

Welcome Packet



New York State HPV ECHO Series

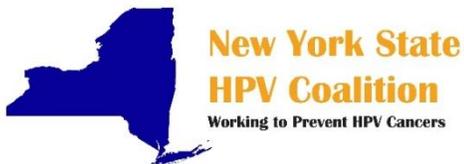


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NYS HPV ECHO Series Overview

Sponsorship

The Human Papilloma Virus (HPV) Vaccination ECHO Series, hosted by the American Cancer Society (ACS), and the NYS HPV Coalition (an Action Team of the NYS Cancer Consortium) has been made possible through funding by the New York State Health Foundation.

Participation is free and open to any person working in a pediatric or family physician practice with a role in vaccinating patients to protect against HPV.

What is Project ECHO?

Project ECHO (Extension for Community Healthcare Outcomes) helps democratize medical knowledge and develops specialty care capacity in underserved communities.

Using a model of telementoring, collaborative medical education and care management, Project ECHO empowers front-line primary care professionals to provide the right care, in the right place, at the right time.

Launched in 2003, Project ECHO grew out of one doctor's vision. Sanjeev Arora, M.D., a social innovator and liver disease specialist at the University of New Mexico Health Sciences Center in Albuquerque, was frustrated that he could serve only a fraction of the Hepatitis C (HVC) patients in his state who needed treatment. He wanted to serve as many patients with HCV as possible, so he created a free, virtual clinic and mentored community providers across New Mexico in how to treat the condition.

Today, dozens of ECHO clinics addressing much more than HVC take place every week and their reach extends far beyond New Mexico. Project ECHO currently has over 50 hub sites globally, operating in over 20 states, in more than 9 countries, and covers over 40 distinct common complex conditions.

Core Principle of Project ECHO

The ECHO model develops knowledge and capacity among healthcare provider through on-going telementoring and education. Core principles are:

- ❖ Use technology to leverage scarce resources (i.e., content experts);
- ❖ Share “best practices” to reduce disparities;
- ❖ Use case-based learning to master complexity; and
- ❖ Monitor outcomes using a web-based database.

For more information on the ECHO model, please visit <https://echo.unm.edu>.

NYS HPV ECHO Series Goals

NYS HPV ECHO Series is a part of the NYS HPV Coalition’s campaign to increase HPV vaccination. The goal of this campaign is simple. Cancer prevention! The HPV vaccine helps prevent 6 different types of cancer. Research shows that a strong provider recommendation positively impacts the decision to vaccinate.

Although New York State has relatively good HPV vaccination rates compared to many states, and the rates continue to improve, there are many NY counties that are lagging well below the state average. Many counties in the North Country, Adirondacks, Southern Tier, lower Hudson Valley, Long Island and the New York City Burrough of Staten Island are areas where more clinical effort is needed to boost HPV vaccination coverage among adolescents. These areas will be a priority for recruitment of clinical teams to participate in the ECHO series.

The overall Series goal is to have a minimum of 10 provider and their clinics, join, learn, and work together to increase HPV vaccination rates in New York State.

ECHO Overview

How does it work?

An ECHO session is a virtual way for participants from multiple locations to connect at regularly scheduled times with a team of specialists to discuss a variation of health topics. During the clinics, participants present patient cases to specialists or expert teams who then mentor the participants as they learn to manage complex health conditions.

Benefits of ECHO participation for Providers:

- ❖ Earn free Continuing Education Credits (CME/CNE)
- ❖ Professional interactions with colleagues with a similar interest (“learning community”)
- ❖ Mix of work and learning
- ❖ Access to specialists and support and advice from multidisciplinary teams
- ❖ Increased confidence and skills to best promote the HPV vaccine

Continuing Education Credits (CME/CNE)

Credits Offered

- 4 CME credits
- 4 CNE credits - pending

ACCREDITATION

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the University at Buffalo Jacobs School of Medicine and Biomedical Sciences and American Cancer Society. University at Buffalo Jacobs School of Medicine and Biomedical Sciences is accredited by the ACCME to provide continuing medical education for physicians.

