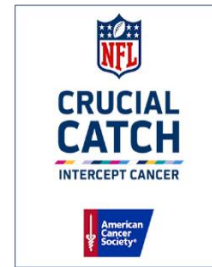


# American Cancer Society CHANGE Program

## NFL- COVID Getting Back on Track with Cancer Screenings

### ECHO Guide



This document is an overview and “how to” guide for individuals engaged in the NFL- COVID Getting Back on Track with Cancer Screenings ECHO. The primary users of this guide include the American Cancer Society’s (ACS) Crucial Catch health system grantees, their cancer screening facility partners, ACS regional staff supporting these health systems, and ECHO expert faculty/subject matter experts.

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## NFL-COVID Getting Back on Track with Cancer Screening Overview

The American Cancer Society (ACS) and the National Football League (NFL) are collaborating to offer a new program focused on cancer screening during COVID-19 in Federally Qualified Health Centers. Across the country, health centers and their staff have been greatly impacted by the pandemic. A recent HRSA survey estimates that during the week of July 3, 2020:

- More than 1,100 health center sites were closed in the last week
- 35% of patient visits now taking place virtually (compared to <5% prior to the pandemic)
- Nationwide, nearly 6.3% of health center staff are unable to work due to effects of COVID-19
- Reasons for being unable to work include site/service closure, exposure to COVID-19, family/home obligations, and lack of personal protective equipment.

The COVID-19 pandemic has contributed to decreases in breast, colorectal, and cervical cancer screenings between 86-94% compared to three-year averages. These postponed screenings are creating a backlog that systems will need to address as healthcare facilities gradually re-open for non-COVID-19 care. Health centers will need to develop and adopt new processes and protocols to tackle this backlog and safely restart cancer screening.

For details on the lead health system grantees, locations and project focus, see [Appendix A: Project Highlights](#).

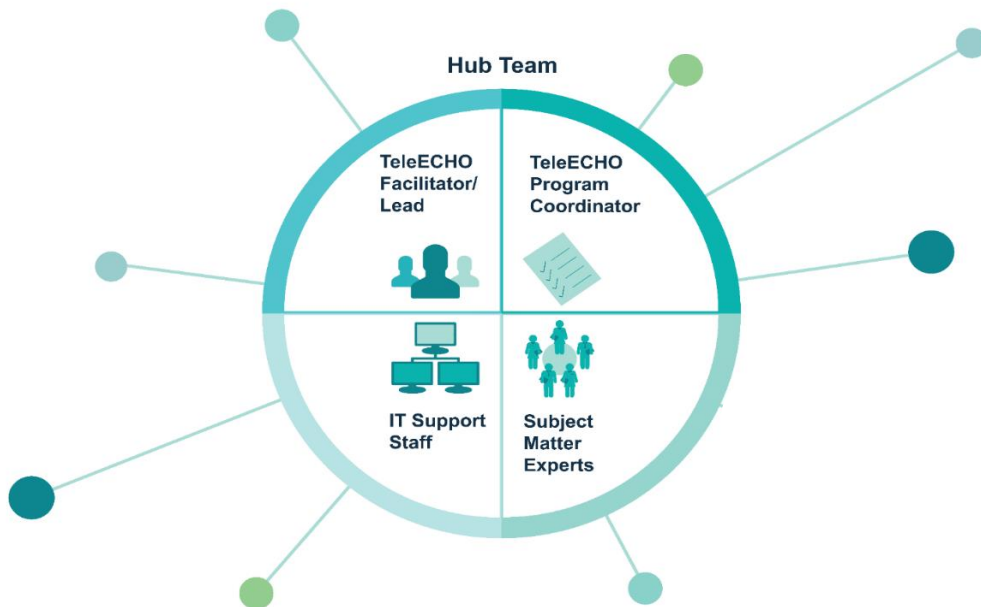
## ECHO Overview

The NFL-COVID Getting Back on Track with Cancer Screening cohort will utilize Project ECHO throughout the project. [Project ECHO](#) (Extension for Community Healthcare Outcomes) is a hub-and-spoke knowledge sharing network, led by expert teams (faculty) who use multi-point videoconferencing to conduct virtual telementoring sessions with community providers. Founded in 2003 by Dr. Sanjeev Arora at the University of New Mexico, Project ECHO uses the [ECHO model](#) to address the needs of the most vulnerable populations by equipping communities with the right knowledge, at the right place, at the right time.

