

Early-Onset Breast Cancer Education for Women's Health Care Providers

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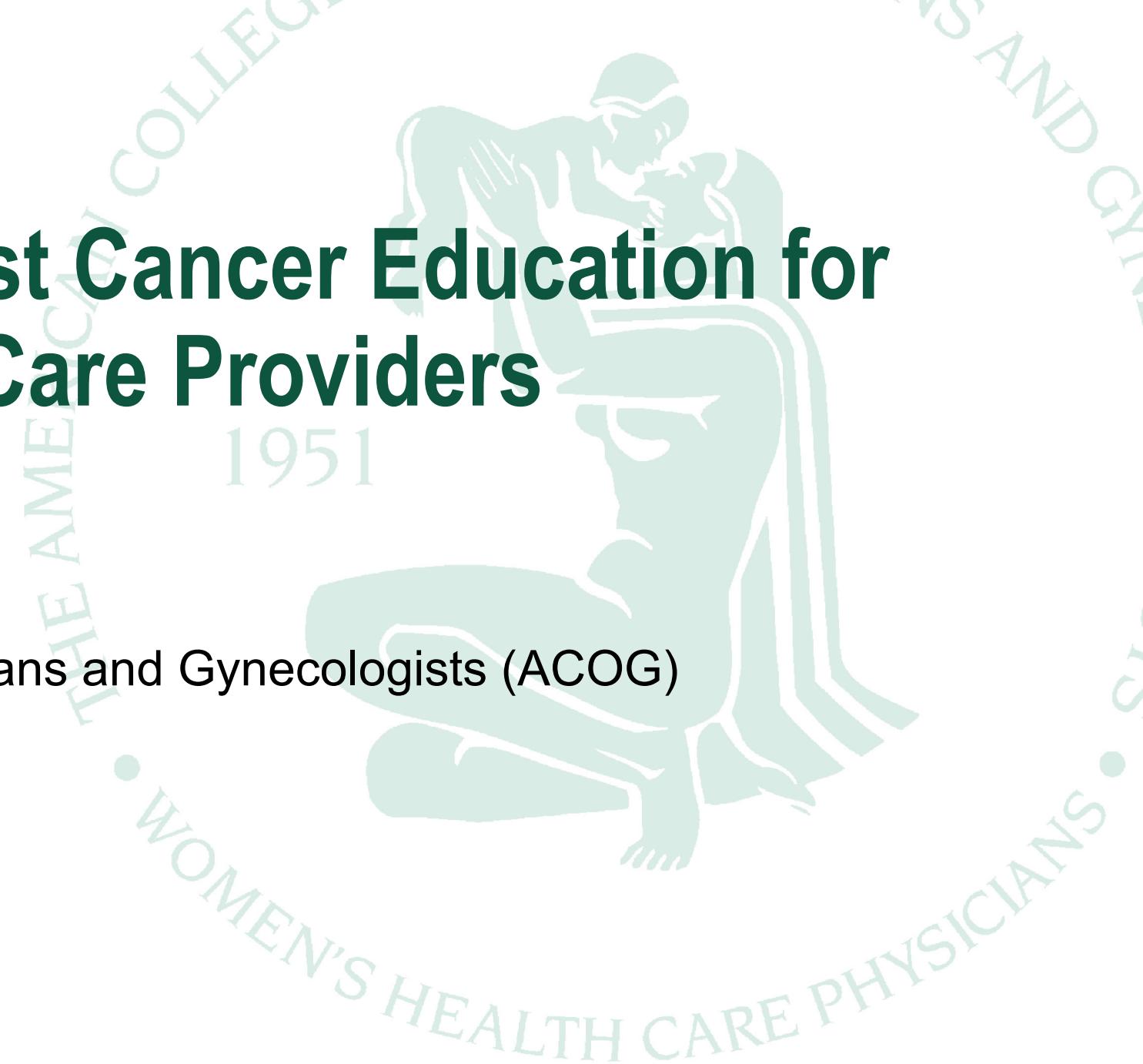
Program Manager

American College of Obstetricians and Gynecologists (ACOG)

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Agenda

- ACOG overview
- Early-onset breast cancer (EOBC) provider education project overview
 - Overall goals and target audience
 - Phases of project
 - Looking forward
- Questions?



