



Maine Cancer Foundation
Project ECHO
Cancer Patient Navigation

Patient Empowerment

Presenter: Heather Ciccarelli, American Cancer Society

Case Study Presenter: Michael Reisman, Beth C. Wright Cancer Resource Center

November 20, 2019



Welcome to Project ECHO Cancer Patient Navigation

This meeting will begin promptly at 3:00pm

Please mute upon entry

Enter your name, credentials, organization, and email address in the Chat



If you are experiencing any technical difficulties, please type in the Chat or call Maine Cancer Foundation at 207-773-2533 and reference you need Project ECHO assistance



Ground Rules

- Always MUTE microphone when not speaking – do not put your call on hold because it will play music
- Please show yourself on your video, but remember people can see you!
- Never disclose protected health information
- To speak:
 - Raise hand (physically or click the option in Zoom)
 - Message in Chat
- Speak loudly and clearly
- Please keep questions and comments related to the topic



Presenter

Heather Ciccarelli, MSW

- Senior Manager, Patient Navigator



Take ACTION



Today's goals and objectives

- **Define the term 'patient empowerment'.**
- **Describe methods for empowering cancer patients.**
- **Describe how patient empowerment can influence patient outcomes**



WHO defines empowerment as “a process through which people gain greater control over decisions and actions affecting their health” (WHO 1998). This shift is due in large part to the use of technology that facilitates increased patient access to information via the Internet, peer-to-peer sharing, consumer health devices, and mobile apps.



Who do we work with?

Many factors go into empowerment

Focus on increasing activation and engagement



Patient Activation:

A patient's knowledge, skills, and confidence to manage their health and healthcare



Take ACTION Program

Patient navigators play a critical role in helping patients remove barriers to getting through treatment. The American Cancer Society offers training to help patient navigators tailor the support and coaching they provide to help patients successfully complete treatment.



Take ACTION

The American Cancer Society's Take ACTION (Advanced Coaching Training in Oncology Navigation) Program is a professionally developed training experience designed to enhance navigation services to include more tailored patient support and coaching.

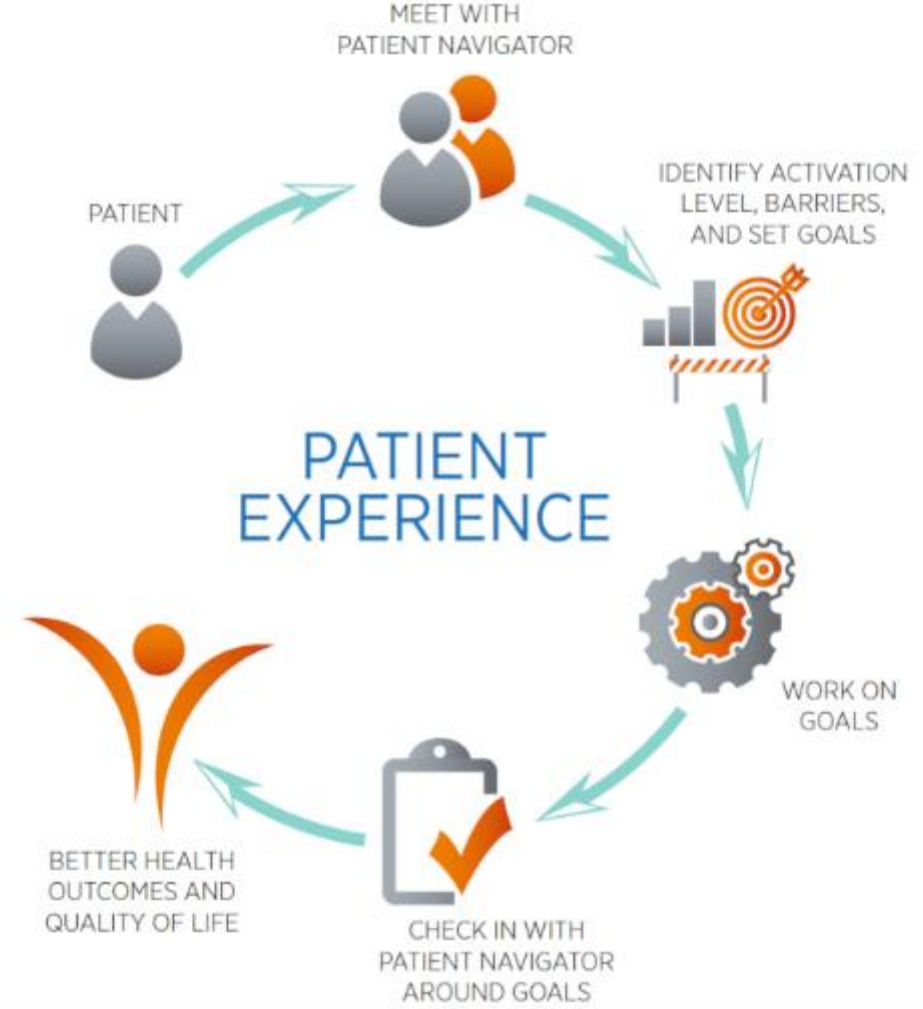
Results of a pilot program reveal that:

Patients use action plans and skills learned in coaching sessions to effectively overcome multiple barriers to care.

Patients experience significant increases in activation and engagement as a result of the coaching sessions.

Patients' overall level of satisfaction with the navigation program increases with their engagement with the Take ACTION process.

Take ACTION Process





Take ACTION Training Provides Navigators with the Skills to:

- Support patients in overcoming barriers that impact access to and completion of treatment using tailored action plans and coaching.
- Use coaching and communication strategies to empower patients with the information, skills, confidence, and support necessary to more actively participate in their health care.
- Demonstrate appropriate follow up and support for patients as they move through and out of treatment.
- Assess activation and engagement and barrier management to measure outcomes.



Activation & Engagement

CANCER CONTROL CONTINUUM

Prevention

- Tobacco control
- Diet
- Physical activity
- Sun exposure
- Virus exposure
- Alcohol use
- Chemoprevention

Early Detection

- Cancer screening
- Awareness of cancer signs and symptoms

Diagnosis

- Oncology consultations
- Tumor staging
- Patient counseling and decision-making

Treatment

- Chemotherapy
- Surgery
- Radiation therapy
- Adjuvant therapy
- Symptom management
- Psychosocial care

Survivorship

- Long-term follow-up/surveillance
- Late effects
- Rehabilitation
- Coping
- Health promotion

End-of-Life Care

- Palliation
- Spiritual issues
- Hospice

CROSS-CUTTING ISSUES

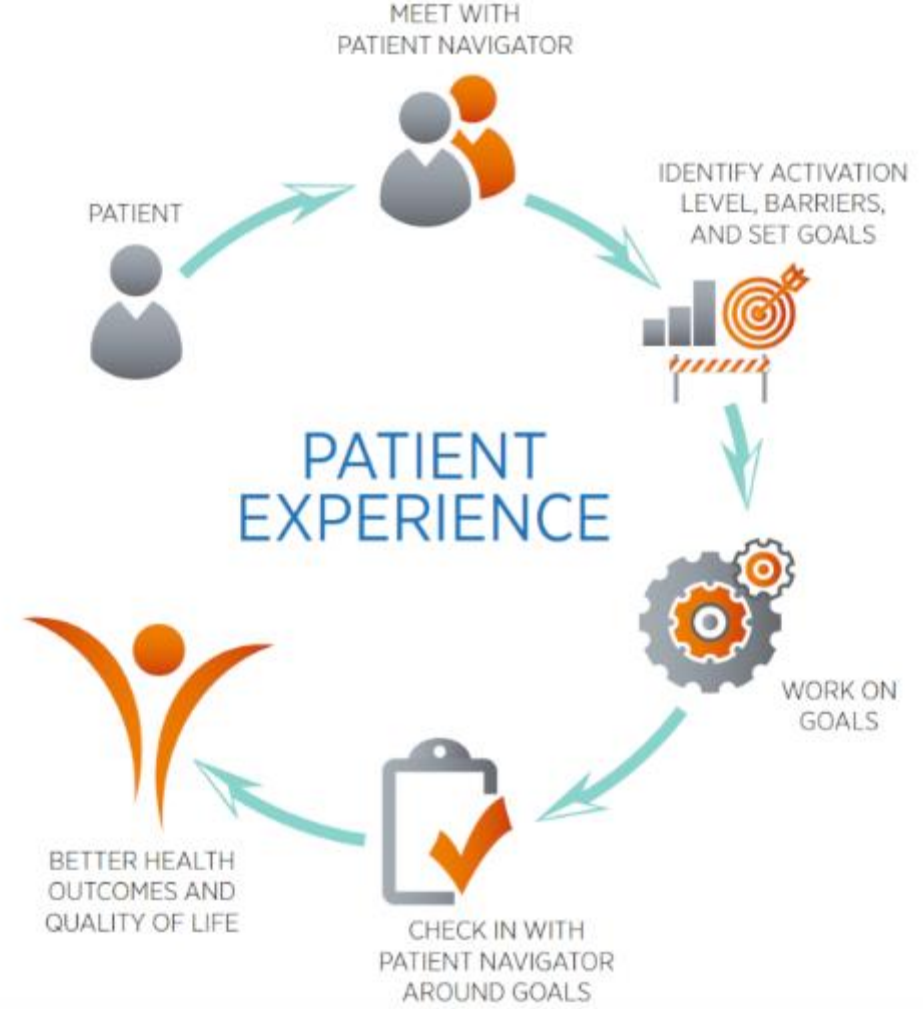
Communication, decision-making, quality of care, and health equity