CERTIFICATION

The University at Buffalo Jacobs School of Medicine and Biomedical Sciences designates this internet live activity for a maximum of 1.0 *AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Evaluation Process

There will be pre and post surveys administered before the sessions begin and after the completion of all four sessions. Brief post session surveys will also be administered following each session. These will assist with evaluating the effectiveness of our curriculum are required for continuing education credit.

Attendance

Attendance will be taken; continuing education credits will be awarded depending on session attendance. Participants will be asked to type their name, email, and organization into the chat box at the beginning of each session.

How ECHO Sessions Are Structured

The ECHO sessions will take place via real-time, interactive videoconferencing, using a PC/MAC, laptop, tablet or smart phone equipped with a webcam, and the Zoom Cloud Meetings application. Each session will be 60 minutes in length (1 hour) and will typically run as follows:

Duration	Agenda Items
~10 minutes	Introductions, roll call, and ECHO announcements
~20 minutes	Didactic presentation on a specific topic followed by a Q&A period
~25 minutes	Participant Case Discussions <ul style="list-style-type: none">• Presenters will spend 5 minutes each presenting their case• Participants can ask clarifying questions about the case• Once all clarifying questions have been identified and answered, participants can make recommendations• The facilitator will summarize the recommendations
~5 minutes	Wrap-up

Curriculum

The curriculum consists of four bi-weekly sessions that will start promptly at Noon. Session dates and topics are listed below.

Date	Curriculum Topic
March 14, 2022	Understanding HPV and Increasing HPV Vaccination
April 4, 2022	The Announcement Approach to HPV Vaccination
April 25, 2022	Understanding HPV-Associated Cancer Burden
May 16, 2022	Communication Strategies with Vaccine Hesitant Families

Case Presentations

Case presentations are a vital part of the ECHO session. These presentations promote discussion and help with learning and applying best practices. Participants will be asked to fill out a case presentation form and present during one ECHO session. Select case study presentations will be scheduled during the Series. Presentations will cover experiences related to the variety of topics discussed throughout the course.

To protect patient confidentiality, protected health information (PHI) should NEVER be used during ECHO clinics. It is always critical to preserve patient confidentiality, therefore no identifiable information should be MENTIONED or SHOWN during case presentations.

What cases should I present?

Case presentations will be guided via a case presentation form. The provider will be able to discuss topics such as individual patient encounters or office/system/policy challenges and successes.

What Information Should be included in a Case Presentation?

The case presentation form will solicit an overview of the situation, why you decided on that case, if you have questions, and any lessons learned. There is also a section for listing any question(s) or concerns you have regarding the case. Consider a scenario that will help you, your clinic, and possibly others.

How to Present a Case

Participants will complete the case presentation form and submit to Michael.seserman@cancer.org via e-mail by **March 7, 2022**. The document should not contain any HIPPA related information (name, birthdate, social security, etc.). If chosen to present to the group during a session, the participant will read the document or present no more than 3 slides before opening it up for group questions and discussion.

What if my case is not chosen for presentation?

The NYS HPV ECHO Faculty will do their best to follow up with any feedback or requested responses for each case that is not presented to the group.

LOGISTICS

To register go to <https://echo.zoom.us/meeting/register/tJcld-ygqzMtGddI--U2ACFTrFHvHHo2Jf6u>

Zoom

You may download the free Zoom Cloud Meeting application for PC or Mac at <https://zoom.us/>. Click the blue “sign up, it’s free” button on the Zoom website for instructions.

Connecting to an ECHO session

Once you have been assigned a cohort, you will regularly receive email notifications and calendar invitations from the Program Manager prior to each upcoming clinic announcing the date, time and title of the topic for that session’s didactic presentation. The email will include the case presentation form and signup sheet. The calendar invitation will include the online link to the HPV Vaccination Project ECHO session.

Technical Assistance

If you have questions about Zoom or preparing for an ECHO session contact the program manager at michael.seserman@cancer.org who will connect you with our IT support.

Contact Information

Michael Seserman
HPV ECHO Program Manager
American Cancer Society

michael.seserman@cancer.org

Additional Resources

Zoom Instructions and Videoconferencing Etiquette

Downloading Zoom

You can download Zoom by going to <https://zoom.us/download> and download the Zoom Client for Meetings. Once Zoom is downloaded, please click on Join a Meeting



Joining a meeting

Please enter the clinic's meeting ID (provided by your clinic coordinator) and click Join.



