

Standard 1.8, 4.1, 4.2 Monitoring of Prevention, Screening and Outreach Activities



According to the 2016 Community Health Needs Assessment, Carson City and surrounding areas identified skin cancer as an area of opportunity to lower prevalence and increase the access to care for those affected in both primary and secondary service areas.

Prevention & Outreach	Each year, one in five Americans will develop skin cancer – this translates to greater than 1 million newly diagnosed cases per year. Women have a higher risk of developing skin cancer until the age of 49, and men, after the age of 50 are more likely to develop melanoma than women. Skin cancers rank in the top 10 leading cancer types diagnosed annually.
Type of Activity	Educational Seminar & Outreach in Collaboration with the Nevada Cancer Coalition
Cancer Type	Skin Cancer
Cancer Committee Date Activity was Discussed	
Guidelines Used to Design Activity	American Cancer Society
Date Activity Held	August 29, 2019
Number of Participants	24

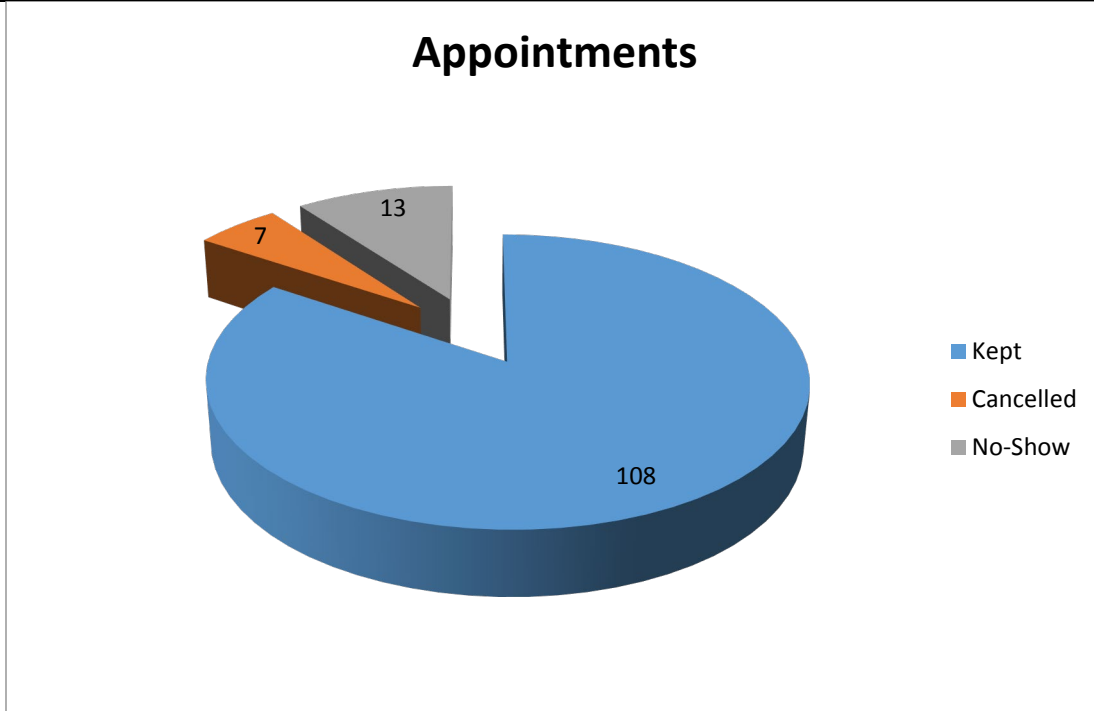
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<p>Evaluation of Effectiveness (value, lessons learned, recommendations for improvement)</p>	<p>Effectiveness – information presented was relevant and provided important education about prevention, diagnosis and treatment of skin cancers; however attendance was low for education lecture/seminar.</p> <p>Value – Education on prevention and early stage detection results in improved prognosis.</p> <p>Recommendation for improvements – Improve communication and marketing plan to increase attendance. Create more ‘buzz’ and/or engagement opportunities stressing the importance of screenings and prevention activities utilizing giveaways, contests etc.</p>
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<p>Screening and Outreach Activities</p>	<p>In collaboration with Dr. Max Gratrix, Melanie Adams, PA-C, Carson Dermatology and Daisy Hoeffert, PA-C and Carson Tahoe Cancer Center, skin cancer screenings were offered to the community FREE of charge. Carson Dermatology agreed to follow-up with patients regardless of their ability to pay and/or insurance coverage (i.e. Medicaid). Carson Tahoe Cancer Resource Center agreed to provide financial assistance and on-going support for uninsured and underinsured participants with abnormal findings.</p>
<p>Type of Activity</p>	<p>Skin Cancer Screening</p>
<p>Cancer Type</p>	<p>Skin Cancers</p>
	<p>January 24, 2018</p>