Levels of Activation

Level 1	Level 2	Level 3	Level 4
<p>Disengaged and overwhelmed; passive and lacks confidence</p> <p>“My doctor is in charge of my health”</p> <p><i>10%-20% of the population</i></p>	<p>Becoming aware, but still struggling</p> <p>“I could be doing more, but not sure how.”</p> <p><i>20%-35% of the population</i></p>	<p>Taking action. Have the key facts and are building skills</p> <p>“I am part of my healthcare team.”</p> <p><i>20%-30% of the population</i></p>	<p>Maintaining behaviors and pushing further</p> <p>“I am my own advocate.”</p> <p><i>20%-30% of the population</i></p>



Take ACTION Process





What Is Coaching?

1	2	3
Guiding patients to think and problem-solve versus telling or providing a solution	Using questions and patient-centered communication skills to empower patients to problem-solve	Using questions and patient-centered communication skills to help patients make detailed action plans to achieve goals they set



GROW Coaching Model

GOAL

Task, Step, Action
a patient sets to
accomplish

REALITY

Description of
where the patient is
now in relation to
the goal

OPTIONS

A brainstorm of a
variety of ways the
patient can reach
the goal

WILL

Commitment to an
option and a
detailed action plan
to reach it

Asking Questions





Assumptions of Coaching



The patient is capable of problem-solving and moving toward/achieving a goal



The patient is the problem-solver not the navigator



Coaching empowers the patient and can impact activation and engagement



Assumptions of Coaching

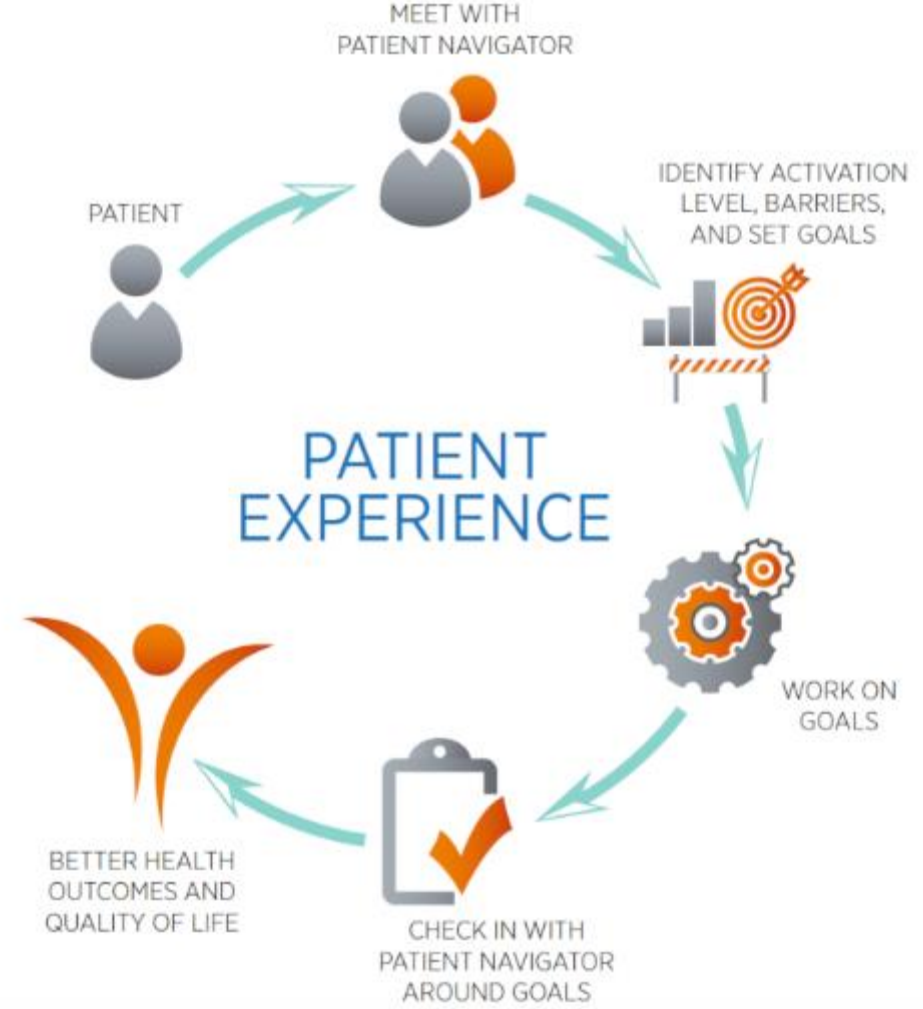


Goals and plans **set and made by patients** are more likely to be achieved



Not all patients will be a good fit for coaching. This is one tool in your “toolbox”

