



Memorial Sloan Kettering
Cancer Center

2016 Community Health Needs Assessment Results

December 2016

Contact communityaffairs@mskcc.org for more information or with comments.

Federal and State Mandates for Community Health Needs Assessment

- **Internal Revenue Service**
 - Hospitals must conduct a community health needs assessment (CHNA) every three years.
 - Incorporate input from the community on health needs and prioritization.
 - Document hospital response to needs identified.
- **New York State Department of Health (NYS DOH)**
 - Hospitals must submit a comprehensive community service plan (CSP) every three years.
 - The CSP must include a CHNA and respond to specific NYS DOH health goals, including a health disparity.



Update to 2013 CHNA Identified Needs

- **Improve understanding of cancer care among community members:**

From 2014-2016 approximately 2,300 community members attended free lectures and events hosted by MSK. Those events included our annual *CancerSmart* talks, which provide information about the latest developments in cancer treatment. These talks are archived for viewing at www.cancersmart.org. Other events included the annual Breast Cancer Awareness Fair at our Evelyn H. Lauder Breast Center and our annual “Major Trends in Modern Cancer Research” student-teacher lecture.

Staff members from MSK’s Regional Care Network also lecture on cancer-related topics to corporate, school, faith-based, and community-based audiences. Some of the topics included “Advances Toward the Cure and Prevention of Lung Cancer,” “Genetic Counseling, Genetic Risk, Risk Assessment, and Current Research,” “Long-Term Side Effects of Cancer Treatment,” “Nutrition for Chronic Disease Prevention,” “Ovarian Cancer: Diagnosis and Treatment,” “Protecting Your Family: Learn About the HPV Vaccine and STDs,” and “Reducing Cancer Risk and the Importance of Screening.”

Update to 2013 CHNA Identified Needs Continued

- **Increase cancer screening as recommended, particularly among people over age 65:**

In 2014, approximately 800 people took advantage of our free annual screenings for head and neck cancer and skin cancer at our New York facilities in Brooklyn, Manhattan, and Hauppauge, as well as in Basking Ridge, New Jersey. That number increased to approximately 875 people who received free screenings in 2015 and again in 2016. In 2015, we also started to provide low-dose CT screenings for longtime smokers between the ages of 55 and 74 through our Lung Cancer Screening Program.

- **Improve access to cancer care among minority and underserved populations:**

MSK's Breast Examination Center of Harlem (BECH) provides breast and cervical cancer screening examinations, counseling, and patient follow-up services to uninsured women at no out-of-pocket cost, as well as educational programs throughout the New York City area. Between 2014 and 2015, more than 6,000 patients received services at BECH. The Ralph Lauren Center for Cancer Care and Prevention (RLC), a New York State Article 28–certified diagnostic and treatment center, continues to partner with MSK to provide cancer diagnosis, prevention, and treatment services that address the unique needs of minority, uninsured, and underinsured individuals in a community setting. In 2014, the RLC facilitated more than 11,000 visits from 4,000 patients — 570 of whom were newly diagnosed. In 2015, RLC cared for 4,195 patients.



Update to 2013 CHNA Identified Needs Continued

- **Help overcome financial barriers to cancer care by establishing agreements with additional insurance carriers and reducing the misconception that MSK does not accept insurance:**

From 2013 through 2016, MSK signed 13 new agreements with insurance carriers. To support access for as many patients as possible to MSK's high-quality cancer care, we continue to pursue and maintain relationships with all of the major health plans. We also have contracts with most of the national transplant and specialty networks that serve cancer patients who need a bone marrow transplant.

- **Raise awareness of MSK's clinical advantage in the community through advertising and participation at community events:**

In 2014, MSK launched its "More Science. Less Fear" campaign to ensure that people have a deep familiarity with MSK during the care decision-making process. Additionally, videos were created to help support the understanding of such topics as understanding tumor growth, immunotherapy, and holistic therapy. MSK participates in hundreds of community events, health fairs, and lectures with cancer awareness and advocacy groups. One new and recent effort was a sun-safety event with WPIX-TV held in June 2016. While doing live sun-safety broadcasts from an outdoor plaza, hundreds of New Yorkers walking by were provided with information and free sunscreen.