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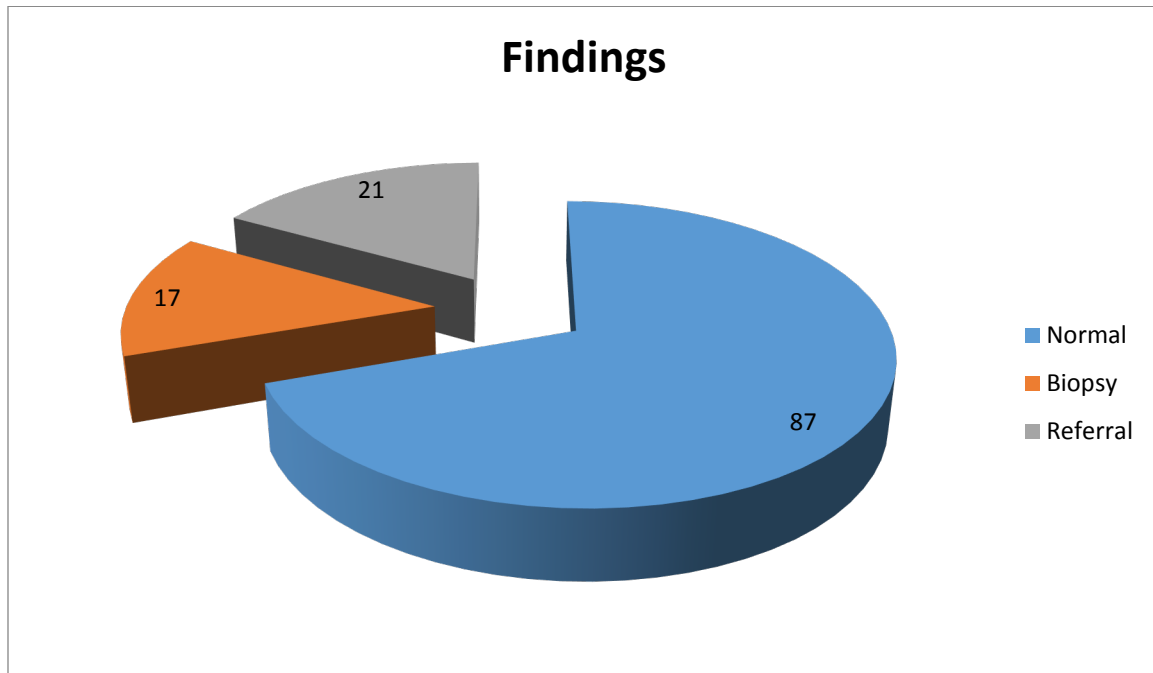
Cancer Committee Date Activity was Discussed	
Guidelines used to Design Activity	American Cancer Society
Date Activity Held	August 22, 29, 30, 2019
Number of Participants	108