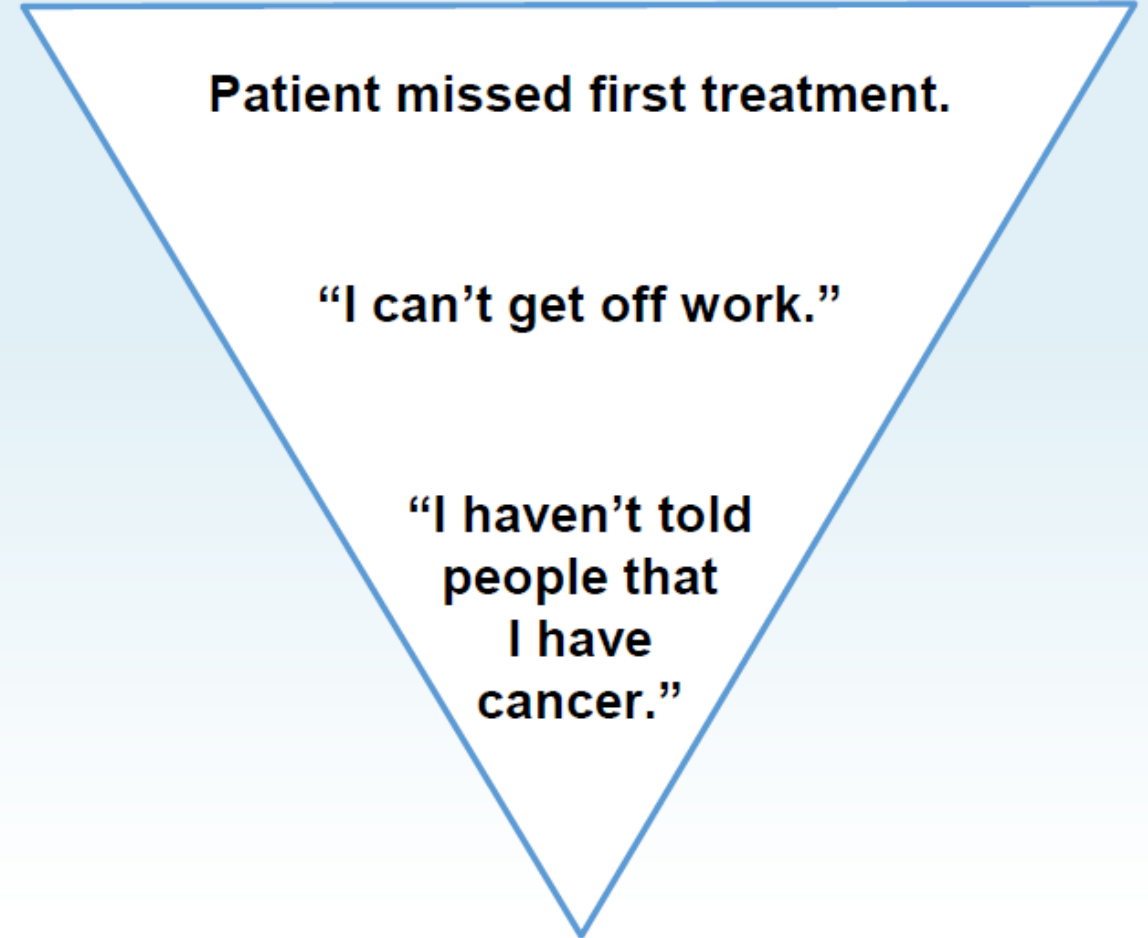
Take ACTION Process



Primary Barrier

The issue or challenge that is preventing a patient from being engaged in their healthcare or to seek care

Coaching and supporting the primary barrier is key to increasing activation and engagement and/or maintaining high activation





Coaching Patients to Make Action Plans

Action plan: a set of steps that helps a patient move into action and accomplish a specific task

Made by patients	Individualized	Specific to a task
Break down a task into doable steps	Details depend on activation levels	Require follow-up

Coaching Patients to Make Action Plans

Arranging Ride to Treatment

- Tomorrow/Wed 8:00am - call nurse Kelly to confirm what time I need to arrive for treatment
- Confirm the info I need to provide the ride service (addresses, pick up times, DOB, voucher number)
- Tomorrow/Wed 9:00am - Call the ACS ride service and schedule my ride (1.800.227.2345)
 - "My name is Margaret Oldswell. I am a patient at MD Anderson and I need to schedule a ride to my treatment next week. I have a travel voucher number.
- Confirm with Dave that I scheduled a ride so he does not take off work
- Call Andres/patient navigator to update on this plan

Arranging Ride to Treatment

- Tomorrow/Wed. - Call the ACS ride service and schedule my ride (800.227.2345)
- Pack my bag with snack and books - to keep me busy