Update to 2013 CHNA Identified Needs Continued

- **Improve outreach and communication efforts to educate community clinicians and organizations about cancer services offered at MSK and to facilitate reciprocal referrals:**

Each year, approximately 2,000 community practitioners register for continuing medical education (CME) courses facilitated by MSK to enhance their professional knowledge, stimulate new research ideas, and learn about ways to improve patient care and treatment outcomes. In 2015, the CME program added to its free online educational offering to make it more convenient for community clinicians to access information. MSK also refreshed its clinical newsletter, *Onconotes*, to keep physicians informed of new advances in treatment at MSK. Using the new Customer Relationship Management (CRM) platform, the newsletter was sent to nearly 6,300 physicians in 2016. In addition, MSK created a physician relations program, which focuses on raising awareness of MSK's clinical capabilities—including new technologies, treatment options, and clinical trials—through liaison visits, physician-to-physician meetings, CME and other dinner meetings, participation in local medical society events, and physician membership organizations. This program helps solidify our dedication to partnering with community clinicians and providing them with exceptional service, soliciting and communicating feedback, and referral and access assistance. Annually, physician liaisons visit approximately 1,800 community clinicians, meet with 650 doctors, and generate around 115 direct referrals.



Update to 2013 CHNA Identified Needs Continued

- **Offer more psychosocial support services for patients during treatment, such as access to peer mentors and individual counseling:**

MSK's Psychiatry and Behavioral Sciences Service supplements clinical services to help meet the psychosocial needs of our patients, providing outpatient and inpatient care. In addition, MSK's Integrative Medicine Service offers free clinical services for our hospital's patients. During 2014, we provided 8,008 treatments, which included music therapy, touch therapy, acupuncture, yoga and yogic breathing, meditation and guided imagery, karate, and dance.

MSK's Resources for Life After Cancer (RLAC) is the largest and most comprehensive program for adult cancer survivors and their families in the New York City area. In addition to providing information and resources for survivors, RLAC also offers support groups for people with certain types of cancer and for specific populations, such as men, women, young adults, and adult survivors of childhood cancers. Programs are led by social workers, nurses, and physical therapists. RLAC provided 160 programs and reached more than 1,300 individuals in 2014. In 2015, it provided 148 programs, reaching more than 2,100 people.

MSK also recently expanded to include virtual support programs. Through live sessions, attendees can learn about diagnosis, what to expect during treatment, and how to prepare for the various stages of cancer care. Sessions are professionally led, confidential, and free. Attendees are able to participate in education and patient-support activities even if they are unable to come to MSK in person. We currently have 27 virtual support programs that reached more than 3,500 people since 2014.

Update to 2013 CHNA Identified Needs Continued

- **Improve communication of patient support services in ways that effectively reach patients:**

An important part of our mission is to offer support for patients before, during, and after treatment. We accomplish that goal through a broad range of efforts to communicate and engage with the public and people with cancer. MSK's *Bridges* is a newsletter for patients and their families to share experiences, gain insight about coping with challenges that arise after cancer treatment, and learn about valuable resources available to them. *Bridges* is available online at www.mskcc.org/bridges; 7,000 printed copies are distributed each quarter as a free resource.

MSK's *Community Matters* newsletter included various articles about our support services. It is distributed to more than 60,000 residents and organizations in New York City. Since 2014, special editions of the newsletter were added to include 40,000 residents near our facilities in Commack and West Harrison, New York, and Basking Ridge, New Jersey.

MSK's website has more than 20,000 pages, serving the needs of patients and caregivers. The website is fully accessible on smartphone and tablet devices, and it offers users personalized content and streamlined, easy-to-access navigation. Our website receives more than 5.3 million unique visitors each year. MSK also uses social media to engage in a dialogue with individuals who are interested in cancer care, research, and education. Our social media accounts have amassed more than 70,000 Facebook fans and more than 34,000 Twitter followers.



Solicit Feedback on CHNA

MSK mailed the 2013 CHNA to community members and elected officials, in addition to posting it on our external website. We provided an opportunity for feedback and comments by providing an email address and phone number on the website and including contact information in a letter we send out with the mailings.



MSK's CHNA Phases

Data Analysis and Preparation

- Synthesized cancer-related health data and trends

Community Input

- Held a series of forums with community organization staff and surveyed on need prioritization

CHNA and CSP Reports

- Prepared CHNA and CSP reports for MSK's website, submission to NYS DOH, and public dissemination