An ECHO session is, essentially, a virtual learning collaborative. Stakeholders from multiple locations connect at regularly scheduled times with a team of specialists using Zoom (for more information see the [Zoom: Start-up and troubleshooting](#) section), a videoconferencing tool offered at no cost to ACS or grant recipients. During ECHO sessions, health systems, cancer screening facilities, and ACS staff will present patient and/or system-related cases centered around challenges to increasing access to cancer screening to expert teams to brainstorm ways to help them. These case-based discussions are supplemented with short didactic presentations to improve content knowledge and share evidence-informed best practices. These expert teams serve as mentors, training grant recipients to provide care and address issues that were previously outside their expertise. Over time the grant recipients operate with increased independence as their skills and self-efficacy grow.

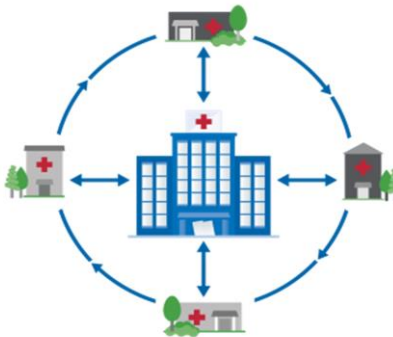
## Hub Team and Roles

The Hub Team consists of a facilitator, coordinator, IT support, and expert faculty/subject matter experts. Each role is critical to the success of every monthly ECHO session and collectively, ensure the Spoke Sites (health system grantees and their collaborating cancer screening partners) have the best opportunity to learn and grow in their expertise.



### Move knowledge, not participants

Each online ECHO session includes case-based and didactic learning to create a collaborative sharing of information. It's led by expert faculty from across the United States.



### Hub-and-spoke knowledge-sharing creates a learning loop:

- Health systems, screening providers, and ACS staff share and learn from each other and experts
- Faculty specialize in cancer screening and quality improvement
- Best practices emerge and can be shared for wider use

### **Role of the Facilitator**

- Leads introductions
- Facilitates case presentation and discussion
- Encourages all participants to join in the conversation
- Redirects conversation, when necessary
- Creates a safe space for learning

### **Role of the Coordinator**

- Provides ECHO participants the information they need to participate in the ECHO (Zoom information, calendar entries, proactive communication about changes and/or future requests)
- Provides ECHO faculty the information they need to participate (e.g., case presentations prepared and shared ahead of time, scheduling of didactics, Zoom preparation)
- Provides ECHO facilitator with the information they need to lead each ECHO
- Records call

### **Role of IT Support**

- Primary function is to make sure Zoom experience is smooth
- Joins early, ensure connections/speakers/video feeds work
- Troubleshoots any issues with users throughout ECHO via chat

### **Role of the Expert Faculty/Subject Matter Expert**

- “Expert faculty” and “subject matter expert” terms are used interchangeably
- Attends every monthly ECHO session
- Actively participates and provides expert guidance and recommendations during case presentations
- Presents or co-presents 1-2 didactic presentations based on your area of expertise
- Participates in a brief planning and preparation call before the presentation
- Utilizes the video feature

### **Role of the Case Presenter**

- Health system grantee and/or collaborating partner completes the case presentation in advance and submits the form to the ECHO Coordinator
- Case presentations are presented by designated staff from the health system grantee and/or collaborating partner
- Helps answer questions presented by faculty/subject matter experts
- Utilizes the video feature

For more information, see [Appendix B: Additional ECHO Resources](#).

## Meet the ECHO Hub Team

The following individuals represent the NFL-COVID Getting Back on Track with Cancer Screening ECHO Hub Team.

### **Laura Makaroff, DO**

#### **ECHO Faculty**

*Senior Vice President, Prevention and Early Detection*

*American Cancer Society*



Dr. Laura Makaroff is a family physician and Senior Vice President of Prevention and Early Detection at the American Cancer Society. In this role, she provides strategic and clinical leadership for a range of cancer control initiatives addressing primary prevention, secondary prevention, and screening and early detection. Prior to joining ACS, Dr. Makaroff served as a Senior Clinical Advisor for the Office of Quality Improvement, Bureau of Primary Health Care at the Health Resources Services Administration (HRSA).