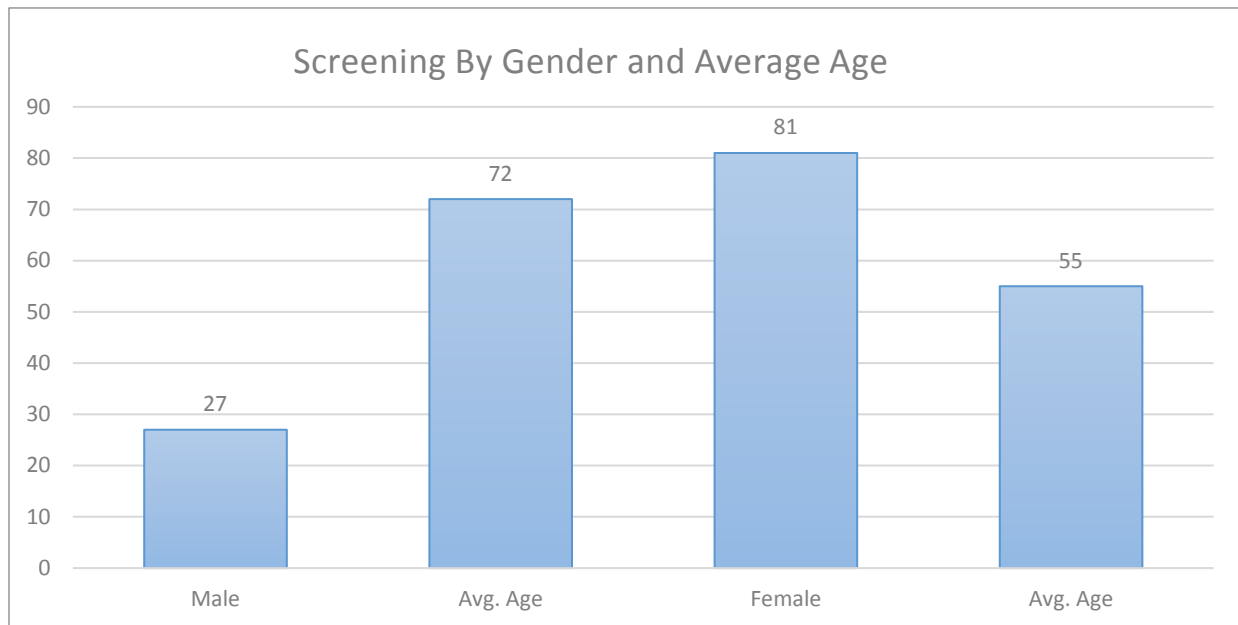
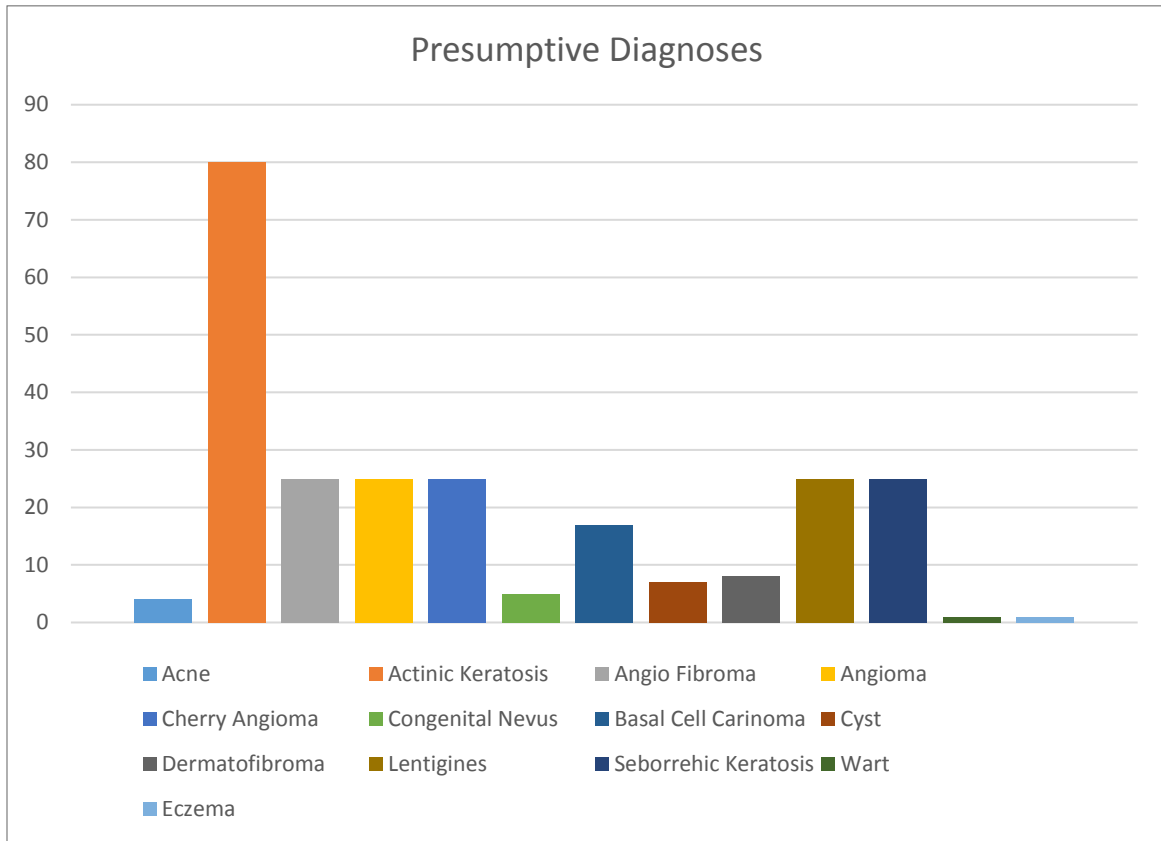
Outcomes/Follow-Up Process for Participants	<p>All patients with an abnormal finding were referred and/or scheduled with Carson Dermatology for follow-up. A list of all contact information for screened patients and screening results was shared with Carson Dermatology.</p> <ul style="list-style-type: none"> • 87 patients with normal/non-cancerous findings • 21 referred to dermatology for suspicious findings
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- 17 referred for biopsy with 17 presumptive diagnosis of basal cell carcinoma.



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<p>Evaluation of Effectiveness (value, lessons learned, recommendations for improvement)</p>	<p>Effectiveness – Of the 128 appointments scheduled, 108 patients were screened for skin cancer. 87 patients had normal findings, 21 patients were referred to dermatology for non-cancerous findings and 17 were referred for follow up and biopsy of potentially cancerous findings.</p> <p>Value – Early stage detection and treatment results in improved prognosis. Free screening event provided access for uninsured, underinsured and Medicaid patients.</p> <p>Lessons Learned /Recommendation for Improvements -</p> <ul style="list-style-type: none">• Improve marketing and communication plan to create 'buzz' and community engagement.• Market specifically to women under the age of 50 and men over the age of 50 based on risk factors noted above.• Work with marketing to create branded patient information/screening form.
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