

AMERICAN CANCER SOCIETY PATIENT RESOURCE NAVIGATION

**MEDICAL CENTER OF CENTRAL GEORGIA
ROBIN MARSHBURN**

WHO AM I?

- Native of Warner Robins, Georgia.
- Currently resides in Warner Robins, Georgia with daughter and FuFu, my beloved dog.
- I received my Bachelor of Science in Biology from Fort Valley State University and a Masters in Public Health from Mercer University in Macon, Georgia.
- Since May 2007, I have been the American Cancer Society Patient Resource Navigator at the Medical Center of Central Georgia.
- I am responsible for navigating cancer patients and their caregivers through the complex health-care system to overcome barriers in accessing quality care and treatment.
- Over the course of 6 years, I have served over 2,700 patients and caregivers and provided services such as transportation, financial and medication assistance.

Why I do What I do

- I was lead into this role because I had a desire to help people. I wanted to make a lasting difference into people lives. My story with cancer started back in January 2001. My mother became sick one day and went to visit a doctor. After running blood test and getting the results back, she was ordered to go to the hospital. That was the start of my family cancer journey. The days following the hospital admission, numerous tests were performed on my mother to determine what was wrong. I remember that day clearly when Dr Brewer came into my mother's room to tell her she had pancreatic cancer...and it was stage IV. That word CANCER just leaves you heartbroken. My mom loved the Lord. She NEVER EVER allowed this dreadful disease to defeat her spiritually...yet it did however cause her tremendous pain and discomfort in her body. On November 20, 2001, the Lord called my mother home. It was the saddest day in my life. Yet, I know all her troubles and pain she suffered in this life...is nothing compared to the peace she now has.
- So now I do what I do because people need meaningful help. I am so blessed to be able to navigate people through the maze of cancer care. It has truly been a very rewarding position for me.

We all need a friend when dealing with cancer



Harold Freeman

The Founder of Patient Navigation

- In 1990, Dr Harold Freeman established the nation's first patient navigation program at Harlem Hospital Center in New York City. The goal of this program, which was initially funded by an ACS grant, was to assure that "an individual with a suspicious breast cancer-related finding will receive timely diagnosis and treatment. Additionally, the hospital center provided free and low-cost screening mammography, as well as substantial outreach and public education efforts in its neighborhood. With all three of these interventions in place, the five-year survival rate for patients diagnosed with breast cancer at Harlem Hospital jumped to 70 percent in 2000 compared to 39 percent in 1986. This program is still in existence today, and from this pilot program, patient navigation has grown into a national movement and encompassed programs sponsored by organizations such as ACS, NCI and the Center for Medicare & Medicaid Services, as well as home-grown programs in hospitals and community cancer centers across the country. Patient navigation refers to individualized assistance offered to patients, families and caregivers to help overcome healthcare system barriers and facilitate timely access to quality medical and psychosocial care.
- http://accc-cancer.org/oncology_issues/articles/mayjune10/MJ10-VarnerMurph.pdf

Harold Freeman

The Founder of Patient Navigation

- The concept of patient navigation was founded for the purpose of eliminating barriers to timely cancer screening, diagnosis, treatment, and supportive care. A critical window of opportunity to apply patient navigation is between the point of an abnormal finding to the point of resolution of the finding by diagnosis and treatment.
- Currently the patient navigation model has been expanded to include the timely movement of an individual across the entire health care continuum from prevention, detection, diagnosis, treatment, and supportive, to end-of-life care.
- Patient navigation has shown efficacy as a strategy to reduce cancer mortality and is currently being applied to reduce mortality in other chronic diseases.
- **What types of barriers does Patient Navigation seek to eliminate?**
- Examples of some of the frequently encountered barriers that may be eliminated through patient navigation are the following: Financial barriers (including uninsured and under insured)
- Communication barriers (such as lack of understanding, language/cultural)
- Medical system barriers (fragmented medical system, missed appointments, lost results)
- Psychological barriers (such as fear and distrust)
- Other barriers (such as transportation and medication cost)