Dr. Makaroff completed a fellowship in health policy at Georgetown University and The Robert Graham Center in Washington, DC. Dr. Makaroff spent the early part of her career in solo family medicine and also has clinical experience in community health centers and integrated delivery systems. She completed her residency in family medicine at the University of Colorado Hospital and was awarded the Colorado Academy of Family Physician's Resident of the Year Award and the Larry Green, MD award.

### **Debbie Saslow, PhD**

#### **ECHO Faculty**

*Managing Director, Cancer Control Interventions*

*American Cancer Society*



Debbie Saslow, Ph.D., is the Managing Director of HPV & GYN Cancers at the American Cancer Society where she has worked since 1997. Dr. Saslow serves as the ACS lead for HPV-related cancers and directs their HPV vaccination nationwide priority program of work, provides strategic direction and leads staff teams working on the implementation of HPV related activities, and provides evidenced-based guidance to the organization. She is responsible for developing and updating ACS guidelines, including guidelines for cervical cancer screening and for HPV vaccination. Dr. Saslow is also the Principal Investigator on two cooperative agreements to increase HPV vaccination and serves as the Vice-Chair of the National HPV Vaccination Roundtable.

Dr. Saslow received her undergraduate degree in biology with honors from Brown University, her PhD in human and molecular genetics from Yale University, and completed a post-doctoral fellowship at the National Cancer Institutes' Laboratory of Pathology in Women's Cancers.

**Rebecca Perkins, MD MSc**

**ECHO Faculty**

*Associate Professor of Obstetrics and Gynecology*

*Boston University School of Medicine/ Boston Medical Center*



Dr. Perkins is an Associate Professor of Obstetrics and Gynecology at Boston University School of Medicine, and a practicing gynecologist at Boston Medical Center. Her career is dedicated to reducing health disparities in cervical cancer. Her current research focuses on improving utilization of HPV vaccination and cervical cancer screening guidelines. Dr. Perkins is currently working on national projects related to HPV vaccination and cervical cancer prevention with the American Cancer Society, American Academy of Pediatrics, American College of Obstetricians and Gynecologists. In the fields of screening and management, she was a working group member for the Colposcopy Standards project, Co-Chair and Chair of the ASCCP Practice Committee. She was Co-Chair and one of the lead authors of the 2019 ASCCP Risk-Based Management Consensus Guidelines and is currently Co-Chairing the President’s Cancer Panel Cervical Cancer Subcommittee.

**Anna Hassan, MPH PMP LSSGB**

**ECHO Faculty**

*Senior Interventions Manager, Interventions and Implementation Team*

*American Cancer Society*



Anna Hassan is the Senior Interventions Manager on the Interventions and Implementation team at the American Cancer Society. She has her Master of Public Health (MPH) in Epidemiology and specializes in quality improvement and program management. She has managed projects in diabetes, reproductive health, health education, and cancer prevention. She is passionate about engaging health systems in the fight against cancer through quality improvement efforts and evidence-based interventions.

**Greg Parkington**

**ECHO Facilitator**

*Director of Partnerships & Coalitions*

*American Cancer Society*



Greg Parkington is the Director of Partnerships and Coalitions for the American Cancer Society’s Interventions and Implementation Department. He provides strategic direction on the development and facilitation of state cancer coalitions and manages several national relationships. Greg works closely with national cancer and immunization leaders to train and advise American Cancer Society staff.

Greg attended University of Arizona and has lived all around the U.S. during his career in policy making, advocacy, coalition leadership, and non-profit management. He and his wife Robynne live in Austin, Texas.

**Richard Killewald, MNM**

**ECHO IT Support**

*Director, Cancer Control Intervention*

*American Cancer Society*



Richard Killewald is a nonprofit professional with over 20 years in-sector experience using data to change lives. As the director of cancer control interventions at the American Cancer Society, Rich works to design, administer, evaluate, and support quality improvement projects at community health centers nationwide.

Rich has a Masters of Nonprofit Management degree from Regis University in Denver and lives in Phoenix, Arizona with his wife, Lauren, and three children.

