



Mass General Brigham

Improving access to prostate cancer screening, diagnosis, and treatment for underserved populations through a MGB Prostate Cancer Outreach Clinic (PCOC)

UAR Symposium: October 27, 2022

Quoc-Dien Trinh, MD, MBA

Brigham and Women's Hospital Division of Urology

Adam Feldman, MD, MPH

Massachusetts General Hospital Department of Urology

Problem Statement

Urology departments across MGH & BWH have shifted to a virtual construct, requiring Patient Gateway (PG) enrollment for virtual care. Data from the MGH Health Equity Dashboard suggests that a lower percentage of minority male patients ages 50 to 75 years old are being seen virtually across MGH and BWH Urology. Additionally, 73% and 70% of Hispanic and Black patients respectively, who had an appointment between January 1, 2021 and May 31, 2021 are PG Active compared to 96% of their white counterparts, thus limiting equal access to screening, diagnosis, and treatment of urologic conditions such as prostate cancer in minority populations.

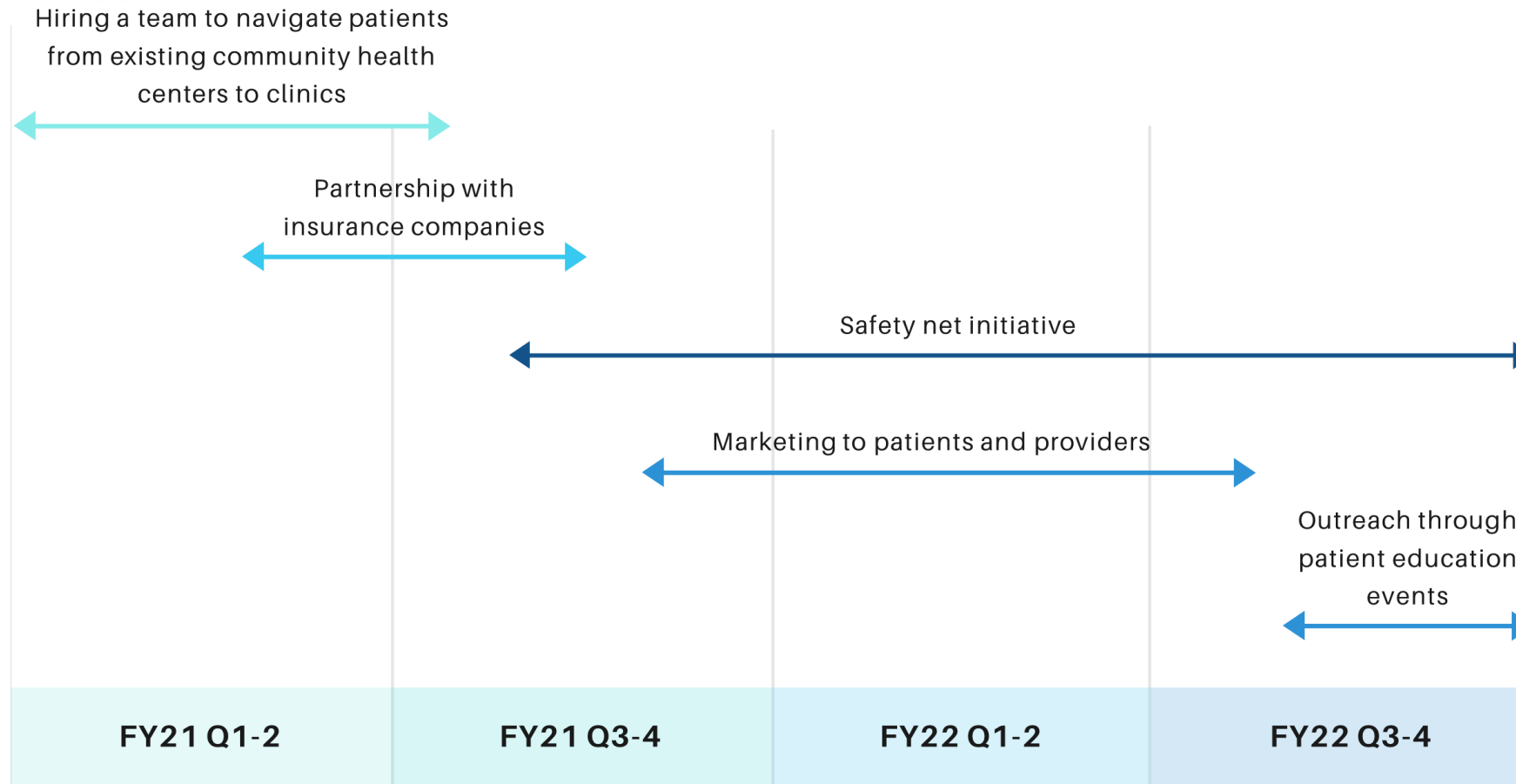
This project initially focused on increasing PG enrollment and activity among Black and Hispanic male patients, ages 50 to 75 years old, both English and non-English speaking across the MGH and BWH departments of Urology. The initiative has since evolved to engaging patients in all aspects of prostate cancer care, from shared decision-making regarding screening, to diagnosis and treatment, if necessary. We aim to educate clinicians and minority patients about prostate cancer screening and PG enrollment. Our team will provide guidance and resources to help more underserved patients enroll in PG and receive equitable care through the UAR initiative.