Password

If the Meeting or Clinic is password protected, Zoom will ask you for a password. If you're asked for a password, enter the password and click Join.



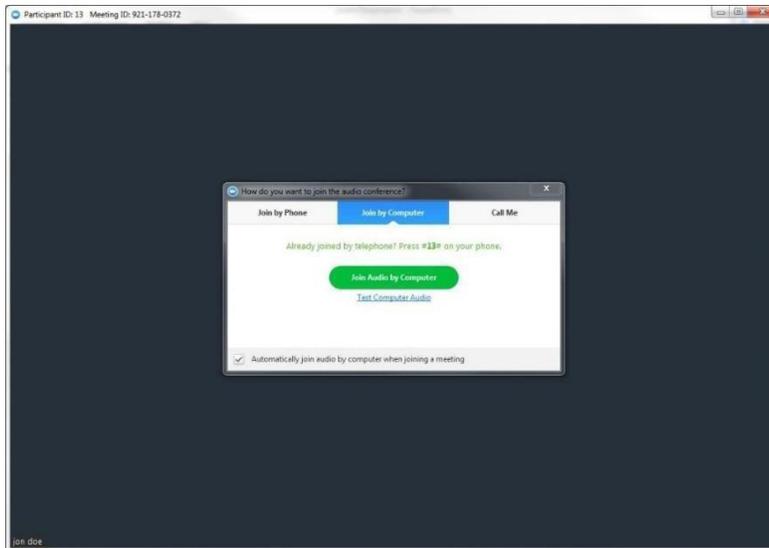
Connecting Audio

Once you join the meeting, a window will appear asking you to Join Audio by Computer.

Check the box for Automatically Join audio by Computer when joining a meeting in the bottom left corner of the Audio window.

**Selecting “Automatically Join audio by Computer when joining a meeting” allows your audio connection to be automatically established the next time you join a Zoom meeting from your computer.*

Click the **Join Audio by Computer** button.

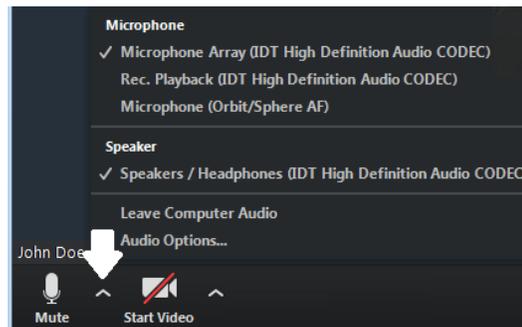


After clicking on “Join Audio by Computer”, you will see a message confirming that you’re using the audio connection on your computer.

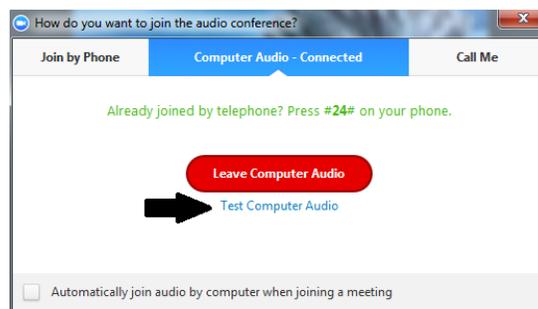


Testing Audio

Before the clinic begins, please test your microphone and speakers by clicking on the arrow pointing upward to the right of the microphone and selecting Audio Options.

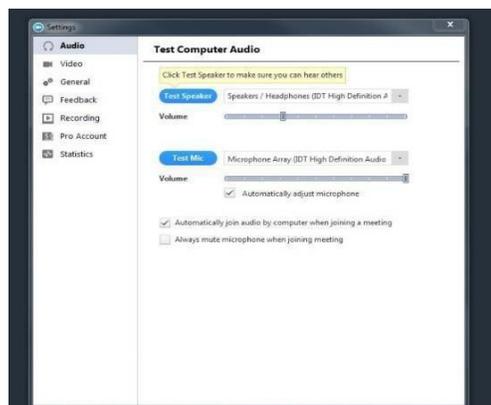


Click on **Test Computer Audio** on the next screen



The **Test Speaker** button plays a sound to let you know the speaker is working. If you don't hear anything, make sure your speakers are turned on. You can also select different speakers by clicking on the field next to the Test Speaker button.

