

The Association of Community Cancer Centers' Prostate Cancer Project



A Center for Provider Education Program

The need for education and support for prostate cancer care is clearly unmet in many communities across the country. ACCC's new Prostate Cancer Project is designed to assist community cancer centers by outlining the process and structures that successful community-based prostate-specific cancer programs throughout the U.S. have used to initiate and grow their prostate cancer programs.

ACCC Executive Director
Christian Downs, JD, MHA

ACCC's Center for Provider Education's *Prostate Cancer Project* is a new resource for community cancer programs to help develop their prostate cancer services in their home communities.

Phase 1

In late 2008, ACCC's Center for Provider Education launched its *Prostate Cancer Project*. The goal: to provide community cancer programs with the information and education they need to develop their own "model" prostate cancer services. The first step was to identify five prostate cancer programs that 1) empower patients with information and knowledge about choices, 2) coordinate multidisciplinary services starting with diagnosis, and 3) collect standardized treatment outcomes data. Five model programs were selected:

- Allegheny General Hospital, Pittsburgh, Pennsylvania
- Maine Medical Center, Scarborough, Maine
- Presbyterian Hospital, Charlotte, North Carolina
- Palo Alto Medical Foundation, Palo Alto, California
- Regional Cancer Center, ProHealth Care, Waukesha, Wisconsin.

Each model program participated in a series of interviews to examine best practices and critical success factors for multidisciplinary prostate cancer care. These model programs will also work with ACCC on a special *Prostate Cancer Project* supplement that will mail with the September/October 2009 *Oncology Issues*. This supplement will be a resource for community cancer centers interested in developing a prostate cancer program, and will include the best practices and critical success factors identified in

Phase 1 of the program, as well as model prostate cancer care programs, case studies, and other tools.

Critical Success Factors

"Many programs get stuck at the starting gate," admits Mary Lou Bowers, MBA, of the Pritchard Group, the consulting firm that is providing onsite education for ACCC's *Prostate Cancer Project*. "How do we get multiple groups of urologists together? How do we get urologists and radiation oncologists to offer advice to patients when there are a variety of treatment choices available? How do we make sure that the patient has a choice and understands the possible outcomes of each option?"

According to Bowers, the five model programs participating in Phase 1 of ACCC's *Prostate Cancer Project* identified a number of critical success factors, including:

- ✓ Matching a prostate cancer program to identified needs in the community
- ✓ Setting realistic program objectives based on market reality
- ✓ Securing unbiased physician champions
- ✓ Engaging appropriate clinical players
- ✓ Investing in a patient advocate and/or nurse navigator position
- ✓ Empowering patients with information and knowledge
- ✓ Collecting and publishing standardized treatment outcomes data
- ✓ Promoting effective marketing and outreach in the community
- ✓ Managing the program's financial needs and resources through a detailed comparative analysis.

Phase 2

After its 35th Annual National Meeting in March 2009, ACCC launched Phase 2 of its *Prostate Cancer Project*, which will involve five ACCC-member pilot sites selected from across the U.S. The goal is to help these community cancer programs:

1. Identify the need for prostate-specific care in their communities
2. Open lines of communication among providers
3. Develop a collaborative team approach to care
4. Provide guidance in planning and implementing a successful comprehensive prostate cancer program.

All ACCC members will be able to benefit from the project because resources will be published and available on ACCC's website.

ACCC's *Prostate Cancer Project* is supported by an educational grant from sanofi-aventis. 