Harold Freeman

The Founder of Patient Navigation



Take time to share life with
someone dealing with cancer



ACS Patient Resource Navigation

- The American Cancer Society Patient Navigator Program, launched in 2005 in collaboration with numerous community-based hospitals and cancer centers, directly links those affected by cancer to targeted education and support specialists - known as “navigators” - who serve as personal guides for patients as they face the psychological, emotional and financial challenges in their cancer experience. Health care facilities that take part in the program are strategically selected to reach those populations with the greatest need. Navigators at each program location provide access to in-depth information and the established wealth of American Cancer Society cancer resources tailored to the patients’ local communities.

ACS Patient Resource Navigation

- The American Cancer Society's Patient Navigator Program is specifically designed to assist cancer patients and their families by:
 - Connecting patients, survivors, and caregivers with social services and programs as well as local community resources
 - Providing high-quality, timely, and understandable cancer-related information
 - Providing support through a one-on-one relationship with trained American Cancer Society staff for cancer-related information and resources
 - Increasing treatment compliance and follow-up care through a greater understanding of issues
 - Improving quality of life for cancer patients, families and caregivers from the time of diagnosis, through treatment, into survivorship

I know..... I am sooo cuteee



ACS Patient Resource Navigation

- AMERICAN CANCER SOCIETY MEDICAL CENTER OF CENTRAL GEORGIA PATIENT RESOURCE NAVIGATOR REPORT 2012
- Assisted 500 patients and caregivers, which was the 2nd highest numbers of patients served in the Patient Resource Navigation based hospital in the South Atlantic Region.
- Provided close to 3,000 services and referrals to accommodate patients and caregivers medical needs such as; health education, transportation and medication assistance, financial assistance, free wigs and chemotherapy hats, nutritional assistance, Medicaid assistance and in-house nurse navigation referrals.
- Participated in community outreach programs such as; the ACS Colon Cancer Health Education Seminar, Medical Center's Open Speakers Bureau and health fairs.
- Distributed American Cancer Society and other health education material in various locations throughout the hospital to inform patients and the community about the many free programs that are available to them.

ACS Patient Resource Navigation

- Currently, there are 25 PRN in the South Atlantic Division of the ACS.
- Georgia-8
- Maryland-8
- North Carolina-2
- Virginia-3
- DC-1
- Delaware-1
- West Virginia-1
- South Carolina-1
- We are all based in a hospital.

It was a rough day



Other Patient Navigators at The Medical Center

- Lung Nurse Navigator-Provides clinical assistance to patients
- GI Nurse Navigator-Provides clinical assistance to patients
- Medicare Resource Navigators- Provides resources assistance to traditional Medicare only patients that are 65 years or over
- Blue Cross Blue Shield Resource Navigators-Provide resources assistance to BCBS patients only.

QUESTIONS?



Are you smarter than a 5th grader

- In 1926, which hospital was the first to use cancer registries ?
 - The John H. Stroger, Jr. Hospital
 - Yale-New Haven Hospital
 - New Hampshire Hospital

Are you smarter than a 5th grader

- What is the name of my dog?



Are you smarter than a 5th grader

- What month is Bladder Cancer Awareness month.



Are you smarter than a 5th grader

- What month is Pancreatic Cancer Awareness month?

Are you smarter than a 5th grader

- What color represents Gallbladder and Bile Duct Cancer?



Are you smarter than a 5th grader

- What color represents Sarcoma?



Are you smarter than a 5th grader

- What color represents Brain Cancer?



Are you smarter than a 5th grader

- What was the date in September that began the Autumn Season?

Are you smarter than a 5th grader

- How many ACS navigators are there in the State of Georgia?
 - 6
 - 9
 - 8



Are you smarter than a 5th grader

- Radon gas is a contributor to what kind of cancer?

Are you smarter than a 5th grader

- In what year did the American College of Surgeons require a cancer registry for approved cancer programs?
 - 1956
 - 1971
 - 1940

THANK YOU FOR HAVING ME



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