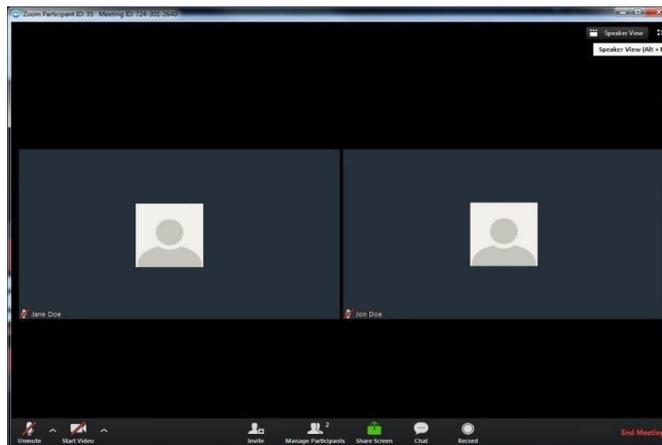
The **Test Mic** button starts recording once you click it. It records a few seconds of audio and will play back the recording to let you know the mic is working. If you don't hear anything, try selecting a different mic by clicking on the field next to the Test Mic button



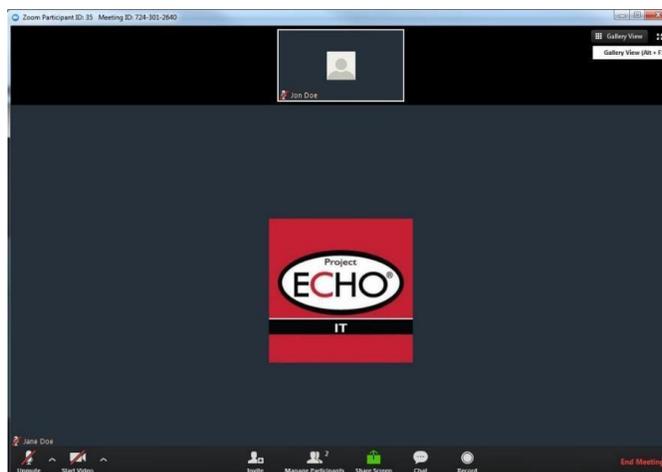
General Reminders

- Remember to mute your microphone when you're not speaking. You can mute yourself by clicking on the microphone icon in the bottom left corner of the screen.
- Adjust your camera accordingly:
 - ✓ Make sure your face is visible.
 - ✓ Use front lighting instead of backlighting to prevent appearing as a shadow.
- Zoom has two viewing options that can be toggled in the top right corner:
 - ✓ Speaker view allows you to view only the person that's speaking.
 - ✓ Gallery view allows you to see all participants in the meeting.

GALLERY VIEW:



SPEAKER VIEW:



Getting Set Up in Your Videoconferencing Location

- Join the video call from a quiet location with minimal background/ambient noise and little or no chance of interruption during the clinic session.
- Position yourself and your video camera so that you are well lit. Avoid backlighting situations such as having a bright light source or window behind you.
- Keep in mind that others on the video call will be able to see everything that is in your camera's field of view. Ideally, position your camera to minimize any potential visual distractions. A solid background is optimal, though this is not always possible to achieve.
- Positioning your PC/Mac/smartphone/tablet in a stationary location such as on a table or desk (using props if needed) will give others the best viewing experience of you and your location, unless you specifically need to move the camera around to show something to the group. This will also generally provide better audio performance. While videoconferencing, even subtle movement generated by hand holding a smaller device - such as a smart phone or tablet - is distracting to others.
- Position your device's camera as close to eye level as possible.
- If you are videoconferencing as a solo participant, position yourself relative to your device's camera so that the camera is capturing a relatively close-up view of you. Center yourself within the camera frame so that the area from the top of your head to around mid-chest level can be seen.
- If you are videoconferencing with a group of people (e.g., sitting around a table), position as many participants within the camera frame as you comfortably can. Having people sit closer together or in a configuration that maximizes inclusion within the frame while still allowing all participants to view the screen clearly and comfortably is the goal.
- If feasible, look toward the camera when speaking. This gives others on the call the best view of you while you are communicating with them and gives the appearance that you are making eye contact.
- Please fill in your name when joining the call via Zoom. You can do this by viewing the participant list at the bottom of the screen and editing your name. Your entry in the list will have "me" next to it and options for Mute/Unmute and Rename will appear. You can also just right-click on your name in the box where your self-image is and edit from there. This is the name that all others on the call will see. You can also add your healthcare center or location if you wish (Ex: Jane Doe – Yuma Regional).
- Test your audio and video prior to the start of the clinic session.

