



This document is an overview and “how to” guide for individuals engaged in the Achieving New Heights: Increasing HPV Vaccinations throughout the Mountain West ECHO series. The primary users of this guide include participants, ACS regional staff, and ECHO expert faculty/subject matter experts involved with the ECHO series.

Contents

Mountain West HPV Project Overview	2
Why HPV Vaccination? And why the Mountain West?	2
ECHO Overview	2
Meet the ECHO Hub Team.....	5
Agenda Structure	10
Curriculum	11
Case Presentations & Facilitated Q&A.....	12
How to join our ECHO sessions	13
Zoom: Start-up and troubleshooting.....	14
Video Conference Etiquette.....	15
ECHO Disclosures & Additional Resources	15

Mountain West HPV Project Overview

The American Cancer Society (ACS) received funding in 2020 for a project titled “Mountain West HPV Project – An ACS | NCI CCC Partnership Model to Reduce Geographic Disparities in HPV Vaccination Rates for Adolescents Living in Rural States”. The states included in this work are Idaho, Montana, Nevada, Utah, and Wyoming; states that are experiencing multiple disparities, notably geographic and gender gaps, in HPV vaccination rates.

The Center for Health Outcomes and Population Equity (HOPE) at Huntsman Cancer Institute at the University of Utah is a partner on this 3-year grant project. This partnership uses a health equity lens to implement disparity-reducing interventions by leveraging health information technology, Project ECHO, and a regional consortium convening stakeholders to network and share best practices related to HPV vaccination in demographically similar states.

This grant is made possible through funding from Merck, for the purpose of Mission: HPV Cancer Free Quality Improvement initiative.

Why HPV Vaccination? And why the Mountain West?

Human papillomavirus (HPV) is a very common virus. HPV vaccination can protect against this virus and prevent up to six types of cancer in both men and women.

Nationally, 58.6% of adolescents 13-17 years old were up to date on their vaccinations in 2020. In the Mountain West, we fall below the national average for adolescents who are fully vaccinated against HPV (ID – 54.5%; MT – 54.4%; NV – 50.1%; UT – 45.0%; WY – 44.8%).¹

There continues to be geographic and gender disparities in each of the Mountain West states. Specifically, adolescents living in rural areas tend to be vaccinated against HPV less than their more urban counterparts. Additionally, males are less likely to receive the HPV vaccine than females even though the vaccine is approved and recommend for both males and females. HPV vaccination should be a priority nationally and among these Mountain West states to prevent cancer and other health consequences of HPV. Your participation in this Project ECHO series will give you tools and best practices to increase vaccination rates for adolescents living in your Mountain West state.

ECHO Overview

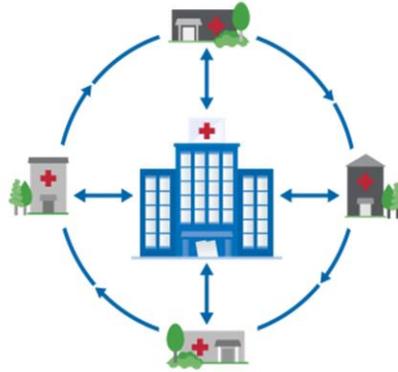
The Mountain West HPV grant will utilize Project ECHO throughout the project. [Project ECHO](#) (Extension for Community Healthcare Outcomes) is a hub-and-spoke knowledge sharing network, led by expert teams (faculty) who use multi-point videoconferencing to conduct virtual telementoring sessions with 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.

¹ HPV Vaccination Rates. “2008 through 2020 Adolescent Human Papillomavirus (HPV) Vaccination Coverage Trend Report” Centers for Disease Control and Prevention. Data source: National Immunization Survey-Teen (NIS-teen). https://www.cdc.gov/vaccines/imz-managers/coverage/teenavaxview/data-reports/index.html?CDC_AA_refVal=https%3A%2F%2Fwww.cdc.gov%2Fvaccines%2Fimz-managers%2Fcoverage%2Fteenavaxview%2Fdata-reports%2Fhpv%2Findex.html

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, grantees will present project-related cases (“Facilitated Q&A”) offering questions, project challenges or perceived barriers to expert teams to brainstorm ways to help them. 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 case-based and didactic learning to create a collaborative sharing of information. It’s led by expert faculty from across the United States.