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Data Analysis



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America's Cancer Landscape

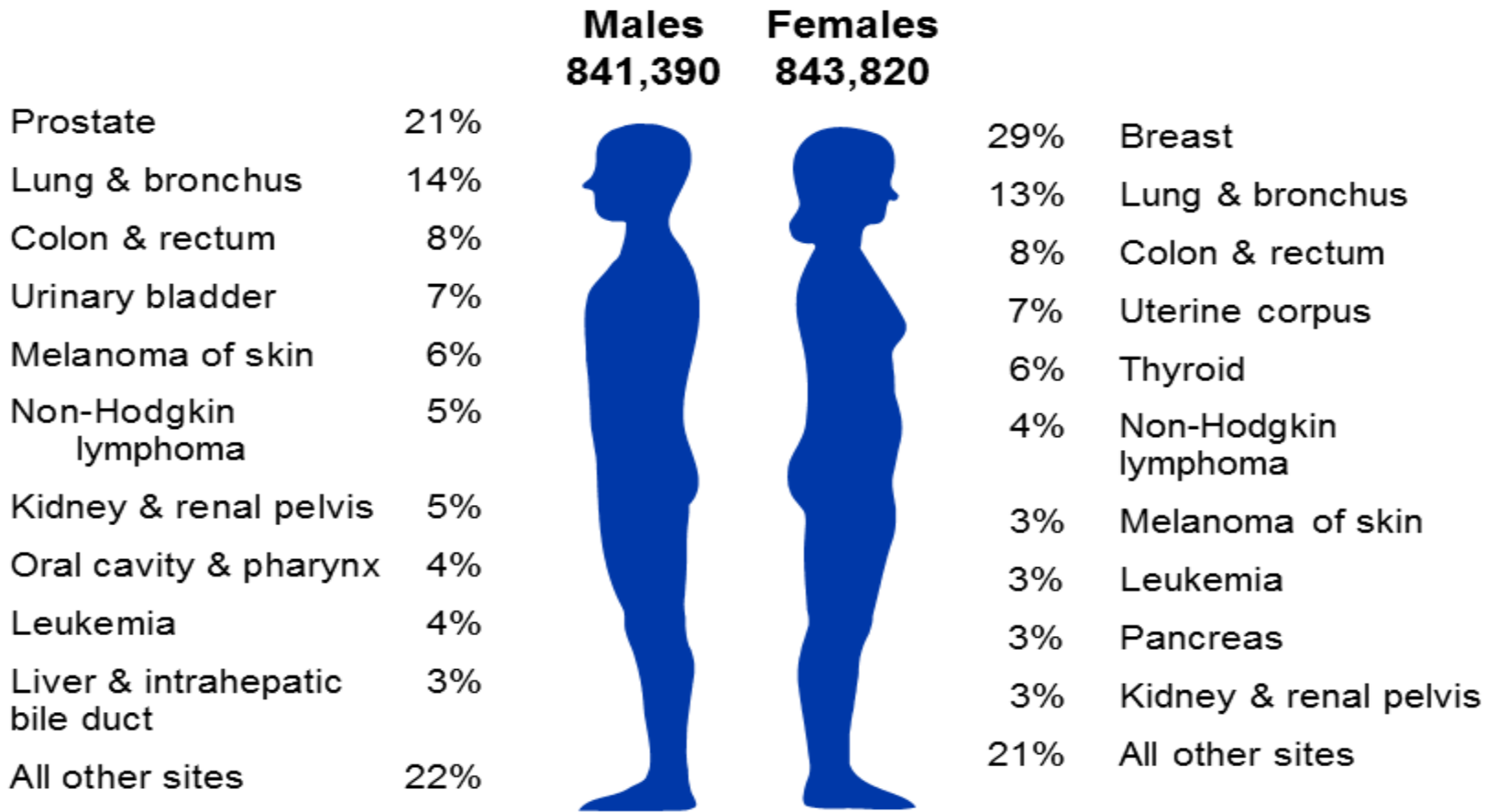
- Cancer is the second leading cause of death—accounting for 591,699 deaths in 2014, according to the Centers for Disease Control and Prevention (CDC).
- About 1.68 million new cases of cancer were expected to be diagnosed in 2016, according to the American Cancer Society.
- 86 percent of all cancers are diagnosed in people 50 years of age or older, according to the American Cancer Society.



America's Cancer Landscape Continued

- The lifetime risk of developing cancer is approximately 42 percent in men and 38 percent in women, according to the American Cancer Society.
- More than 8 percent of adults diagnosed with the most common cancers will develop a second form of primary cancer, according to the American Cancer Society.
 - Of these second primary cancers, lung cancer is the most frequently diagnosed malignancy.

Estimated New Cancer Cases* in the US in 2016**



*Excludes basal cell and squamous cell skin cancers and in situ carcinoma except urinary bladder.

**American Cancer Society, "Cancer Facts & Figures," 2016





MSK's New York, New Jersey, and Connecticut Catchment Area



MSK's Care Locations

Memorial Hospital's inpatient hospital and several outpatient facilities are located in Manhattan, with additional outpatient treatment centers in New York in Brooklyn, in Westchester County, and on Long Island, as well as in northern New Jersey.



MSK's Counties Served

For the purpose of this report, the hospital's community consists of the areas below. Our primary catchment area encompasses 23 counties and nearly 18 million people.

