



Mass General Brigham

# Decreasing Inequities in Access to Dermatology Care

*UAR Symposium: October 27, 2022*

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Institution: BWH

# Problem Statement

Throughout the United States, Black and Hispanic patients are less likely to receive dermatologic subspecialty care than white patients.<sup>1</sup>

At Brigham and Women's Hospital's main outpatient dermatology clinic, 221 Longwood Ave, the patient population does not reflect the diversity of the city of Boston.

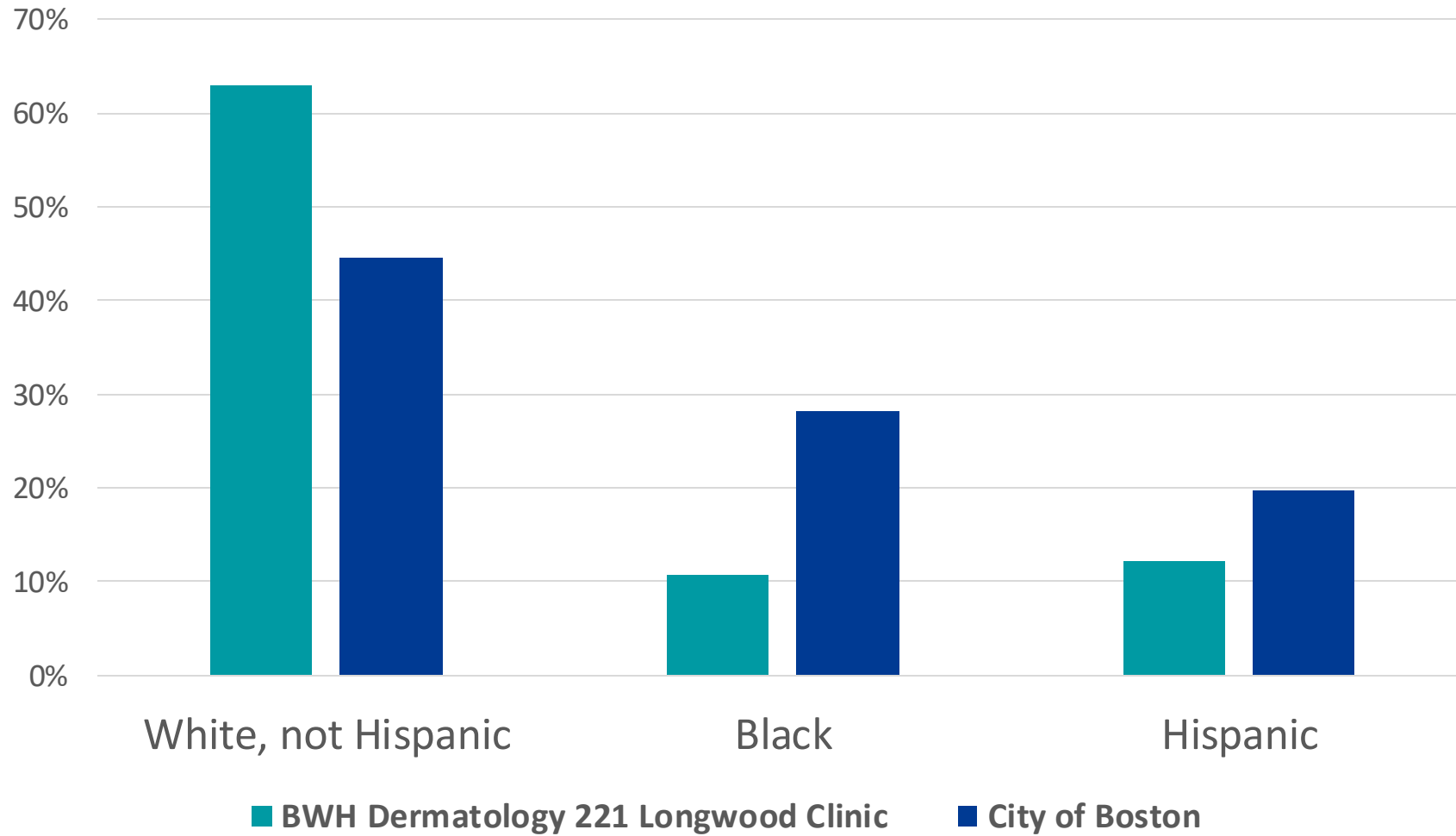
**One entrance into dermatology follows primary care referral. Black and Hispanic patients are 11 and 19% less likely than white patients to be referred by BWH primary care physicians to dermatology for care. And when they are referred, 7-8% less likely to complete their appointment.**

Care from a dermatology specialist frequently changes diagnosis, management, and improves outcomes,<sup>2</sup> and the dermatologic needs of our community are not being served by current processes of referral at MGB.

