

Welcome to...



Be a *CancerPro*:
Cancer System Essentials
for Primary Care



UPCON

Uniting Primary Care and Oncology

Prince George Summit - June 2009

Following this session participants will be able to:

- Discuss the rationale for *CancerPro*
- Explain the relevance of the program
- Identify the steps/resources needed to develop a *CancerPro* program
- Call us anytime for assistance!!!

Background

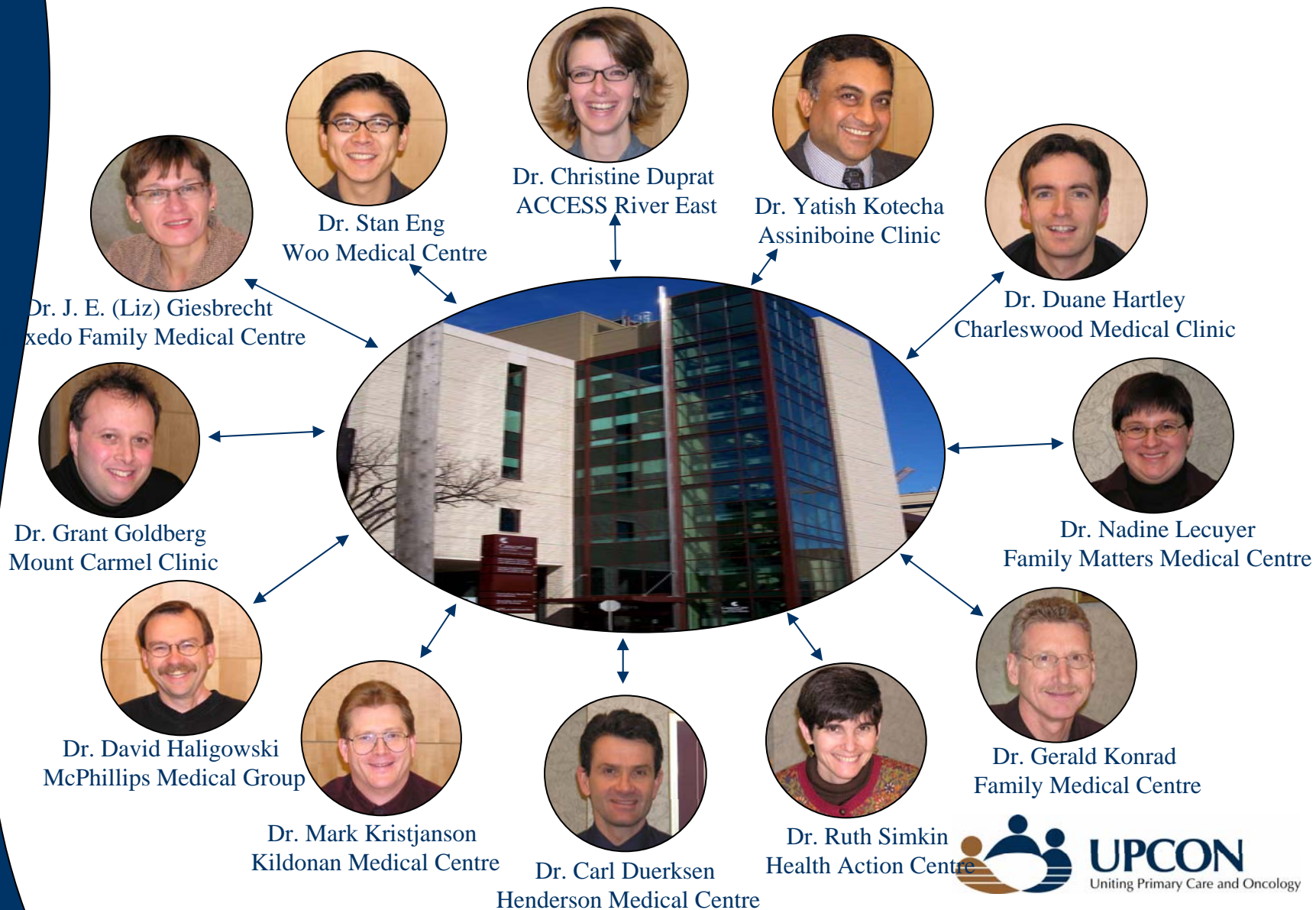
- PHCTF \$500,000 2003-06
- Develop a sustainable plan to create stronger links between primary care and CCMB
- Promote the shared care of the patient

The Challenge in Primary Care...