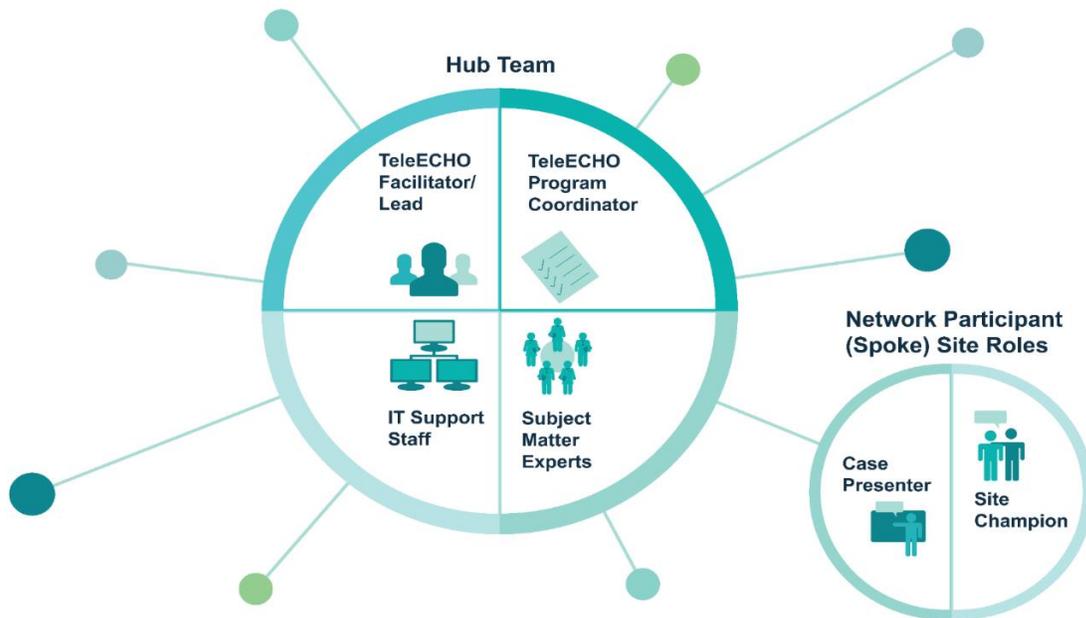


Hub-and-spoke knowledge-sharing creates a learning loop:

- Health system and ACS staff share and learn from each other and experts.
- Faculty specialize in increasing HPV vaccinations in diverse communities.
- Best practices emerge and can be shared for wider use.

Hub Team & 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 ECHO session and collectively, ensure the spokes (participants from the Mountain West area) 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
- Provides didactic presentations based on area of expertise

Meet the ECHO Hub Team

The following individuals represent the Achieving New Heights: Increasing HPV Vaccinations throughout the Mountain West series hub.

Ryan Soisson, MA

ECHO Facilitator

Founder

Soisson & Associates



Ryan Soisson, founder of Soisson & Associates, is committed to helping organizations, teams, and leaders achieve their most important goals in a sustainable manner. Ryan has considerable experience leading executive and management groups through strategic planning, organization design, change management, project planning, and process improvement initiatives. A dynamic trainer and instructional designer, Ryan has content expertise in a number of areas, including conflict resolution, coaching, and behavior change. As a certified team coach, Ryan specializes in team development and team interventions. Ryan has a passion for graphic facilitation and enjoys integrating this skill into all his work.

Ryan holds an MA in Human Resources from Texas State University, and an MA in Philosophy from Texas A&M University and an undergraduate degree from Penn State University. Ryan has a broad array of industry certifications including:

- Team Coaching International Certified Coach
- Leadership Strategies Certified Facilitator
- Hay Group and Korn Ferry Multi-Rater Assessments
- Myers-Briggs, Insights, and Strong Interest Inventory personality profiles
- VitalSmarts: Influencer
- VitalSmarts: Crucial Conversations
- FranklinCovey: Speed of Trust
- FranklinCovey: Project Management
- LUMA Institute Human Centered Design
- InsideOut Development: Inside Out Coaching
- Ken Blanchard: Situational Leadership
- Six Sigma Green Belt

Ryan lives in Austin, Texas, and is available for local, domestic or international work.