New York:

- Bronx
- Kings
- Nassau
- New York
- Orange
- Queens
- Richmond
- Rockland
- Suffolk
- Westchester

Connecticut:

- Fairfield

New Jersey:

- Bergen
- Essex
- Hudson
- Hunterdon
- Middlesex
- Monmouth
- Morris
- Ocean
- Passaic
- Somerset
- Union
- Warren

Population

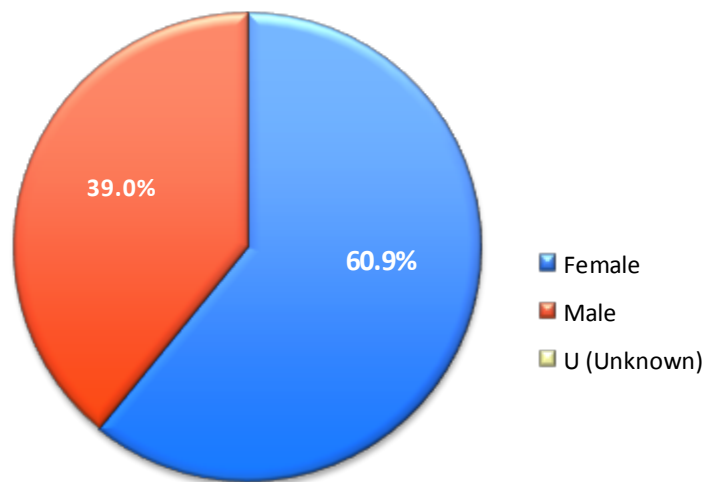
New York:	13,078,684
New Jersey:	3,866,532
Connecticut:	948,053
Total:	17,893,269

Population represents an estimate of the total number of residents living in MSK's catchment area.

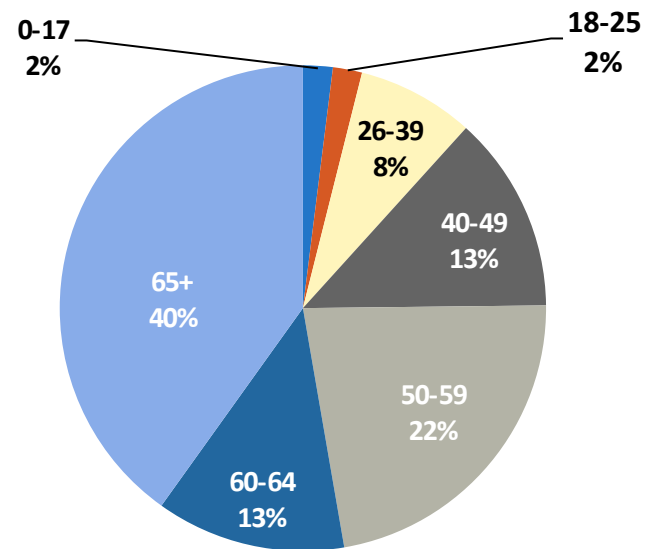
MSK Patient Demographics, 2015*

A total of 147,468 patients were seen at MSK's facilities.

Gender



Age



*MSK internal data



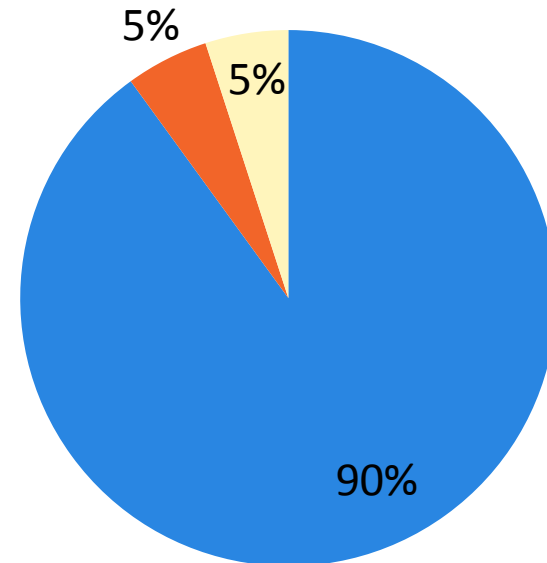
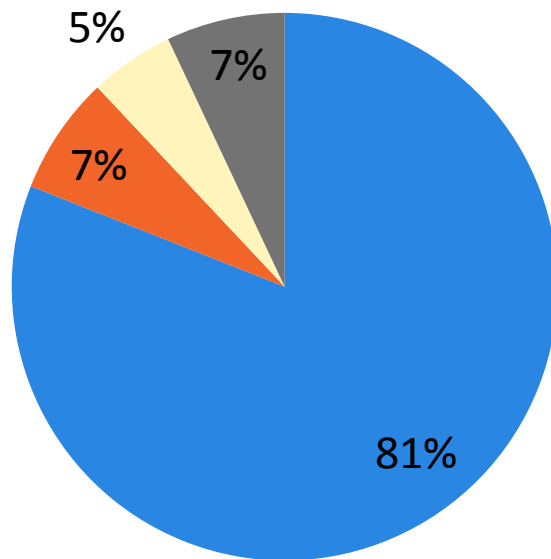
MSK Patient Demographics Continued, 2015*

Race

Ethnicity

■ White ■ Black ■ Asian ■ Other

■ Non-Hispanic ■ Hispanic ■ Non-Hispanic



- Of the total cancer incidence in MSK's catchment area, **34 percent** is representative of multicultural consumers.
- However, less than **20 percent** of MSK's patient population is multicultural.