- Cancer is a compelling but infrequent diagnosis
- Human resource capacity limited
- Most \$\$ resources are focused on cancer treatment
- Little formal education
- Needs of patients are complex/survivorship



The UPCON Network

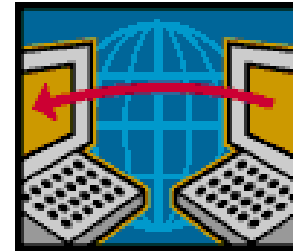


Back to the Basics

Education



Information



Communication



**GPO
CCP**

**UPCON
Network**

**Inclusive Primary Care Outreach
to All Manitoba Providers**

What is *CancerPro...?*

- Full day event for primary care providers (FPs, RNs)
- Focus on understanding the cancer system, not on medical topics
- 3-5 times a year in all regions of province
- Highlights local cancer services
- MBTelehealth/DVD's



How we got started...

- Needs assessment with FPs
- Met and consulted with key players
- Determined group size
- Considered environment and technology
- Request made to CCMF for pilot \$\$\$

Organizing Ourselves

- Created:
 - Draft schedule
 - Registration form (fax back form)
 - Data base
 - Resource binder
 - Learning objectives
- Application for Mainpro-M1 credits

Working with Speakers

- Speakers invited and briefed on specifics
 - 20 minute presentations on:
 - What is your program/service?
 - Who can access it?
 - When should it be accessed?
 - How is it accessed?
 - What are the benefits of access?

Getting the Word Out

- Networks - UPCON and CCPN
- Distributed via fax & e-mail
- Word of mouth

...and through *CancerTalk*



Becoming a CancerPro

Learning to navigate the provincial cancer/blood disorder system is key to providing better health care for cancer patients and their families.

Teaching family physicians and nurse practitioners how is a key goal of a new initiative of UPCON (Uniting Primary Care and Oncology), a program of CancerCare Manitoba.

Be a CancerPro: *Cancer (and Blood Disorders) System Essentials for Primary Care* is a new, full day workshop designed to share information about how the cancer system works (who does what, where, and when); resources available to primary care clinicians; and the ins and outs of screening, achieving early diagnosis and effective referrals. The session also highlighted the resources available for patients and families.

The first *CancerPro* session was held on June 1, 2007, with 21 health care professionals taking part, with eight coming from rural Manitoba. Fifteen presenters from all parts of the cancer system made 30 minutes presentations designed to help participants understand and navigate the cancer system better.

UPCON Program Manager Pat McCormack-Speak said that participants' evaluation of the day was fantastic, and added that



First *CancerPro* day deemed a success by participants.

CCMB plans to offer this educational session three times per year. The next *CancerPro* day is scheduled for Friday, September 21, 2007 at CCMB at 675 McDermot in Winnipeg, with a February 2008 event planned in a rural Manitoba site.

The *CancerPro* event was financially supported by the CancerCare Manitoba Foundation.

Check out the newsletter insert to register for this exciting event!

Here's what the participants had to say....

"Well done! Binder will be a valuable resource."

"Very informative to learn about supports available for cancer patients and their families."

"Excellent conference. I am surprised you didn't charge for it. Really enjoyed the day."

"Absolutely very useful! All presentations had the same goal which was to improve patient care and how we can work together..."



Format for the Day

- Brief 20 minute presentations
- Q&A - 5 minutes
- Breaks and Lunch
- Displays to visit
- Draws for fabulous prizes!
- Resources to take home

Meet the Andersons!



The Case Study.....

supporting the content!!!



Family Doctors/NPs and Cancer Care: Defining our place

Dr. Jeff Sisler
Director, Primary Care
Oncology Program
Be a CancerPro



The CCMB Referral Process

Let's Start at the Very Beginning!



?