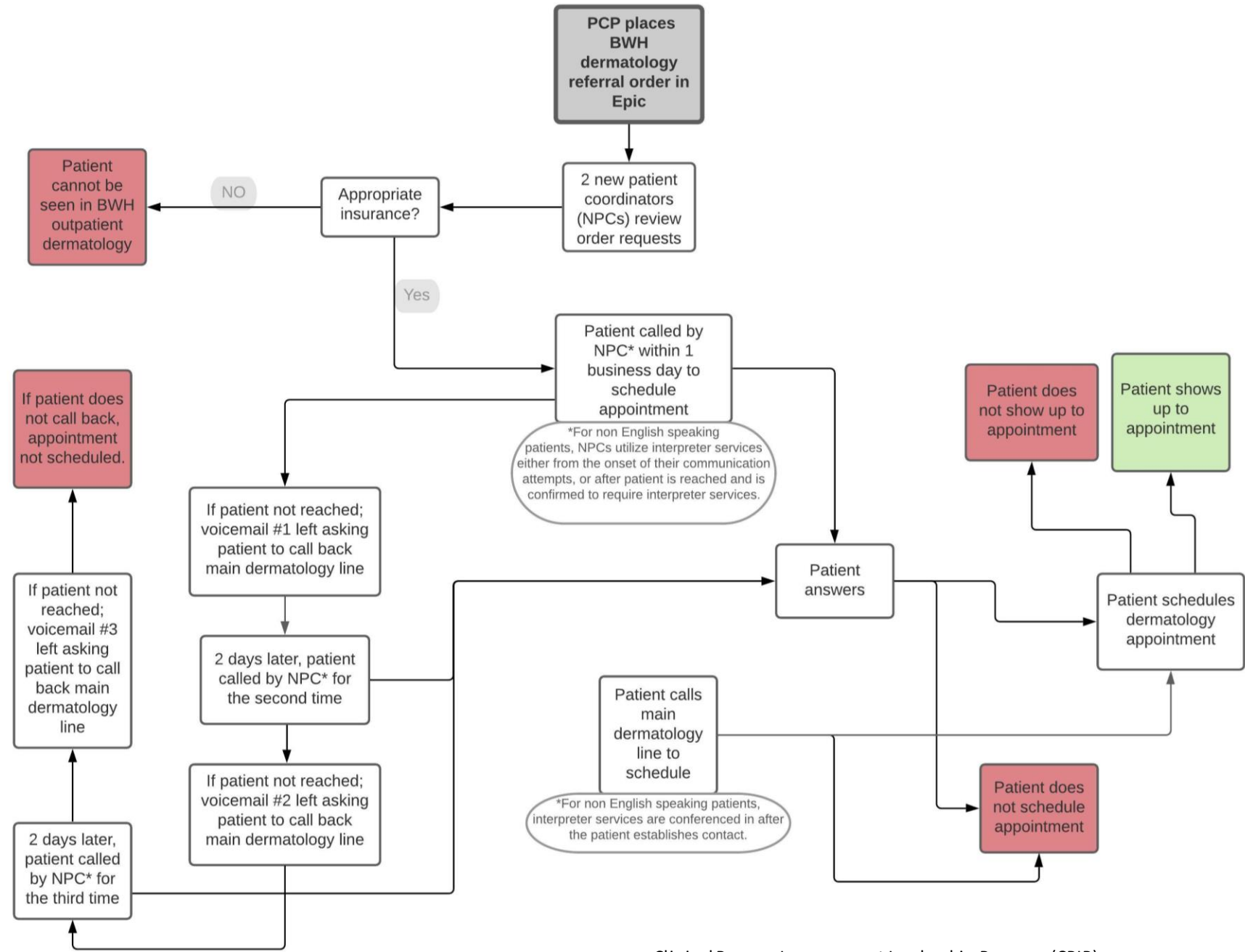
- 1) Harvey, Valerie M.; Paul, Joan; and Boulware, L. Ebony (2016) "Racial and Ethnic Disparities in Dermatology Office Visits among Insured Patients, 2005-2010," Journal of Health Disparities Research and Practice: Vol. 9 : Iss. 2 , Article 6.
- 2) Kroshinsky D, Cotliar J, Hughey LC, Shinkai K, Fox LP. Association of Dermatology Consultation With Accuracy of Cutaneous Disorder Diagnoses in Hospitalized Patients: A Multicenter Analysis. JAMA Dermatol. 2016 Apr;152(4):477-80.