**Megan Cotter, MPH**

**Evaluator**

*Senior Associate Scientist, Population Sciences Team*

*American Cancer Society*



Megan Cotter is a program evaluator and expert in qualitative data analysis and implementation science. She leads the design, implementation, and evaluation of several community-based pilot programs for cancer prevention and early detection, original research projects, and ECHO clinics. As an evaluator, Megan aims to help stakeholders monitor and measure program progress and outcomes, examine facilitators and barriers to intervention implementation, and describe the implications of ACS research and pilot programs for patients, providers, communities, and policies.

Before coming to the American Cancer Society, Megan earned her master's degree in public health at Emory University and completed two fellowships at the Centers for Disease Control and Prevention.

**Nikki Stephens**

**ECHO Coordinator**

*Program Coordinator, Interventions and Implementation Team*

*American Cancer Society*



Nikki Stephens is the Program Coordinator on the Interventions and Implementation team at the American Cancer Society. She assists with grant project management and provides logistics support for trainings and ECHO clinics.

Nikki has a bachelor's in political science with a focus on women's studies from North Carolina State University and lives in Raleigh, NC with her boyfriend and dog.

## Agenda

The following agenda outlines how a typical monthly ECHO session will flow including key rub roles and responsibilities. Didactic presentations are delivered by faculty/subject matter experts and case presentations are presented by grantees. The facilitator encourages robust conversation throughout.

Agenda Item	Allotted Time	Hub Roles & Responsibilities
Housekeeping and introductions	10	Facilitator will welcome everyone and cover general housekeeping items Facilitator will introduce all faulty, hub and spoke participants
Didactic	15	Expert faculty/subject matter expert presents on the didactic topic
Didactic Q&A	5	Facilitator opens for questions
Case presentation	20	Grantee delivers case presentation Expert faculty/subject matter experts share experience, guidance
Wrap-up	5	Facilitator shares next didactic topic, case presentation and post-session survey

## Curriculum

During every monthly ECHO session, time will be dedicated to one didactic topic to be presented by expert faculty. The table below highlights topics, presenters and dates. These are subject to change.

Didactic Topic	Expert Presenter	Date
Return to Screening Guide Overview	Laura Makaroff, DO	1.19.21
Prioritization & Activation	Rebecca Perkins, MD	2.16.21
Patient Communication & Messaging	Debbie Saslow, PhD	3.16.21
Process & Policy Changes	Laura Makaroff, DO	4.20.21
TBD	TBD	TBD
TBD	TBD	TBD



## Case Presentation

Case presentations are a vital part of every ECHO session. These presentations promote discussion and help with sharing, learning and applying best practices. All health systems and screening facilities will present at least one case presentation. A small number will present two. Case presentations will be guided via the [case presentation form](#) allowing the health system grantee to explain challenges and/or perceived barriers for either a patient specific or systems level issue.

Case presentations will be shared with faculty 24 hours prior to the ECHO session allowing time for facility to review the case in advance, and come prepared to provide experience, guidance, and recommendations during the case presentation discussion.

Presentations will cover experiences related to the variety of topics discussed throughout the course. All case presentations however, should protect patient confidentiality by complying with by avoiding any protected health information ([PHI](#)) in written form and when presenting case presentations during ECHO sessions.

Here are two short videos that capture examples on how to share a patient-oriented case presentation and what to avoid:

- [The Correct Way to Conduct an ECHO Patient Presentation](#)
- [The Incorrect Way to Conduct an ECHO Patient Presentation](#)

## How to join the ECHO

All NFL-COVID Getting Back on Track with Screening ECHO sessions are held on the Zoom videoconferencing platform. Connect via your computer, mobile device, or phone using the information below.

### Join Zoom from PC, Mac, iOS or Android

<https://echo.zoom.us/j/93376721310?pwd=THRwM1lXWIRxRE4rYVhhWWE5QzNJUT09>

Passcode: ACSNFL

### Joining by phone ONLY

+1 669 900 6833 US (San Jose)

+1 646 558 8656 US (New York)

Meeting ID: 933 7672 1310

Passcode: ACSNFL

Find your local number: <https://echo.zoom.us/u/adqqCB4DyH>

### To join via video from Video Conferencing System:

Join by SIP

[93376721310@zoomcrc.com](mailto:93376721310@zoomcrc.com)

Join by H.323

162.255.37.11 (US West)

162.255.36.11 (US East)

Meeting ID: 933 7672 1310

Passcode: 374251

Join by Skype for Business

<https://echo.zoom.us/skype/93376721310>

## Zoom: Start-up and troubleshooting

This section provides important information to get you started on the Zoom videoconferencing platform. The ECHO team will be available on Zoom 10 minutes before each session for additional troubleshooting, if necessary.