Year 1 Accomplishments - Overview



PHASE 1: PROGRAM LAUNCHING AND MARKETING



Year 1 Accomplishments – Process Metrics

Meet our care team

The Prostate Cancer Outreach Clinic operates under the joint leadership of two co-founders, Quoc-Dien Trinh, MD and Adam Feldman, MD, MPH



Quoc-Dien Trinh, MD

Co-Director, Dana-Farber/Brigham and Women's Prostate Cancer Program; Director, Ambulatory Clinical Operations, Division of Urological Surgery; and Associate Professor of Surgery, Harvard Medical School



Adam Feldman, MD, MPH

Urologist, Massachusetts General Hospital, Assistant Professor of Surgery, Harvard Medical School; and Director, Combined Harvard Urologic Oncology Fellowship

Mass General Brigham

Prostate Cancer Outreach Clinic
mgbprostateclinic@partners.org
T: 617-724-5427

Massachusetts General Hospital
165 Cambridge Street
7th Floor Urology Suite
Boston, MA 02114

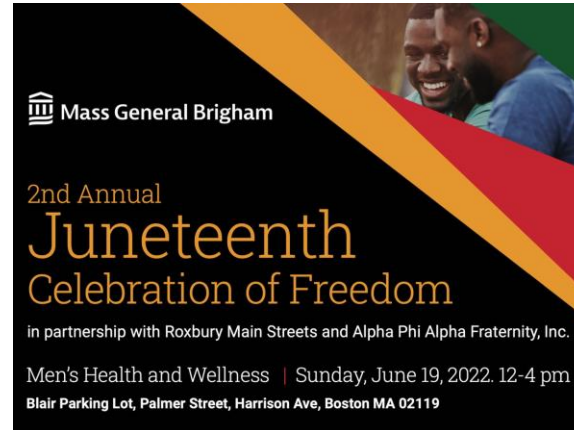
Brigham and Women's Hospital
45 Francis Street
Boston, MA 02115



Prostate Cancer Outreach Clinic



A United Against Racism Initiative



'So much more to do'

An inside view of Mass General Brigham's sweeping campaign to confront institutional racism

By Usha Lee McFarling

When a routine cancer screening came back showing an elevated PSA reading, George Brickhouse knew he should take it seriously. His father had been treated for prostate cancer and his brother had died with a scare. But the urologist started ordering tests without fully explaining why. And when he couldn't get through to a live person to schedule an MRI, Brickhouse gave up trying to find out whether he had cancer. "I wasn't comfortable with being pushed through," he said.

Then Brickhouse met Dr. Quoc-Dien Trinh. It was during a Zoom meeting for Black men, part of an outreach program run by Mass General Brigham where Trinh and other physicians walked through the process of screening and treating prostate cancer. Brick-

house is looking hard at disparities among their patients — from why Black women are less likely to receive knee replacements to why Black men are more likely to be accented by hospital security and why non-English speakers miss so many follow-up appointments — and testing sometimes surprisingly simple ways to end them. Creating large-scale change hasn't been easy. Institutional inertia and ranks of skeptical doctors have slowed the work.

While many health systems and hospitals are just starting to address medical racism, the work at Mass General Brigham seems to be in overdrive. Called United Against Racism, the \$40 million initiative has launched more than a dozen programs in clinics and hospitals to provide anti-racist care and has more programs in development.

Clinicians are looking hard at disparities among their patients — from why Black women are less likely to receive knee replacements to why Black men are more likely to be accented by hospital security and why non-English speakers miss so many follow-up appointments — and testing sometimes surprisingly simple ways to end them. Creating large-scale change hasn't been easy. Institutional inertia and ranks of skeptical doctors have slowed the work.



PHOTOS BY VANESSA LEROY FOR STAT NEWS

Karthik Sivashanker, as a vice president in its Center for Health Equity.

Because many of the programs are still getting underway, numbers showing improved patient outcomes in many areas are probably a year or more away. But some progress is already apparent. A program aiming to reduce uncontrolled hypertension in Black and Hispanic patients, by boosting screening for social needs and offering sup-

George Brickhouse (top) said an outreach meeting for Black men to screen and treat for prostate



"The Mass General Brigham Prostate Cancer Outreach Clinic will serve as a catalyst to bring our communities together through compassionate prostate cancer care."

- Quoc-Dien Trinh, MD

Screening, diagnosing and treating prostate cancer

Do you have questions about prostate cancer screening methods, diagnosis or treatment? We recognize that navigating prostate cancer can be challenging and have therefore created a specialized clinic that functions to help you receive the care you need.

We offer clinical support that provides prostate cancer screening, along with diagnosis and treatment if necessary. We can also help you with shared decision making for prostate cancer screening and treatment options, answer any questions you may have, and walk you through every aspect of your care plan.