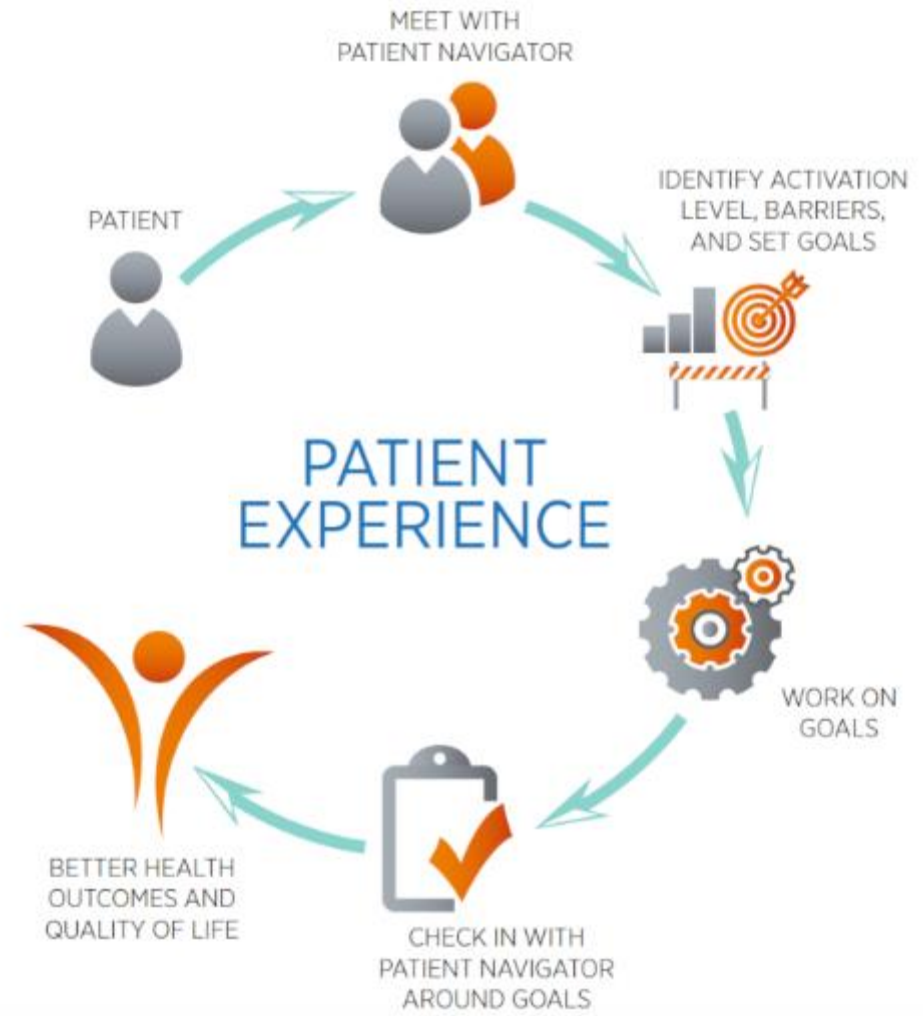


GROW Coaching Model

GOAL	REALITY	OPTIONS	WILL
Task, Step, Action a patient sets to accomplish	Description of where the patient is now in relation to the goal	A brainstorm of a variety of ways the patient can reach the goal	Commitment to an option and a detailed action plan to reach it



Take ACTION Process





<http://www.cancer.org/content/cancer/en/health-care-professionals/acs-take-action-program.html>



Case Study Presenter

- Michael Reisman, Executive Director, Beth C. Wright Cancer Resource Center
 - Beth C. Wright Cancer Resource Center provides compassion, support, wellness groups, advocacy and education for patients, families, and friends in the midst of cancer diagnosis, treatment and/or remission.
 - Established in 2004
 - Located in Ellsworth
 - Serves Hancock and Washington Counties



Case Study

- Definition of Empowerment
 - Empowering people is giving individuals the 15% of support or encouragement they need that encourages and inspires them to do the remaining 85% of things they need to do to make their lives better.



Case Study #1

- A man with stage 4 renal cancer was referred to the Beth Wright Center (BCWCRC) to learn about programs that might be of benefit to him.
 - Was a Maintenance Supervisor for a seasonal business
 - Went to BCWCRC to see what programs we had to offer. We spoke with him about complementary therapies.
 - He decided to try our Chi Gong class
 - Since then he has also tried our yoga class, and a reiki session
