American Cancer Society

NER ECHO Series: Health Equity & Reigniting Colorectal Cancer Screening ECHO

ECHO Guide

This document is an overview and "how to" guide for individuals engaged in the Health Equity & Reigniting Colorectal Cancer Screening ECHO. The primary users of this guide include participating healthcare sites in NER, Faculty, Speakers and Case Study presenters.

Contents

Health Equity & Reigniting Colorectal Cancer Screening ECHO Overview

The COVID-19 pandemic resulted in many elective procedures being put on hold, including cancer screenings. Delays in screening for colorectal cancer could lead to cancers that are undiagnosed, untreated, and advanced, which makes them harder to treat. The New England Region of the American Cancer Society presents an ECHO series aimed at identifying and reducing barriers to return to screening. This ECHO series will highlight the underlying components of colorectal cancer screenings in the following sessions:

- Advancing health equity
- Utilizing evidence-based interventions
- Implementing tested messages encouraging individuals to get screened
- Reducing healthcare mistrust
- Using data to tell a story

Through these sessions, ACS hopes to inspire healthcare sites to reignite colorectal cancer screening efforts with a focus on health equity because **where** one lives should not determine **if** one lives.

ECHO Overview

The Health Equity & Reigniting Colorectal Cancer Screening ECHO 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 participants. During ECHO sessions, health systems will present subject-related cases ("Facilitated Q&A") offering insights into their work, challenges, barriers, and solutions with expert teams and ECHO participants. These discussions are supplemented with short didactic presentations to improve content knowledge and share evidence-informed best practices.

Move knowledge, not participants

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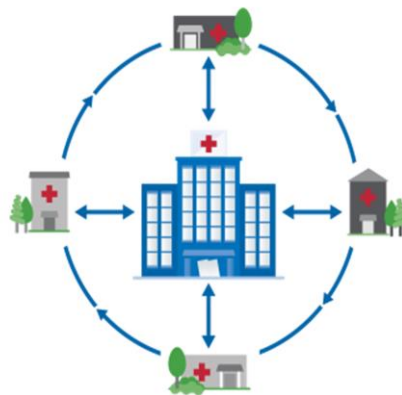

Hub-and-spoke knowledge-sharing creates a learning loop:

- Health system and ACS staff share and learn from each other and experts.
- Faculty specialize in promoting access to care and health equity across the cancer continuum.
- Best practices emerge and can be shared for wider use.

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 (participating federally qualified health centers, community health centers, hospitals, integrated delivery systems, and statewide partners) have the best opportunity to learn and grow in their expertise.
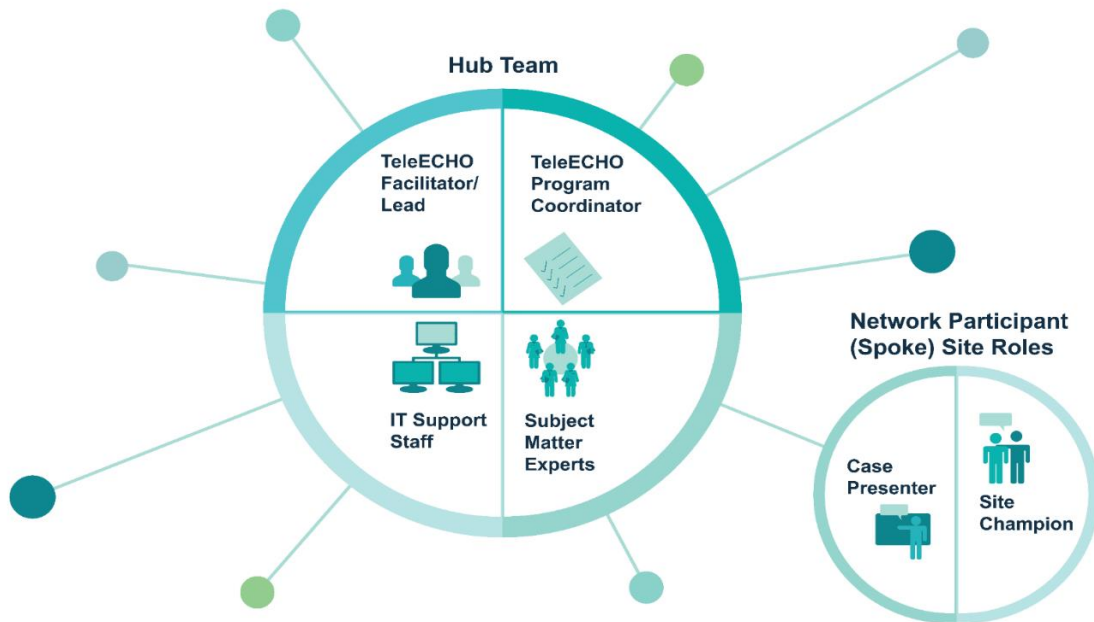
Copyright © ECHO Institute

Facilitator
- Facilitates presentations and discussion

Coordinator
- Welcomes participants, takes roll call and reviews agenda
- Provides ECHO participants the information they need to participate in the ECHO (Zoom information, calendar entries, proactive communication about changes and/or future requests)

IT Support

- Primary function is to make sure Zoom experience is smooth
- Troubleshoots any issues with users throughout ECHO via chat

Expert Faculty/Subject Matter Expert
- "Expert faculty" and "subject matter expert" terms are used interchangeably
- Provides expert guidance and recommendations during presentations
- Presents or co-presents 1-2 didactic presentations based on area of expertise

For more information, see Appendix A: Additional ECHO Resources.

Meet the ECHO Hub Team

The following individuals represent the Health Equity & Reigniting Colorectal Cancer Screening ECHO Hub Team.