### Getting started

- Download and install Zoom Client For Meetings at the [Zoom Download Center](#). Consider downloading mobile apps, if interested.
- [Join a test meeting](#) to confirm your microphone, speaker, and videos are working correctly and to familiarize yourself with the Zoom application. Review [this resource](#) if you run into any issues.

### Tips and tricks

- Zoom allows for multiple layout options. View [this resource](#) to learn about the options, including how to maximize your layout during a screenshare. If you are using dual monitors, take a look at [this](#).
- If you are joining the ECHO by phone, be sure to enter the Participant ID (displayed in Zoom) so your audio and video feeds will be connected within Zoom. [Click here](#) for more information.
- [This video](#) from ManyCam offers 11 tips on looking better on video calls, including tips on background, lighting, internet connection, and camera angle.

### Troubleshooting

If your video or camera isn't working, please review these [troubleshooting tips](#). If you are using an Lenovo device, start [here](#). If you are using Windows 10, start [here](#).

These [one-minute videos](#) may be particularly useful in addressing some frequently asked questions:

- [Joining a Meeting](#)
- [Meeting Controls](#)
- [Joining & Configuring Audio & Video](#)
- [Sharing Your Screen](#)

The [Zoom Help Center](#) includes resources to help you get started on a [desktop](#) or [mobile device](#), and to address issues related to [audio](#), [video](#), or [screen sharing](#).

## Video Conference Etiquette

The recommended practices and what to avoid have been adopted from a resource provided by the ECHO Institute at the University of New Mexico.

### Recommended practices

- Test your equipment before the ECHO. ECHO staff will be on Zoom at least 10 minutes early. Join early if you'd like to test your equipment live.
- Eliminate or reduce environmental distractions (i.e. turn off cell phones, avoid rustling papers, turn off loud fans) that may be picked up by your microphone.
- Be ready to introduce yourself and others joining with you as part of the introductions.
- Make eye contact with the camera when you are speaking.
- Speak clearly and in a conversational tone.
- Use respectful and appropriate language.

### What do avoid

- Disclosing protected health information (PHI) or personally identifiable information (PII)
- Engaging in side-conversations
- Talking over other people

## Disclosures

This section includes important disclosures surrounding the ECHO.