Dr. Ellaheh Ebrahim

ECHO Faculty

Chief Medical Officer

North Texas Community Healthcare Center



Since 2015, Dr. Ellaheh Ebrahim has been working as the Chief Medical Officer and Family Physician for North Texas Community Healthcare Center. Dr. Ebrahim has been working in the medical field for over 25 years but still carries the same passion for helping the under-served and those in need from when she started in this field. In 1987, She graduated with her medical doctorate degree from Isfahan University of Medical Science in Iran. As well in 1998, she completed her OB-GYN Residency from the Mazandaran University of Medical Science in Iran. Dr. Ebrahim has a unique experience having completed her Medical School and a full OB/GYN residency in Iran. The programs she completed in Iran were very rigorous and she spent quite a few months learning and performing procedures in areas without adequate supplies and support available to the community. Therefore, she has a great deal of experience with performing procedures in various conditions and is comfortable with both executing and teaching them to others.

When Dr. Ebrahim moved to America, she underwent a further duration of residency, specifically for Family Practice from the Wichita Falls Residency Program. She completed this and became a certified Family Practice physician for the state of Texas in 2010. Dr. Ebrahim has also obtained a license to practice Family Medicine for the states of Oklahoma and New York. She worked on and off as a locum ER physician in Clinton, Oklahoma for a handful of years.

Additionally, she wanted to expand her knowledge regarding alternative medicine, specifically for pain management. In her years of medical experience, she has served and assisted many patients dealing with acute and chronic pain and is deeply aware of the problem that the opioid epidemic poses to both Americans and to patients around the world. Therefore, she took it upon herself to take an Acupuncture certification course and became a certified Acupuncturist in 2018. She has always strived and will continue to strive to grow personally and academically, and look to expand her knowledge to best serve her community and inspire others to do the same no matter where she may go.

Vicki Johnson, BS MT(ASCP), CHC, CHPC

ECHO Faculty

Director of Compliance

North Central Texas Community Health Care Center, Inc.



Board certified as a Medical Technologist, and board certified in healthcare compliance and HIPAA privacy compliance. I am currently a candidate for MPH at Baylor University. I was recently selected to serve as a student ambassador for the MPH program. My next goal after graduation will be pursuing a DRPH. I have worked at this health center for 18.5 years, and I have worked very hard to develop process improvement strategies that use systems thinking. I am very passionate about health equity and reducing health disparities. I am also very passionate about intersecting public health initiatives with clinical care, so that best outcomes can be achieved. In my free time, I love spending time with family (3 kids and 4 grandchildren) and serving in my local church as women's ministry director, women's bible study teacher, and worship team member. I also enjoy taking scenic road trips during my days off.

Dr. Deanna Kepka

ECHO Faculty

Investigator, Associate Professor

College of Nursing & Huntsman Cancer Institute

University of Utah



Dr. Kepka, is a Huntsman Cancer Institute investigator and a tenured associate professor in the College of Nursing at the University of Utah. She is a member of the Cancer Control and Population Sciences research group. She is the Director of Global and International Health in the College of Nursing and the Founding Director of the 400+ member 12-state Intermountain West HPV Vaccination Coalition. Kepka's main research interests are the gaps in health care access and quality for vulnerable populations as related to cancer prevention, treatment, and survivorship. She focuses specifically on preventing cervical cancer and other HPV-related cancers among vulnerable patient populations locally and globally. Kepka has more than 60 peer-reviewed publications and recently received the American Cancer Society North Region HPV Vaccination Champion Award in 2018 and the YWCA of Utah Outstanding Achievement Award in Health and Medicine in 2019. Kepka has worked with teams in at-risk communities to promote positive health behaviors in

Jamaica, Ghana, Mexico, Peru, Utah, Chicago, North Carolina, and Washington.

Dr. Marcial Oquendo

ECHO Faculty

Pediatrician

Texas Pediatric Society



Dr. Oquendo was born and raised in Venezuela and completed medical school at Universidad del Zulia in his hometown of Maracaibo. He came to the US and worked at Dallas Dermatology Research and Treatment Center for 3 years, before completing his Pediatric Residency at Driscoll Children's Hospital in Corpus Christi, TX.

Since 2016 and after completing his residency, he has worked as a Pediatrician serving the Dallas community. He is a frequent guest on local TV news such as Telemundo and EstrellaTV and has a passion for health education, especially in the Hispanic community. Dr. Oquendo is a very active part of organized medicine, both at the state and national level. He is married to his high-school sweetheart, has two young daughters and a Scotty dog named Lily.