Sandi McFall RN Consult Nurse Clinician

Finding it Early

Cancer Screening Programs in Manitoba

- | | |
|---------------|----------------|
| 1. Breast | Katie Waters |
| 2. Cervical | Brenna Shearer |
| 3. Colorectal | Ross Stimpson |

Systemic Therapy **(aka Chemotherapy)**

What your patients can expect

Pat Trozzo

Site Manager, Pharmacy, CCMB

&

CCP Staff

Making the Diagnosis

Resources to help the FP / NP

- The WRHA Breast Health Centre
 - Dr. Ethel McIntosh
- The Manitoba Prostate Centre
 - Dr. Anne Katz
- Surgical Oncology at CCMB & RHA
 - Dr. Debrah Wirtzfeld/Dr. Jeff Sisler

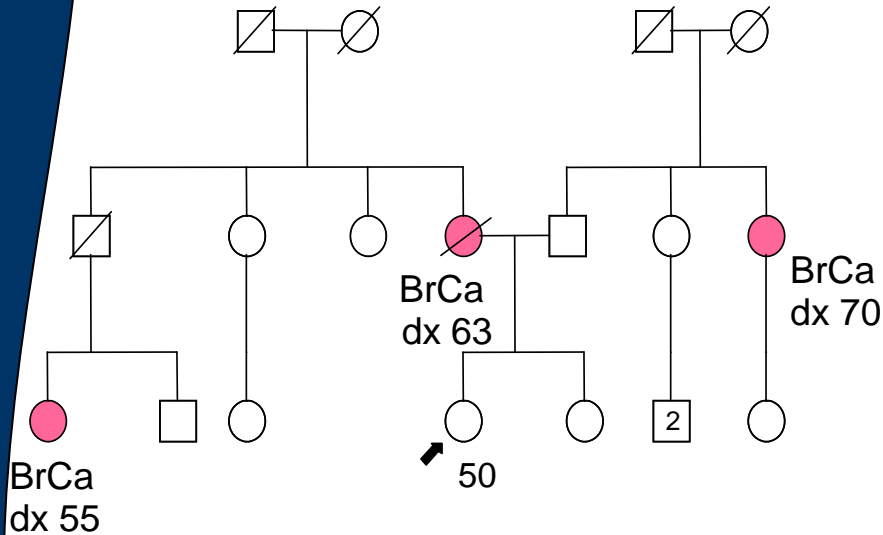
Cancer in Families

Genetics Services

Kim Serfas, MSc, CCGC

Genetic Counselor

Hereditary Breast and Ovarian Cancer Clinic



In the Beginning...and all along the way

Information and Support for Patients, Families and Care Providers

Jill Taylor-Brown
MSW

Director, Patient and Family
Support Services



Radiation Therapy

The Land Down Under

Dr. Andrew Cooke



Caring Beyond Cure

Palliative Care Services

Paul Daeninck MD FRCPC

&

Regional Palliative Care Coordinators



At the end of the day...

- *CancerPro* PIN!
- Certificate of attendance
- Consider becoming part of UPCON!
- Tell your colleagues about *CancerPro* –
- Next sessions...

Participants Evaluations

- Average speaker rating 4.4 (1-5)
- General Comments:
 - All sessions were useful
 - Handout material very helpful
 - Very practical...tight time management appreciated
 - Good overview of CCMB programs
 - Definitely worth my while to take a day out of clinic attend!

Where have we been...?

- Burntwood RHA & link to Churchill
- Brandon & Assiniboine RHA's in
- Parklands RHA
- Central RHA
- WRHA (4 sessions)

Who attended...?

June 2007 - April 2009

- N = 198
 - 149 rural & northern
 - 49 Wpg
- FP = 84
- NP = 22
- CCP FP & Staff = 24
- Other = 68

What does it cost?

About \$2-3K

- Lunch, arrival coffee, 2 breaks - \$35/pp
- Manuals - \$15/pp (supplies only)
- Travel - up to \$500/pp
- Travel for CCMB staff to a RHA – varies
- CancerPro pins - \$3 each
- Mainpro-M1 accreditation - \$300/yr

What we've learned...

- People do NOT know what you think they know about your organization or how to use it!
- Time planning with the regional staff is time well spent!
- Having technological assistance on standby is a necessity...
- DVD's are a good idea!
- Have FUN!!!

Call us anytime!

- Pat McCormack-Speak (204)787-1225
- Lynne Savage (204) 787-1229
- Jeff Sisler (204) 787-3595

We would be happy to help!!!

Thank-you!