*MSK internal data



Areas of Cancer-Related Health Needs to Address: All Populations



Chronic Disease Prevention

NYS DOH Prevention Agenda Goals

- Increase screening rates for cardiovascular disease, diabetes, and breast, cervical, and colorectal cancers, especially among disparate populations.
- Promote use of evidence-based tobacco-dependence treatment among those who use tobacco and address disparity among adults with incomes less than \$25,000 a year.

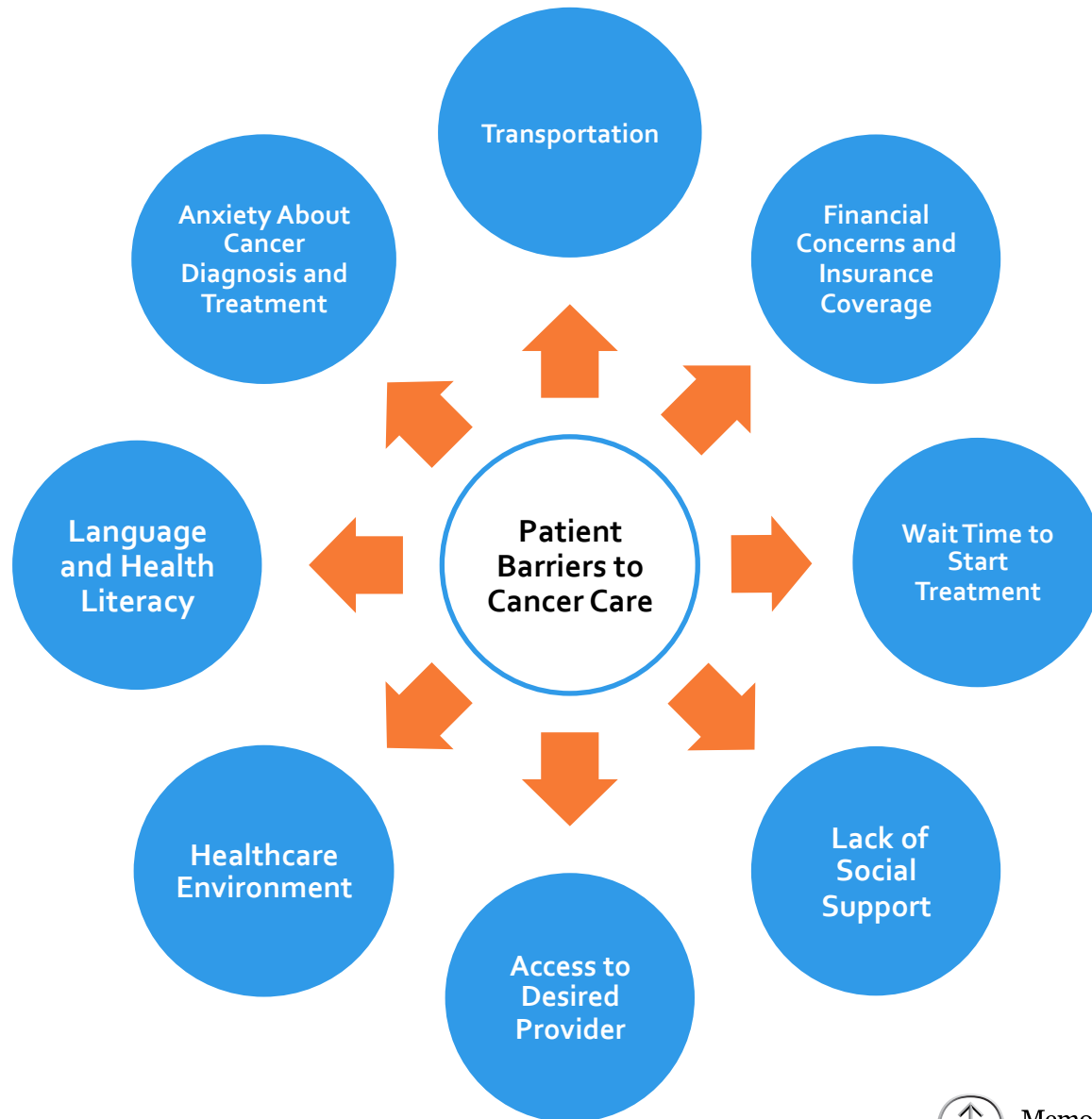
Modifiable Risk Factors*

- An estimated **20 percent** of all cancers diagnosed in the US are related to modifiable risk factors and can be prevented.
- Increasing evidence demonstrates a link between behavioral factors and certain types of cancer, including:
 - excess body fat
 - physical inactivity
 - smoking
 - poor nutrition
- Effective population-wide behavior change must utilize resources that improve the public's health:
 - smoking bans and regulations
 - improve equitable access to fruits and vegetables

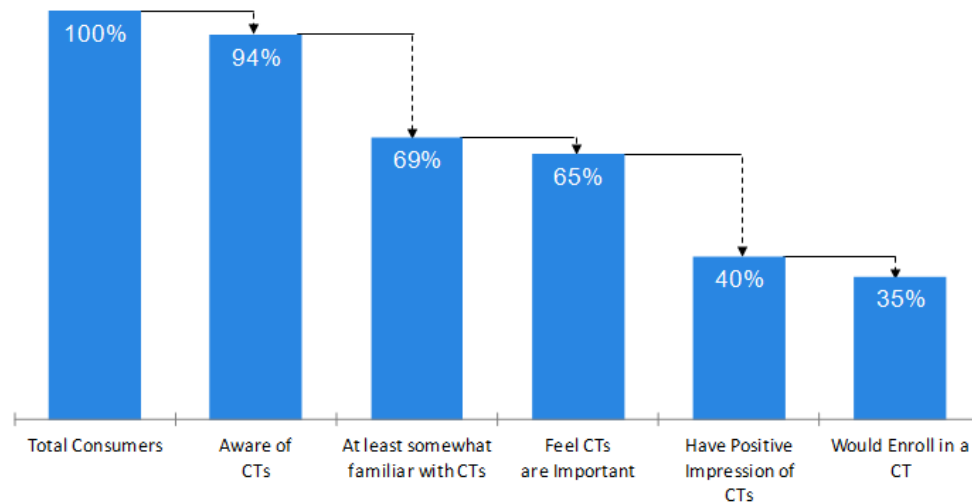
*American Cancer Society, "Cancer Facts & Figures," 2016



Accessibility Barriers



Lack of Participation in Clinical Trial (CT) Research: Misperceptions and Opportunities to Improve*



Benefits of Participation:

- Access to leading-edge treatment
- Improved health outcomes and survival rates
- Empowered decision-making about personal cancer care