Ashley Lach, BA, MHA

ECHO Coordinator

HPV Program Manager

American Cancer Society



Ashley Lach joined the American Cancer Society in 2009 as an Income Development Specialist. In 2014, she transitioned out of development and into a role within cancer control where she led the goals of the American Cancer Society's mission through comprehensive, prioritized partnerships with healthcare systems, payors, clinics, providers, and state agencies. This engagement focuses on key pillars including prevention, early detection, screening, quality of life and access to care initiatives, employee health & wellness programs, and population health-related efforts to achieve our cancer control priorities.

In 2009, Ashley received her Bachelor of Arts in Communication from DePaul University. In 2018, she graduated with her Master of Health Administration from Ohio University. In addition, Ashley holds a basic certification of quality and safety from the Institute for Healthcare Improvement (IHI) and a human research certificate from the Collaborative Institutional Training Initiative (CITI). Ashley is working towards becoming a Certified Professional in Healthcare Quality (CPHQ). Some of Ashley's work has been nationally published including a project around increasing colorectal cancer screening in an uninsured Hispanic community and quality improvement initiatives increasing adolescent HPV vaccines with a large, academic health institution.

Hannah Nein

IT Support

Senior HPV Project Manager

American Cancer Society



Hannah Nein is a Senior Program Manager on the Mountain West HPV Project with the American Cancer Society. She is a Colorado native, born and raised in Woodland Park, CO. Hannah studied Biology at Western State College of Colorado, and has worked for the American Cancer Society since 2007. She is passionate about cancer prevention and early detection, having lost her grandmother to breast cancer at a young age.

Christina Turpin

ECHO Coordinator

Senior Manager, Cancer Control Strategic Partnerships

American Cancer Society



Christina is the Senior Manager for Cancer Control Strategic Partnerships with the American Cancer Society (ACS). She leads efforts across Idaho and Wyoming to save lives, celebrate lives, and lead the fight for a world without cancer. Christina has been with the American Cancer Society for 11 years and started her career with ACS in Baltimore, Maryland working with health systems in the greater Baltimore area. Growing up in Idaho, she was able to return home in 2013 and continue her passionate work with the American Cancer Society. She is the current President of the Comprehensive Cancer Alliance for Idaho (CCAI) and leads partnership coalitions across Idaho and Wyoming with a focus on colorectal cancer screening, breast cancer screening, HPV vaccination, survivorship quality of life, access to care, and health equity.

She graduated from Pennsylvania State University in 2008 and during her time there was involved in leadership roles with Penn State Homecoming and Penn State Dance MaraTHON benefiting the Four Diamonds Fund conquering childhood cancer. She was inducted into the University's Senior Honor Society for her service and leadership to the University.

She resides in Boise, Idaho and enjoys spending time with her family out in the woods, on the lake, or cheering on Penn State Football.

Agenda Structure

The following agenda outlines how a typical 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 participants. The facilitator encourages robust conversation throughout.

Agenda Item	Allotted Time	Hub Roles & Responsibilities
Housekeeping and introductions	10	Coordinator will welcome everyone and cover general housekeeping items Facilitator will introduce all faculty, hub and spoke participants
Didactic	20	Expert faculty/subject matter expert presents on the didactic topic
Didactic Q&A	5	Facilitator opens for questions
Facilitated Q&A/ Case Presentation	20	Challenges/questions submitted in advance are shared in a large group setting, or in small breakouts by the grantee Expert faculty/subject matter experts/project leads share experience, guidance and recommendations
Wrap-up	5	Coordinator shares next didactic topic, case presentation and post-session survey

Curriculum

During every ECHO session, time will be dedicated to one didactic topic 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	Date
Orientation & Networking		October 26, 2021
HPV Landscape	Dr. Marcial Oquendo <i>Plano, TX</i>	November 9, 2021
Revolutionize Cancer Prevention through Provider Recommendation & Starting at Age 9	Dr. Ellaheh Ebrahim <i>Wichita Falls, TX</i>	November 16, 2021
Optimizing Health Information Technology & Communication Strategies to Increase Vaccines	Deanna Kepka, PhD <i>University of Utah</i> Leticia Stevens <i>University of Utah</i>	November 30, 2021
Prioritizing HPV Vaccines Through Quality Improvement Efforts	Abby Moler <i>American Cancer Society</i>	December 14, 2021