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ACOG Overview

ACOG Overview

Operational Mission Statement

The American Congress of Obstetricians and Gynecologists is a membership organization dedicated to the advancement of women's health care and the professional and socioeconomic interests of its members through continuing medical education, practice, research, and advocacy.



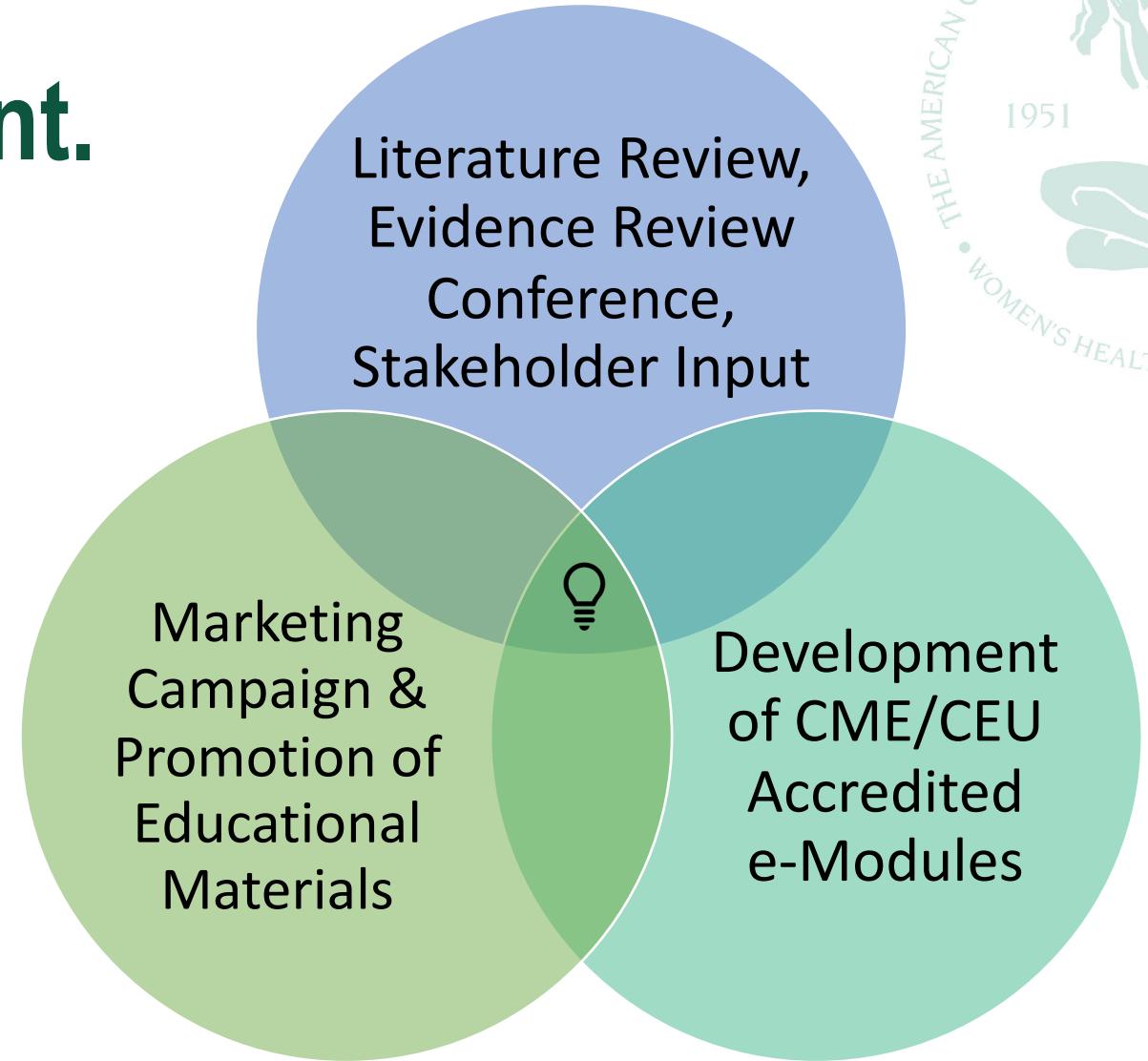
Early-Onset Breast Cancer (EOBC) Provider Education Project Overview

Project Overview

- Funded by CDC Cooperative Agreement
- Provider-focused branch of CDC's *Bring Your Brave* patient education campaign
- Target audience:
 - Ob-gyns
 - Nurses
 - NPs
 - PAs
 - Internists
 - Allied health professionals

Project Overview, Cont.