- Changed attitudes toward clinical research

Barriers to CT Participation:

- Uncertainties about treatment side effects and safety
- Possibility of receiving a placebo
- Convenience of CT location
- Insurance coverage

Drivers of CT Participation:

- Patient exhausted all available standard treatment options
- No additional out-of-pocket costs
- Localizing CT enrollment and participation

Cancer Survivorship: A Growing Health Concern

The number of cancer survivors in the US is expected to grow from 14.5 million in 2014 to 19 million by 2024* due to:

- advances in detection and treatment
- an aging population
- coordination of follow-up care
- caregiver support

However, cancer survivorship plans are underutilized by healthcare professionals in NYS**:

- Only half of NYS adults diagnosed with cancer ever received a survivorship plan.

Resources available at MSK:

- counseling and emotional support
- screening services
- tobacco treatment
- survivorship studies
- *Bridges* newsletter and events

NYS Adults Who Received an Individualized Care Plan**		
Care Plans	Zero to ten years since first cancer diagnosis	More than ten years since first cancer diagnosis
Written Summary of Treatments	58%	31%
Instructions about Follow-up Appointments	89%	79%
Both (Survivorship Care Plan)	51%	28%

*American Cancer Society, "Cancer Treatment & Survivorship Facts & Figures," 2016–2017