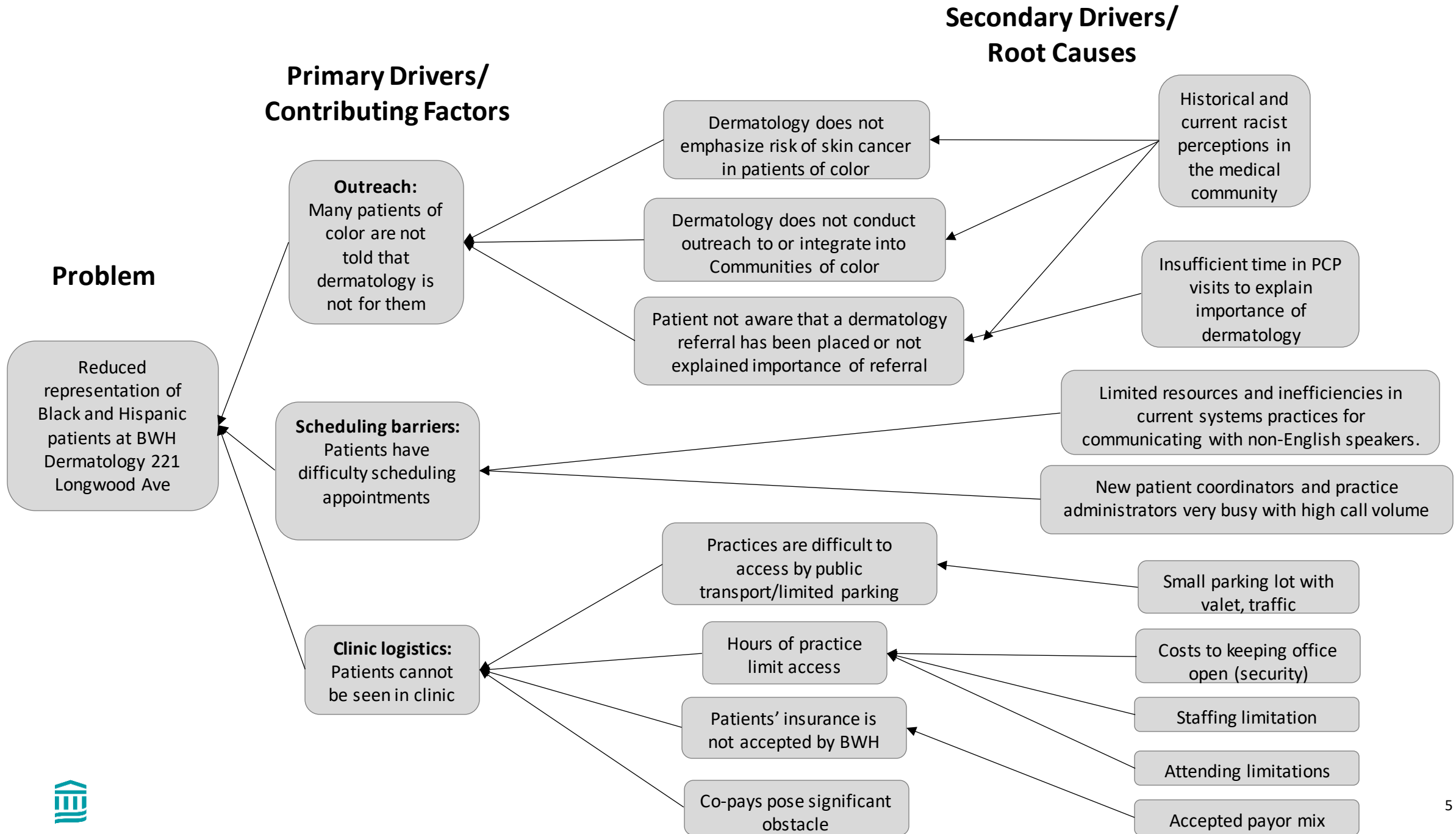


# Context



# Process Map: Patient Scheduling after PCP Referral





# Year 1 Accomplishments - Overview

1. Change of Epic orders
2. Launch of a Spanish-Language Website
3. Hiring of a Spanish-speaking full time scheduler/PA/II
4. Expansion of Blum Van Sites
5. Community health education initiatives
6. Spanish-language dermatology information and pamphlets
7. Afro-texture hair pamphlets