Goal is to develop innovative, evidence-based provider education materials



Increase knowledge among women's healthcare providers about early-onset breast cancer

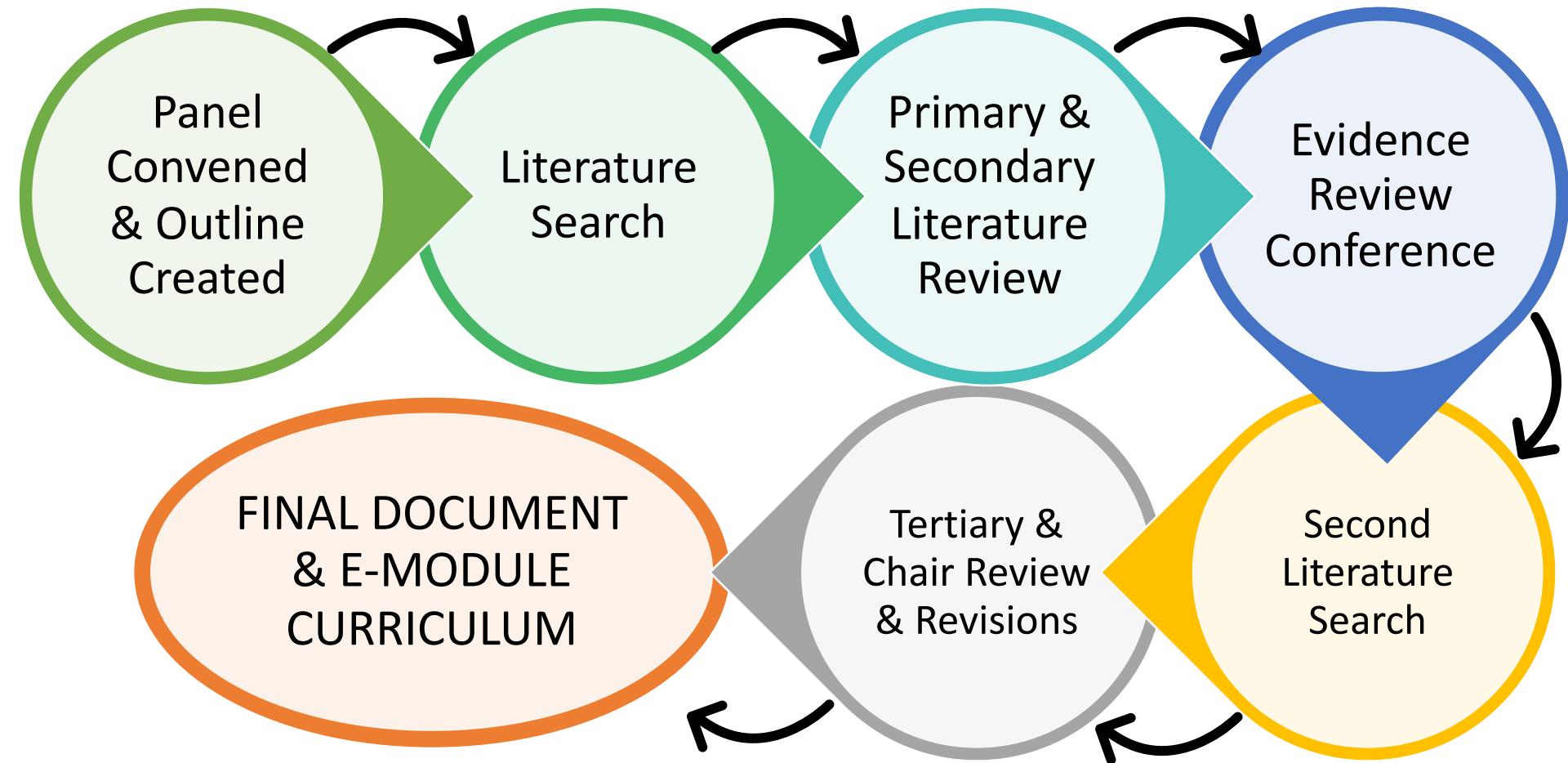


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Formative Research

Literature Search, Evidence Review, Stakeholder Input

Formative Research Process



STAKEHOLDER INPUT



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Workgroup Stakeholders



**SAS
GOG**

CDC
CENTERS FOR DISEASE
CONTROL AND PREVENTION

**BRING YOUR
brave.**



ACOG



**BLACK WOMEN'S
HEALTH IMPERATIVE**

 **AAFP**

 **ACP**

 **bright pink**

National Society of
**Genetic
Counselors**

 **National
Medical
Association**
Since 1895

 **NPWH**
NURSE PRACTITIONERS
IN WOMEN'S HEALTH
Caring for Women

ACR
AMERICAN COLLEGE
OF
RADIOLOGY

 **American
Cancer
Society**

 **NCCN**

 **ACMG**

 **AAGG**

ASCO



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Formative Research Insights

- Self-identified provider education needs:
 - Risk-assessment tools
 - Risk-reduction strategies
 - Risk communication
 - Genetic risk factors
 - Health disparities
- Preferred education delivery methods:
 - Evidence-based clinical guidance*
 - CME/CEU-accredited e-module*
 - Patient education materials



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Formative Research Insights, Cont.

Provider Insights & Lit Search Takeaways:

- Need for evidence-based clinical guidance
- Need for consistent guidance across providers/specialties
- Need for efficient and effective evidence-based risk assessment tools
- Gaps in evidence specific to EOBC (18-45 age range)

How will we use these insights?

1. Published literature review outlining current evidence and recommendations
2. Develop CME/CEU-accredited e-module to operationalize evidence-based best practices



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E-Module Curriculum Outline

Part 1: Risk Factors for EOBC

- Genetic risk factors
- Dense breasts
- Family history