**NYS DOH, Division of Chronic Disease Prevention



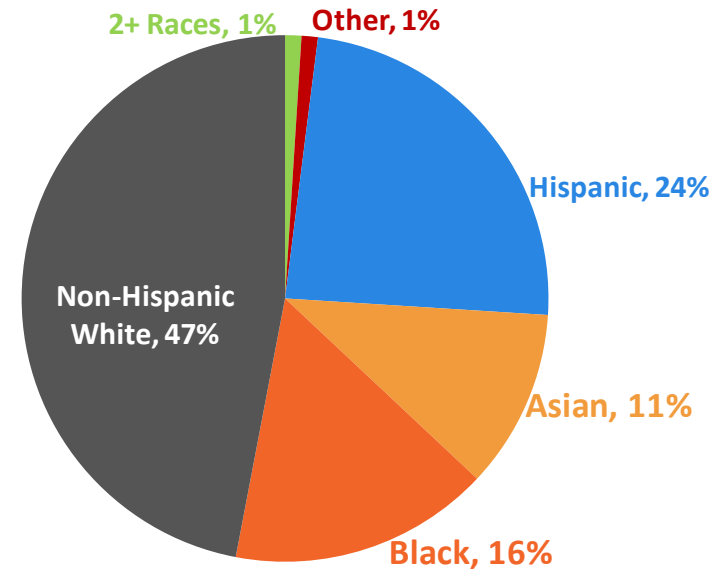
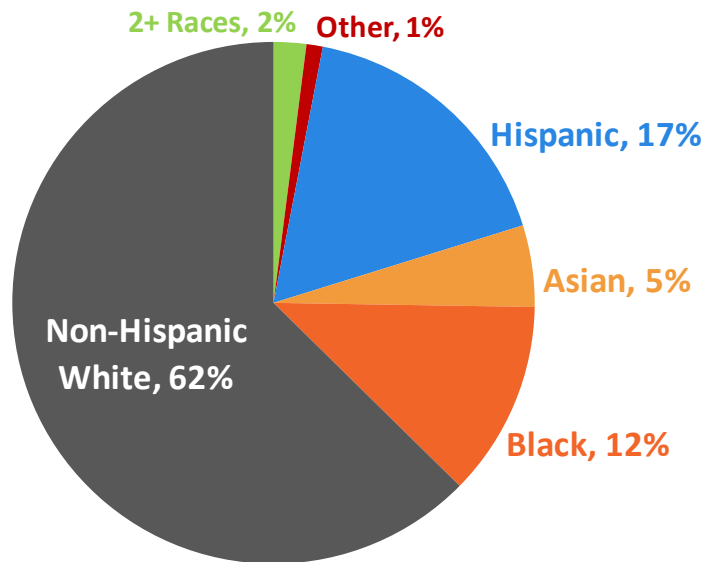


Areas of Cancer-Related Health Needs to Address: Multicultural Populations



Population Trends*

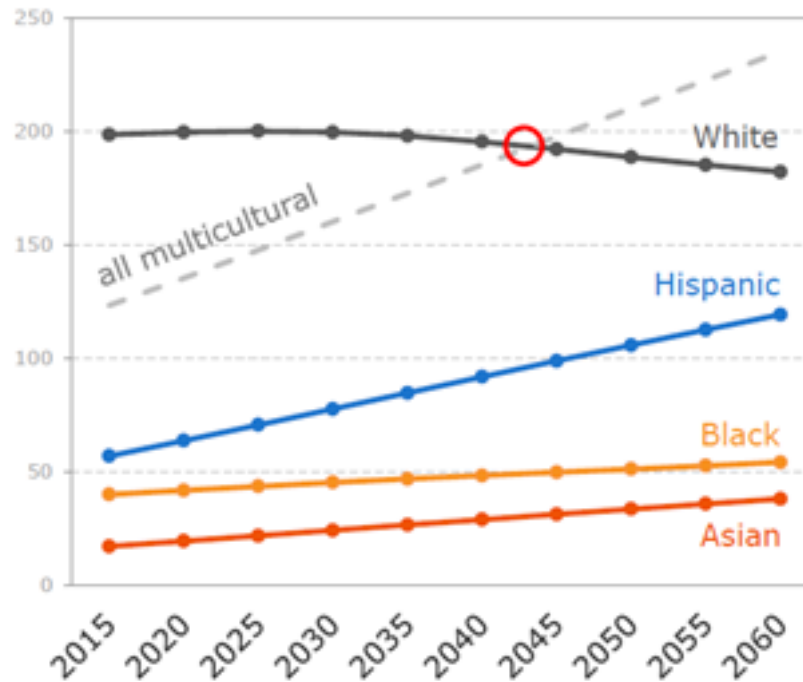
Four in ten people in the US are non-white. In New York, the majority is already non-white.



*US Census, 2014

Over Time, the Multicultural Population Increases*

US becomes majority-minority in 2042



*US Census, 2014



Cancer Health Disparities*

- The National Cancer Institute (NCI) defines “cancer health disparities” as *adverse differences* existing among specific population groups in:
 - incidence
 - prevalence
 - mortality
 - survivorship
 - burden
- **Social factors contributing to differences in cancer rates and treatment include:**
 - lack of access to quality healthcare
 - language and literacy barriers
 - financial concerns
 - poverty

US Cancer Health Disparities*

Incidence

- **African American** men had the highest cancer incidence rate, followed by white and Hispanic men, respectively.
- Among women, **white women** had the highest rate of new cancer cases, followed by African American and Hispanic women.