# Year 1 Accomplishments - Overview

## 1. Change of Epic orders

The screenshot shows a web-based referral form for Dermatology. At the top, there are tabs for priority: 'Within 3 days (urgent)', 'Within 2 weeks', 'Within 1 month', and 'Elective'. Below these are fields for 'To provider:' and 'To prov spec:' (set to 'Dermatology'). A 'Location' section includes buttons for '221 Longwood (Boston)', '850 Boylston (Chestnut Hill)', 'Faulkner', 'Foxboro', 'Newton Corner', and 'Westwood'. The 'Reason for Referral' section has checkboxes for 'Acne', 'Acute rash / flare', 'Chronic rash / eczema / psoriasis', 'Routine skin check', 'Suspicious lesion', and 'Concern for Melanoma', along with an 'Add Free Text' option. The 'Sub-Specialty Clinic Request' section has checkboxes for 'Rheumatology-Dermatology (Rheumatology only)', 'IBD/Ulcerative Colitis (GI only - not for sure for routine skin checks on biologics)', and 'Sarcoid (confirmed diagnosis only)'. A highlighted purple box asks 'Does this patient require an interpreter for scheduling and visit - what language?' with an empty text input field. Below this are two questions with 'Yes' and 'No' buttons: 'Is there a history of skin cancer?' and 'If referring provider would like to be notified via In Basket in the event an appointment cannot be scheduled for this patient:'. A 'Show Additional Order Details' link is visible. At the bottom, a purple bar contains a 'Next Required' button and 'Accept' and 'Cancel' buttons.



# Year 1 Accomplishments - Overview

1. Change of Epic orders
2. **Launch of a Spanish-Language Website**

The screenshot shows a website page for the Dermatology department at Brigham and Women's Hospital, specifically for Spanish-speaking patients. The page is titled "Recursos en Español" and includes a navigation menu with options like "FIND A DOCTOR", "REQUEST APPOINTMENT", "LOCATIONS", and "SERVICES". The main content area is divided into two sections: "Servicios para personas que hablan español" and "Afecciones de la piel que atendemos".

**Recursos en Español**

Gracias por su interés en el Departamento de Dermatología del Brigham and Women's Hospital. Nuestro departamento tiene un largo historial de atención a pacientes de todos los orígenes y con todos los tipos de piel. Para nosotros es un placer ofrecer una atención culturalmente consciente y respetuosa para todos nuestros pacientes.

**Servicios para personas que hablan español**

Nuestro departamento tiene el agrado de destacar los siguientes recursos disponibles especialmente para pacientes cuyo idioma es el español:

- Dermatólogos que hablan español:
- Todas las personas que se mencionan a continuación son dermatólogos certificados y miembros de nuestro departamento que hablan español y esperan participar en su atención.
- Personal que habla español: Muchos miembros de nuestro personal clínico, incluyendo asistentes médicos, enfermeros y médicos practicantes también hablan español y estarán encantados de ayudarle durante su cita.
- Servicios de interpretación: A través de los Servicios de Interpretación de Brigham and Women's Hospital ofrecemos intérpretes, tanto en persona como por teléfono, para nuestras consultas clínicas en todos los centros médicos. Los servicios de interpretación se ofrecen siempre de forma gratuita a todos nuestros pacientes.
- Material específico para el cuidado de la piel en español: nos complace ofrecer múltiples recursos informativos sobre el cuidado de la piel en español dentro de nuestras prácticas.