Lynn Basilio
Sr. Manager, CC Strategic Partnerships
American Cancer Society
Massachusetts

Kathleen Connors-Juras
CC Strategic Partnerships Manager
American Cancer Society
Maryland

Korey Hofmann
CC Strategic Partnerships Manager
American Cancer Society
Massachusetts

Amanda Schnipper
CC Strategic Partnerships Manager
American Cancer Society
New York

Pam Schauer
CC Strategic Partnerships Manager
American Cancer Society
Pennsylvania

Jenna Capuzzo
Intern/MPH Practicum Student
Northeastern University
Massachusetts

Jason Coleman
CC Strategic Partnerships Manager
American Cancer Society
New York

Kristina Thomson
Senior Director, CC Strategic Partnerships
American Cancer Society
Northeast Region

Distinguished Faculty

Crystal Beckford, RN, MS
*Vice President, Patient Care Services &
Chief Nursing Officer, Doctors Community
Medical Center*

Xavier Llor, MD, PhD
*Professor of Medicine, Yale School of Medicine
Associate CEHE Director of Cancer Screening,
Smilow Cancer Hospital
Medical Director, Cancer Screening and
Prevention Program, and Colorectal Cancer
Prevention Program
Co-Director, Cancer Genetics and Prevention
Program*

Joseph Ravenell, MD
*Director, Cancer Prevention Navigation
Program, Perlmutter Cancer Center, NYU
Langone Health
Associate Professor of Population Health and
Medicine
Associate Dean for Diversity Affairs and
Inclusion, NY Grossman School of Medicine*

Agenda

The following agenda outlines how a typical monthly ECHO session will flow including key hub roles and responsibilities. Didactic presentations are delivered by faculty/subject matter experts and facilitated Q&A are presented by partner health systems. The facilitator encourages robust conversation throughout.

Agenda Item	Allotted Time	Hub Roles & Responsibilities
Welcome	5	Coordinator will welcome everyone and cover general housekeeping items
Overview and Introductions	10	Facilitator will introduce all faculty, hub and spoke participants
Didactic Presentation	15	Expert faculty/subject matter experts share experience, guidance and recommendations
Didactic Q&A	5	Challenges/questions submitted in advance are shared in a large group setting
Case Study Presentation	10	Presentation of related concepts, guidance and recommendations
Case Study Q&A	10	Challenges/questions submitted in advance are shared in a large group setting
Wrap up	5	Coordinator shares next didactic topic, case presentation and post-session survey

Curriculum

During every monthly ECHO session, time will be dedicated to 1-2 didactic topics to be presented by expert faculty. The table below highlights topics, presenters, and dates. Topics are subject to change with any modifications noted in the calendar invitation prior to the session.

Didactic Topic	Expert Presenter	Case Study Speaker	Date
Health Equity	**Chris Pernell, MD, MPH, FACPM** *Chief Strategic Integration and Health Equity Officer* *University Hospital, NJ*	**Amari Pearson-Fields, PhD, MPH**	September 8 2021
Evidence-based Initiatives	**Crystal D. Beckford, RN, MSAVP** *Patient Care Services & Chief Nursing Officer* *Doctors Community Medical Center*	**Daniel Napolitano, MD** *C5 NYC*	October 13 2021
Effective Communication	**Amari Pearson-Fields, PhD, MPH**	*TBD*	November 10 2021
Data	**Niharika Khanna, MD, MBBS, DGO** *University of Maryland School of Medicine*	**Karin Leschly, MD** *Medical Director of Quality and Population Health* *East Boston Neighborhood Health Center*	December 8 2021
Partnership Highlight	**Valerie Burger, MA, MS, RN, OCN, CPN** *AVP Cancer Service Line* *Northwell Health*	**Amanda Schnipper** *Cancer Control Strategic Partnerships Manager* *American Cancer Society*	January 12 2022

Facilitated Q&A (Case Presentation)

During the Health Equity & Reigniting Colorectal Cancer Screening ECHO, in lieu of a traditional case presentation, our case study presenters will be highlighting some topic areas "in action". In this format, case study presenters will explain challenges and present solutions or strategies they implemented to address a systems-level issue or patient-level issue impacting their screening efforts. During the facilitated Q&A, all participating sites are encouraged to share questions related to the subject.

Facilitated Q&A topics will be selected in advance of each ECHO session and shared with faculty for review in advance of the session. The faculty will provide experience, guidance, and recommendations during the discussion. Facilitated Q&A will be by relevant topic area.

Facilitated Q&A presentations may cover experiences related to the variety of topics discussed throughout the course, in addition to related session content. All facilitated Q&A presentations however, should protect patient confidentiality by complying with by avoiding any protected health information (PHI) and/or personally identifiable information (PII) in both written and verbal form and when presenting case presentations during ECHO sessions. If posing a question or challenge related to a patient, avoid sharing any PHI or PII.

How to join the ECHO

All Health Equity & Reigniting Colorectal Cancer Screening ECHO sessions are held on the Zoom videoconferencing platform. Connect via your computer, mobile device, or phone using the personal link shared upon registration for this ECHO series.

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 each session for additional troubleshooting, if necessary.

Getting started
- Ensure you have the latest Zoom software *(version 5.6.1 as of April 12, 2021).* 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.

- The ECHO series takes place on the Zoom platform
- The Zoom privacy policy is available at 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
In order to support the growth of the ECHO movement, Project ECHO collects participation data for each ECHO program. This data allows Project ECHO to measure, analyze, and report on the movement's reach. It is used in reports, on maps and visualizations, for research, for communications and surveys, for data quality assurance activities, and for decision-making related to new initiatives.

Appendix A

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