Have you been diagnosed with prostate cancer?

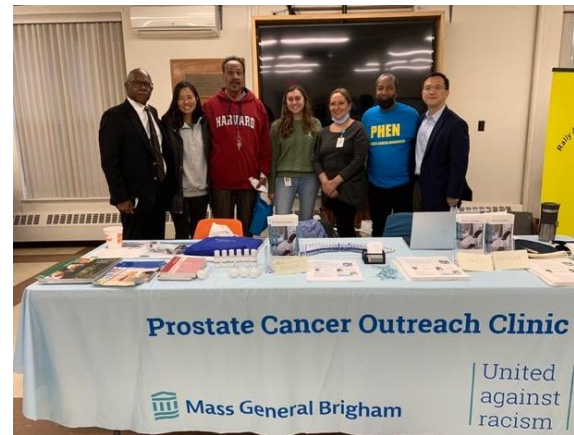
We're here to help! Our team specializes in providing state-of-the-art prostate cancer treatments through a multidisciplinary approach that allows you to consider all of your options prior to making any decisions. Our clinicians will also function as your long term prostate cancer care team.

Our goal is to assist in achieving health equity throughout Mass General Brigham's patient population and surrounding communities by bridging gaps in care delivery and providing equitable and affordable healthcare services. We strive to reduce prostate cancer sickness and death.



Schedule an appointment now:
mgbprostateclinic@partners.org
T: 617-724-5427

Please note that all appointments, treatments, and procedures follow health insurance policy and guidelines; copayments and personal balances are not exempt.



Year 1 Accomplishments – Clinical Outcome Metrics

FY22 Clinical Outcomes

Total PCOC Patients	222
Total UAR Referred Patients	41%
Scheduled UAR Referred Patients	54%
Non-English Speaking UAR Patients	16%
Scheduled Non-English Speaking UAR Patients	54%
Positive Prostate Biopsies	25%



Year 1 Challenges

1. **Insurance barriers**: Caring for out-of-network or uninsured patients poses hurdles in our patient population.
2. **Patient retention**: Bringing patients into the clinic who are not already being seen within MGB urology has proven challenging.
3. **Language barriers**: Building trusting relationships with non-English speaking population has been challenging. Our team regularly relies on interpreter services to communicate with these patients, though this does make the relationship less personal.
4. **Community outreach**: It has been difficult to keep stakeholders engaged after the initial outreach introduction
5. **COVID**: Many of our partners have suspended in-person events due to COVID, making it difficult to connect with the community and build trusting relationships. The increase in virtual appointments and platform usage has also been difficult for our older and non-English speaking patients.



Year 1 Challenges Cont.

Response to Challenges

- Connecting with and sourcing ideas from people who are already involved in similar efforts and may have experience troubleshooting these challenges
- Leveraging internal support from multilingual and multicultural clinicians and clinical staff
- Continual follow-up with new partners and collaborators

Lessons Learned

- DEI initiatives require a concerted effort from many internal and external stakeholders to make an impact
- Our UAR patient population does benefit from more outreach and engagement, preferably from the same people
- Learning from those already involved in these efforts is extremely valuable

Changes to Problem Statement

- DEI efforts are slow-growing, which has encouraged us to reevaluate the numerical goals we originally set
- The focus has shifted somewhat from solely Patient Gateway to additional efforts in community outreach and patient education



Looking Ahead to Year 2

Patient Retention

- Maintain internal and external relationships and patient referral systems.
- Grow the volunteer base.
- Prepare MGH Urology to support a Patient Safety Net.
- Implement transportation alternatives at BWH.

Community Outreach

- Increase community engagement at educational and advocacy events.
- Take advantage of the media (radio stations, podcasts, etc.) to reach the community.

Brick and Mortar Clinic

- Leverage BWFH Urology to create a larger in-person presence within the clinical setting.
- Implement an internal champions program among MGB Urology clinicians and administrators.



Appendix



Team Members

Name	Credentials	Role/Discipline (i.e. hospitalist, nurse manager, analyst, etc.)
Project Leaders:		
Quoc-Dien Trinh	MD, MBA	Clinical Supervisor
Adam Feldman	MD, MPH	Clinical Supervisor
Team Members:		
Jonathan Modest	MBA, MPH	Senior Administrative Director, MGH Department of Urology
Sandra Doolan	MBA	Senior Director, BWH Division of Urology
Genevieve Benoit	MPH	Program Coordinator, Operations Manager, MGH Department of Urology
Katherine Merport		Community Health Worker, MGH Department of Urology / BWH Division of Urology
Michelle Zinner	MBA	Administrative Coordinator, BWH Division of Urology
Madelein Baez		Operations Supervisor, Access Center, BWH Division of Urology
Ashley Robertson		Billing Supervisor, BWH Division of Urology
Juana Gonzalez		Senior Practice Assistant, BWH Division of Urology
Project Sponsors:		
AdMeTech		
Massachusetts Prostate Cancer Coalition		
Massachusetts Department of Public Health		





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