**Afecciones de la piel que atendemos**

En el Departamento de Dermatología del Brigham and Women's Hospital, contamos con un equipo de expertos reconocidos a nivel local, nacional y mundial por su experiencia y atención clínica. Dentro de nuestro departamento, tenemos varias clínicas de dermatología médica que se dedican a todo tipo de enfermedades de la piel, así como clínicas especializadas con expertos dedicados a las siguientes áreas:

- Acné
- Dermatitis atópica/Eczema
- Enfermedad del tejido conectivo (Lupus, Esclerodermia, etc.)
- Pérdida del cabello
- Hidradenitis Suppurativa
- Psoriasis
- Piel con coloración
- Vitiligo





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2. Launch of a Spanish-Language Website
3. **Hiring of a Spanish-speaking full time scheduler/PAII**



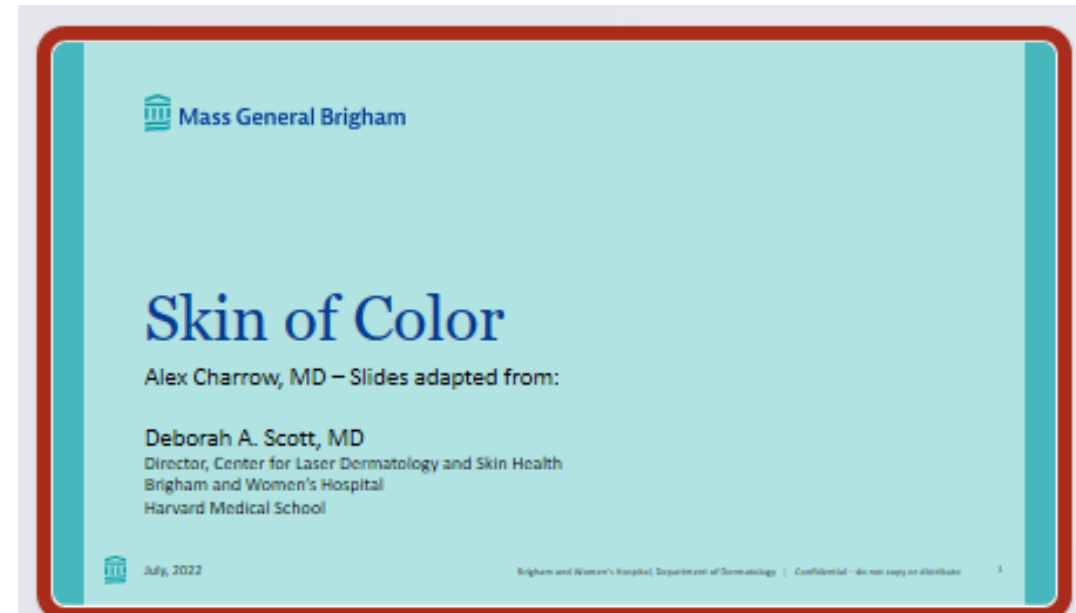
# Year 1 Accomplishments - Overview

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4. **Expansion of Blum Van Sites**



# Year 1 Accomplishments - Overview

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5. **Community health education initiatives**



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5. Community education initiatives
6. **Spanish-language dermatology information and pamphlets**