Case Presentations & Facilitated Q&A

Case presentations and facilitated Q&A are a critical piece of Project ECHO. Case presentations allow participants to share successes and challenges they are currently experiencing relevant to HPV vaccination and pose questions to their peers, faculty members, and subject matter experts. Examples of case presentations include changes to provider recommendations, health information technology challenges or successes, updates to clinic workflows, or ways the pandemic has affected a clinic's vaccination rates or processes. The case presentation should stimulate a discussion among peers and experts who have had similar challenges and solutions making them a helpful learning opportunity for both the presenter and for other participants on the call.

Case Presentation Structure

Participants will be asked to fill out a case presentation form one week prior to the session they want to present on and be prepared with a 3–5-minute presentation. Participants can choose the session they hope to present at on a first come first served basis. During the session, the presenter will be asked to either walk through their case presentation form or prepare slides to present on. The presenter is welcome to share any additional documents or presentation slides where needed if there is no protected health information (PHI) included. Following the presentation, we will move into the discussion where questions will be asked and answered. The Facilitator of the session will summarize key points and suggestions made during the session and will provide those in a follow up email to the presenter.

[Click Here for Case Presentation Form](#)

Please download the case presentation form and open it using Adobe Reader. The case presentation form cannot be viewed in web browsers (e.g., Google Chrome, Microsoft Edge, Firefox). Case presentation forms should be completed one week prior to your scheduled presentation session. Please email completed forms to: Ashley.Lach@cancer.org with Mountain West HPV ECHO Case Presentation in the subject line. As a reminder, the form should not include any PHI or personally identifiable information (PII).

Facilitated Q&A

In the event we don't have a participant or organization sign up for a case presentation, we will default to facilitated Q&A during the session. This "Facilitated Q&A" format will be guided via the [Facilitated Q&A Form](#) allowing the project leads to explain challenges and/or perceived barriers, or present questions, for either a systems-level issue or patient-level issue impacting the grant project.

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 presented in either a large group setting with all ECHO participants present, or in smaller breakouts segmented 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 project content. All facilitated Q&A presentations however, should protect patient confidentiality by complying with by avoiding any [PHI](#) and/or 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 our ECHO sessions

All ECHO sessions are held on the Zoom videoconferencing platform. Connect via your computer, mobile device, or phone using the information below.

Below is the Zoom meeting information for sessions 1 and 2:

Join Zoom from PC, Mac, iOS or Android:

<https://echo.zoom.us/j/95908912724>

Joining by phone ONLY:

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Washington DC) Meeting ID: 959 0891 2724 Find your local number: <https://echo.zoom.us/u/aAdPz2Akj> Press *6 to mute your line when not speaking

To join via video from Video Conferencing System:

Join by SIP

95908912724@zoomcrc.com

Join by H.323

162.255.37.11 (US West)

162.255.36.11 (US East)

Meeting ID: 959 0891 2724

Join by Skype for Business

<https://echo.zoom.us/skype/95908912724>

Below is the Zoom meeting information for sessions 3,4, and 5:

Join Zoom from PC, Mac, iOS or Android:

<https://echo.zoom.us/j/92832142406>

Joining by phone ONLY:

+1 346 248 7799 US (Houston)

+1 669 900 6833 US (San Jose)

+1 253 215 8782 US (Tacoma)

+1 312 626 6799 US (Chicago)

+1 646 558 8656 US (New York)

+1 301 715 8592 US (Washington DC) Meeting ID: 928 3214 2406 Find your local number: <https://echo.zoom.us/u/acq4gk36l> Press *6 to mute your line when not speaking

To join via video from Video Conferencing System:

Join by SIP

92832142406@zoomcrc.com

Join by H.323

162.255.37.11 (US West)

162.255.36.11 (US East)

Meeting ID: 928 3214 2406

Join by Skype for Business

<https://echo.zoom.us/skype/92832142406>

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. Additionally, contact Ashley.Lach@cancer.org with any Zoom-related questions or concerns.

Getting started

- Ensure you have the latest Zoom software (*version 5.8.0 as of September 22, 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 a 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 (such as silencing 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 to avoid

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

ECHO Disclosures & Additional Resources

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

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.

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