### Recording

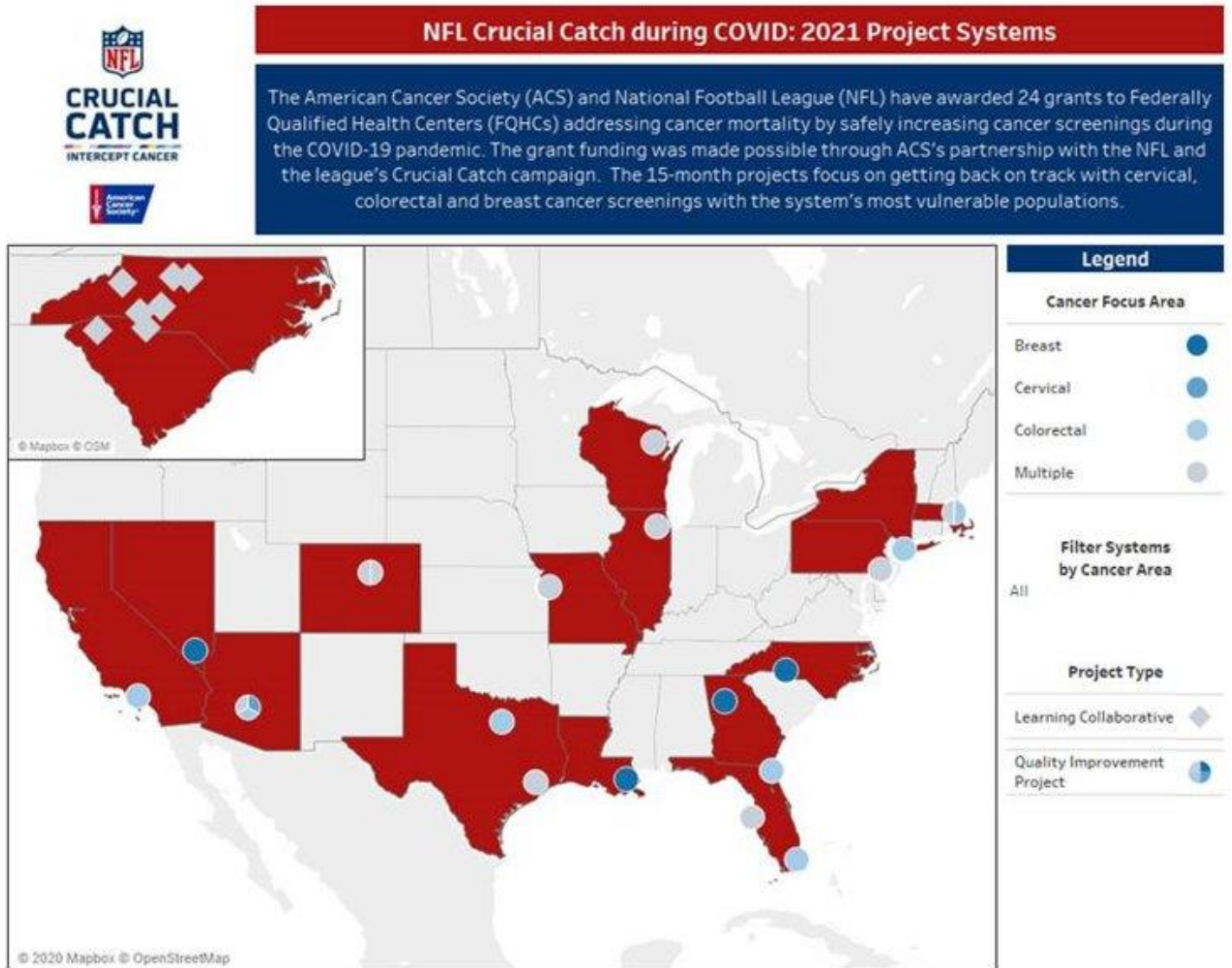
- The ECHO series takes place on the Zoom platform
- The Zoom privacy policy is available at [zoom.us/privacy](https://zoom.us/privacy)
- Each ECHO session will be recorded and may be posted to a publicly facing website
- If you do not wish to have your image recorded, please turn off the video option
- Do not share personal information of any patient or study participant

### Project ECHO Data Usage Statement

Project ECHO® collects registration, participation, questions/answers, chat comments, and poll responses for some teleECHO® programs. Your individual data will be kept confidential. These data may be used for reports, maps, communications, surveys, quality assurance, evaluation, research, and to inform new initiatives.

## Appendix A Project Highlights

The map below highlights the hub team, location, and spoke sites (health system grantees and their collaborating partner locations). For an interactive version, [visit this link](#).



<b>System Name</b>	<b>Focus Area</b>
Valleywise Health	Cervical, Colorectal
Mountain Park Health Center	Colorectal
Adelante Healthcare	Cervical
Grady Health Foundation	Breast
Carolinas Medical Center	Breast
Crucial Catch Carolinas Learning Collaborative	Breast, Cervical, Colorectal, and Lung
VNA Health Care	Breast, Cervical
JPS Foundation	Colorectal
The Denver Health Foundation	Breast, Cervical
STRIDE Community Health Center	Breast, Colorectal
Spring Branch Community Health Center	Breast, Cervical, Colorectal
Shands Jacksonville	Colorectal
Nevada Health Centers	Breast
Venice Family Clinic	Colorectal
Borinquen Medical Centers	Colorectal
Northlakes Community Clinic	Breast, Cervical
Codman Square Health Center, Inc	Colorectal
East Boston Neighborhood Health Center	Breast, Cervical, Colorectal
InclusivCare	Breast
The Institute for Family Health	Colorectal
ChesPenn Health Services	Breast, Cervical, Colorectal
Community Health Centers of Pinellas, Inc	Breast, Cervical, Colorectal
Samuel U Rodgers Health Center	Breast, Cervical, Colorectal

## Appendix B

### Additional ECHO Resources

- [Changing the World, Fast: Dr. Sanjeev Arora at TEDxABQ](#)
- [Project ECHO: A Revolutionary Model for Expanding Access to Specialized Care](#)
- [How to be Successful in a TeleECHO Session](#)
- For more information visit [echo.unm.edu](http://echo.unm.edu)