- Prior history

Part 2: Assessing and Mitigating Risk for EOBC

- Health disparities
- Tools for assessing risk for EOBC
- Communicating risk to patients
- Understanding genetic counseling and testing
- Risk reduction measures
- Special considerations in EOBC

What is Our Marketing Message?

Pulling it all together

MEET THEIR BRAVE

Bring Your Brave equips young women with the tools needed to take control of their health and talk to providers about their risk for EOBC.

Patients are bringing their brave into your office. Learn how to effectively meet their brave, and assess their risk, without bias.

MEET THEIR BRAVE



Start the
Conversation
Early



Treat Family
History as a
Symptom

START THE CONVERSATION EARLY

The continuum of care should start earlier with the *conversation* about breast health and risk factors

The majority of cases of EOBC are detected by women themselves, and have a higher mortality rate

FAMILY HISTORY IS A SYMPTOM

You already know how to take a family history, but are you asking the right questions to get the most thorough and accurate details possible?

Does your patient know that the family history of cancer in female and male relatives are important red flags for their risk?

Meet Providers in Person

Attend a variety of Annual Meetings to meet providers where they are and raise awareness of the upcoming educational opportunities and resources:

- › Pre-CME launch
- › Post-CME launch



AAMC

AAFP

ACOG

 National Medical Association
Since 1895

 NPWH
NURSE PRACTITIONERS
IN WOMEN'S HEALTH
Caring for Women

NATIONAL ASSOCIATION OF
Community Health Centers



Reaching Target HCP Audiences Through Paid Digital Ads and Partnerships



Oncology

THE ASCO POST™

STAT

OncLive®

Targeted Oncology™

Cancer Therapy Advisor

cancernetwork
home of the journal ONCOLOGY

ClinicalOncology News

HemOnc today™

Obstetrics and gynecology

Contemporary OB/GYN
Expert Advice for Today's Ob/Gyn

Ob.Gyn. News digital

MDedge® ObGyn

Keeping you informed. Saving you time.

