patient Navigator helped with getting appointments and referrals
Repetition

• Provide consistent service so that patients, participants, community members and funders will repeatedly support you.
  – Funders
    • Repeat funding from City of Baton Rouge for 7 years
  – Participants
    • 27% of people seen in 2012 and 2013 received more than one cancer screening.
Questions