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GREEN



Hairstyles generally considered to be safe\*

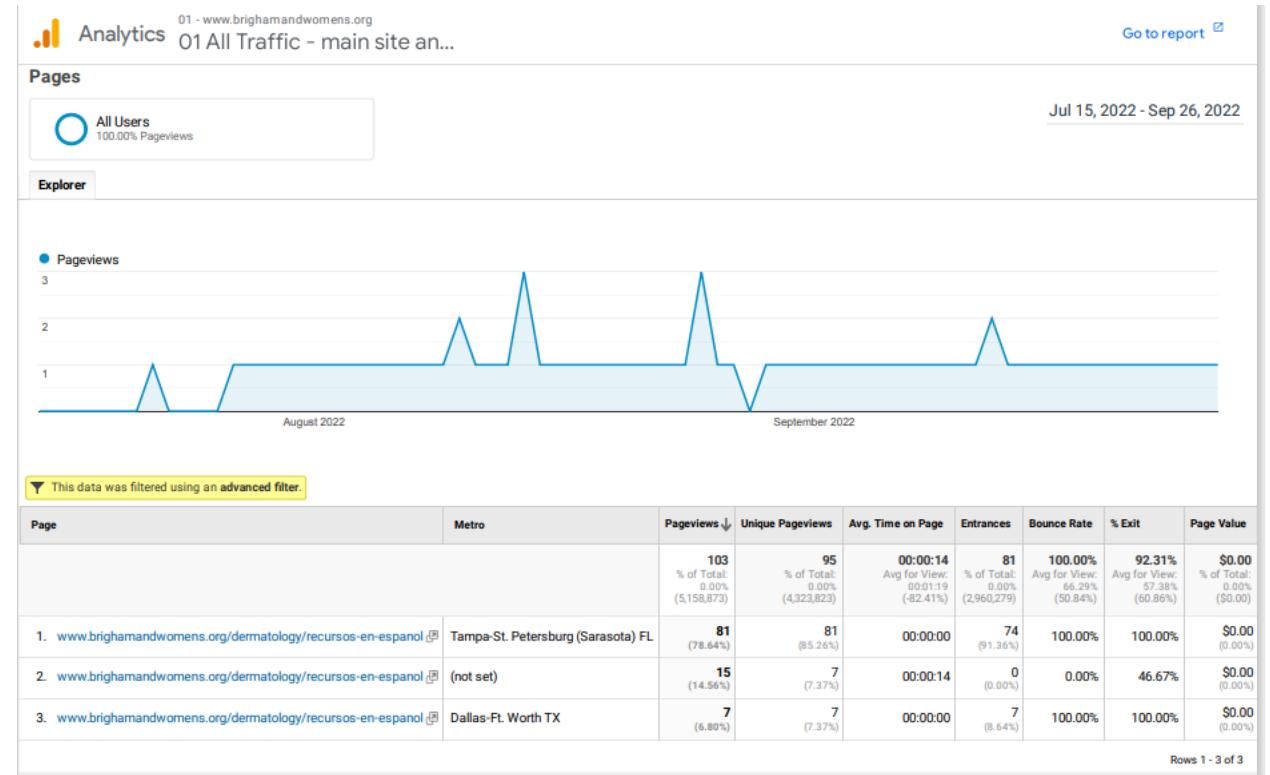
\* ANY STYLE can become unsafe if it is too tight, too small, left in for too long, or if it does not allow you to wash and moisturize your hair regularly.

- Natural hair styles (styles using natural hair without extensions or chemical treatments)
  - Wash and go
  - Crown braid
  - Crown flat twist
  - Single stranded twists (with natural hair only) [a]
  - Chunky twists
  - Bantu Knots
  - Twist out [b]
  - Braid out
  - Twisted up-dos and buns (with natural hair only) [c]
  - Loosely hanging ponytail
- Crochet braids [d]
- Headband wigs [e]



# Year 1 Accomplishments – PROCESS METRICS

1. Change of Epic orders
2. **Launch of a Spanish-Language Website**



# Year 1 Accomplishments – PROCESS METRICS

1. Change of Epic orders
2. Launch of a Spanish-Language Website
3. **Hiring of a Spanish-speaking full time scheduler/PAII**
  - September Scheduling Data:
    - 23 pts scheduled
    - 18 pt voice messages





# Year 1 Accomplishments – PROCESS METRICS

1. Change of Epic orders
2. Launch of a Spanish-Language Website
3. Hiring of a Spanish-speaking full time scheduler/PAII
4. **Expansion of Blum Van Sites**
  - **Brookside:**
    - **38 patients seen**
    - **12 pts referred**
    - **8 pts referred for bx**
  - **Quincy:**
    - **60 pts seen**
    - **20 pts referred**





# Year 1 Challenges

- **Challenges with hiring and staffing**
- **Medumo logistic difficulties**
- **Metrics challenges**



# Looking Ahead: Plans for Year 2

- We will be pivoting to media materials:
  - Hair pamphlets
  - Popular Opinion Leaders in Hidradenitis Suppurativa
  - Outreach outside of dermatology:
    - OB/GYN
    - ED
    - Primary Care



# Appendix



# Team Members

Name	Credentials	Role/Discipline (i.e. hospitalist, nurse manager, analyst, etc.)	Note 'yes' if a Resident	Note "yes" if MD/Clinician met participation requirements*
<b>Project Leaders:</b>				
Alexandra Charrow	MD	Attending Dermatologist		Yes
Tony Verrico	MA	Practice Manager		Yes
Diana Bartenstein Reusch	MD	Resident Dermatologist	Yes	Yes
<b>Team Members:</b>				
Yosaris Rodriguez		Senior Application Analyst PM		
Ashlyn Hogan	MS	Practice Administrator		Previous CPIP graduate
Michelle Somers		Project Manager		
Christina Lopez		Medical student		
Vinod Nambudiri	MD MBA	Attending Dermatologist		

**Project Sponsors:**

Eleni Halepakis

**Coach:**





**Mass General Brigham**