Videoconferencing Etiquette

- When you're not speaking, keep your microphone muted (turned OFF). This helps cut down on extraneous background noise (e.g., paper shuffling or coughing) and eliminates the sharing of information you'd prefer that others not hear.
- To mute your mic, click/tap on the microphone icon that appears in the lower left of the screen.
 - ✓ For PC/Mac, move the mouse pointer within the Zoom video window and look for the controls that appear along the bottom of the window.
 - ✓ For tablet or smartphone, touch the screen to display the Zoom controls and then touch the microphone icon to mute.
 - ✓ Repeat these actions to unmute the microphone when you are speaking. Return to mute when you are done.
- Communicate clearly during the clinic session. Identify yourself prior to making your comments so that everyone can recognize you (Ex: "This is Joel Avery ... can you please repeat the most recent CRP result on the patient?").
- Wait for whoever is speaking to stop talking before beginning to speak. Cross-over audio communication may result in missed points in the conversation that will need to be repeated.
- If you need to temporarily turn off your video at any point during the clinic session, click/tap on the Stop Video icon in the lower left of your screen next to the microphone mute/unmute icon. You will remain connected to the session and your audio will not be affected. To re-enable video, simply click/tap on the Start Video icon.
- Throughout the course of the clinic session, remember to never disclose protected health information (PHI). If you are presenting a case, avoid all HIPAA identifiers. Use your ECHO ID# when referring to the patient.
- If you're on camera, others can see you clearly, just as if you were all sitting in the same room together. Be aware of your body language. Express your attentiveness and professionalism at all times.
- We are all participating in an open and welcoming learning environment. Thank you for generously sharing your knowledge and experience, so that all of us can benefit from it!

HIPAA Identifiers

Regarding the safeguarded of patient health information (whether written, orally stated, or in electronic format) ECHO complies with State and Federal guidelines.

When presenting your patient, please use the ECHO ID number and refrain from providing information containing names, initials, living location, place of work, birth date, or any specific information about the patient that helps identify them as this is considered "protected health information." It is our responsibility to ensure the privacy of the protected health information is not disclosed.

HIPPA Public Health Institute (PHI): List of 18 Identifiers and Definitions of PHI (see page 15).

HIPAA PHI: List of 18 Identifiers and Definition of PHI

1. Names
2. All geographical subdivisions smaller than a State, including street address, city, county, precinct, zip code, and their equivalent geocodes, except for the initial three digits of a zip code, if according to the current publicly available data from the Bureau of the Census:
 - (1) The geographic unit formed by combining all zip codes with the same three initial digits contains more than 20,000 people; and
 - (2) The initial three digits of a zip code for all such geographic units containing 20,000 or fewer people is changed to 000.
3. All elements of dates (except year) for dates directly related to an individual, including birth date, admission date, discharge date, date of death; and all ages over 89 and all elements of dates (including year) indicative of such age, except that such ages and elements may be aggregated into a single category of age 90 or older
4. Phone numbers
5. Fax numbers
6. E-mail addresses
7. Social Security numbers
8. Medical Record Numbers
9. Health plan beneficiary numbers
10. Account numbers
11. Certificate/license numbers
12. Vehicle identifiers and serial numbers, including license plate numbers
13. Device identifiers and serial numbers
14. Web Universal Resource Locators (URL)
15. Internet Protocol(I) address numbers
16. Biometric identifiers, including finger and voice prints
17. Full face photographic images and any comparable images
18. Any other unique identifying number, characteristic, or code (note this does not mean the unique code assigned by the investigator to code the data).