 - He also presented at the Washington County Cancer Conference and Down East Living With Cancer Conference where he shared his story



Case Study #2

- A woman was diagnosed with stage 4 breast cancer 5 years ago and given nine months to live.
 - She decided to undergo chemotherapy, but the chemotherapy was causing side effects and failing to arrest the growth of the tumor.
 - She has explored complementary therapies and found acupuncture to be helpful.
 - She has taken medical marijuana to deal with the side effects of her chemotherapy treatments.



Case Study #3

- Early this past summer, a woman approached the Beth Wright Center to enlist our support. She wanted to raise awareness about the symptoms of ovarian cancer. She has stage 3 ovarian cancer.
 - She is a highly motivated person who runs a health care clinic on an off-shore island. She was also a motorcycle enthusiast. Her plan was to buy a teal Harley-Davidson motorcycle and ride it from Oregon to Maine to raise money for the Turning The Tide retreat for women with ovarian cancer held at Camp Kieve and a couple of other non-profits while stopping on her way and handing out cards she had printed telling women about some of the warning signs for ovarian cancer.
 - Her goal was to raise 50,000.00 Beth Wright Center was able to do the relatively minor task it had to do to make this fundraiser happen and did not try to douse her dream over logistics that could be overcome.



Thank you!

- Please complete post-assessment
 - Will come to you via email
- Next ECHO session Wednesday, December 18th, 3-4 PM
 - Survivorship