medpage TODAY®
PUTTING BREAKING MEDICAL NEWS INTO PRACTICE™

Medscape

Primary Care

doximity

Modern Healthcare

medpage today's KevinMD

PHYSICIAN'S WEEKLY

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PUTTING BREAKING MEDICAL NEWS INTO PRACTICE™

Medscape

Looking Forward

Remainder of 2019:

- Attend various annual meetings to raise awareness of upcoming educational materials
- Develop and produce e-module
- Develop marketing campaign

Early 2020:

- E-module goes live
- Integrated marketing campaign
- Measurement and reporting of metrics



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Questions?

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Supplemental Slides

Marketing Strategy



Drive engagement and discussion within the professional women's health community on early onset breast cancer risk strategies



Ensure screeners of high risk BC patients know the right questions to ask



Build awareness among practitioners with the capacity to screen with up-to-date guidance and education

...by ensuring the voice of stakeholders engaged in breast cancer screening discussions are involved in the formation of a provider-focused campaign

...by leveraging the existing Bring Your Brave campaign and elements that are successful as voiced by patients and physicians

...by developing a marketing plan that resonates with women's health providers when they're already looking for information

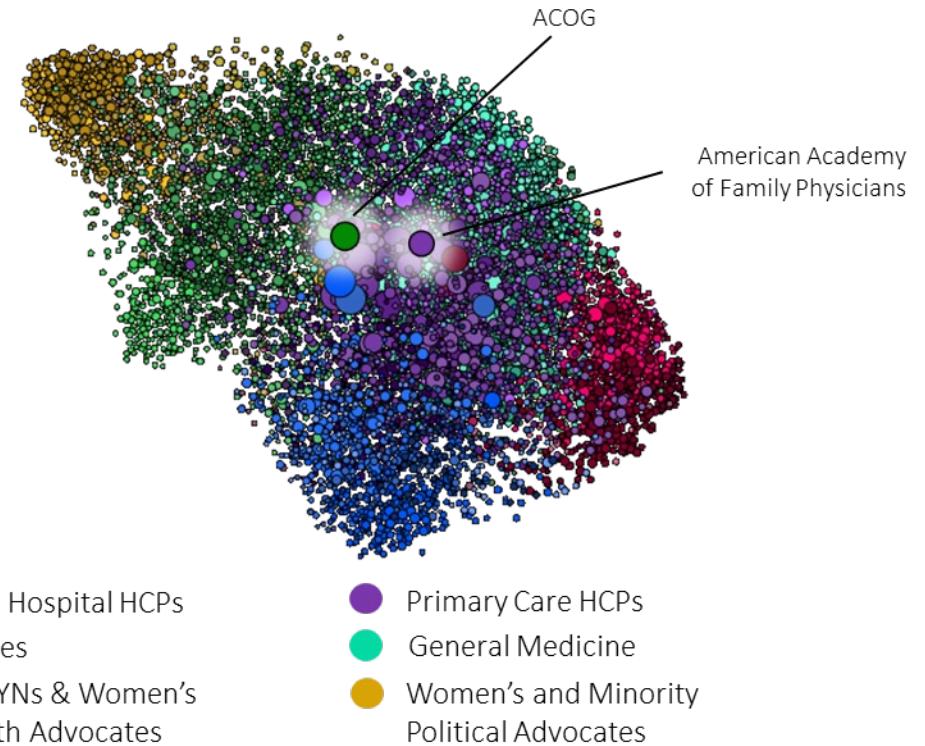


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GRETEL Insights

- Conversations on EOBC and genetic testing are mainly taking place within the oncology subgroup of the ob-gyn discussion
- The ob-gyn oncologist audience is the least likely to engage with family physicians.
- Family Physicians have an extreme tendency to only pay attention to each other.

Gretel Women's Health Map



How to read the map:

- Each dot represents an influencer
- Bigger dots represent greater influence
- The closer the dots, the greater the connection to others
- The more central to the map, the more crossover the influencer has to other audiences