Mortality

- Among men, **African American** men were more likely to die of cancer than men of any other race or ethnic group.
- Though white women were diagnosed with cancer at higher rates, **African American and Hispanic** women suffered a greater burden of cancer deaths among racial and ethnic groups.

New York City Cancer Health Disparities

- Despite a significant reduction in cancer deaths in the last decade, not all New Yorkers have benefited equally from advances in screening, early diagnosis, and timely treatment.
- Minority populations have the highest total death rate from lung, prostate, and breast cancers.
 - Of the 51,704 deaths in New York City in 2014, **24 percent** were due to cancer.
 - African Americans and Hispanics accounted for a majority of these cancer deaths.

Systemic Challenges

Tobacco Use

- Cigarette smoking is highest among New Yorkers with incomes of less than \$25,000 a year.
- Products are advertised and promoted disproportionately to racial and ethnic minority communities.

Obesity and Nutrition

- In New York City, more than **half** of all adults are overweight (34 percent) or obese (22 percent), with a higher prevalence among Hispanic and black adults.
- Environments that promote healthy food and beverage choices and eliminate food insecurity need to be created, particularly in minority communities.

Physical Inactivity

- More than **one in four** New York City adults (28.9 percent) do not participate in monthly physical activity.
- Access to adequate and safe exercise spaces needs to be improved in minority communities.

Health Literacy and Communication Needs*

- **Approximately 80 million Americans have limited health literacy.**
 - There is a strong association between low health literacy and sociodemographic factors.
 - Adults aged 65 and older and minorities are **twice** as likely to lack adequate health literacy.
- **Health literacy may be an important predictor of increased cancer risk.**
 - Individuals with low health literacy retain less information from cancer-related media messaging and written educational materials.
 - Cancer-screening information is less effective due to limited knowledge of medical terms.

*Kutner, M., Greenberg, E., Jin, Y., and Paulsen, C. "The Health Literacy of America's Adults: Results from the 2003 National Assessment of Adult Literacy," 2006. (NCES 2006-483).
US Department of Education, National Center for Education Statistics, Washington, DC





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Community Input



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Input from Local Public Health Groups

From 2013 through 2016, we have sought input from local New Jersey chronic disease coalition groups about public health issues and concerns. We then worked with these organizations to respond to the various community needs in a collaborative way.

For example, based on the goal of 80 percent of adults aged 50 and older being regularly screened for colorectal cancer by 2018, we worked with the Ocean Monmouth Health Alliance on a colorectal cancer CME. We also co-hosted an event on HPV and its connection to cancer with the Bergen-Hudson Regional Chronic Disease Coalition.



Community Forums

Three forums held:

- City College of New York (September 15, 2016)
- Brooklyn Infusion Center (September 23, 2016)
- Webinar (October 4, 2016)



Community Forum Agenda

- Introductions
- Presentation of MSK's 2016 Community Health Needs Assessment data analysis (slides 11 through 33)
- Request participant input on the following:
 - critical cancer-related health concerns facing residents in MSK's catchment area
 - specific strategies to reach Hispanic and black populations
 - opportunities for MSK to partner with community-based organizations

Community Forum Participants

23 community representatives from 20 community-based organizations

- American Cancer Society
- Arab American Family Support Center
- Bronx Health REACH
- Brooklyn Community Services
- Cancer and Careers
- Cancer Care
- Coalición Mexicana
- Community Action Network - Healthy Start Brooklyn
- The Creative Center
- Friends of Karen
- Gilda's Club
- Harlem United
- Hispanic Federation
- The Leukemia & Lymphoma Society
- Make the Road New York
- Mexican Consulate
- National Ovarian Cancer Coalition
- New York City Family Justice Center
- SHARE
- Queens Library



Community Forum Participant Profiles

Organization	Services	Community Demographics
American Cancer Society	<ul style="list-style-type: none"> Advocacy Childcare Education Food Pantry Housing Assistance Medical Care Mental Healthcare/Services 	Serves a broad population; there are no restrictions. Anyone who has cancer or their caregivers can receive assistance or information from this organization.
Arab American Family Support Center	<ul style="list-style-type: none"> Access to Care Advocacy Education Insurance Enrollment Legal Assistance Recreation/Art Programs 	Primarily Arab Americans and South Asians; low-income families from the five boroughs.
Bronx Health REACH	<ul style="list-style-type: none"> Access to Care Advocacy Education Insurance Enrollment Medical Healthcare/Services 	Serves medically underserved, low-income, and minority populations who reside in the Bronx.
Brooklyn Community Services	<ul style="list-style-type: none"> Advocacy Childcare Education Housing Assistance Job Placement Mental Healthcare/Services Recreation/Arts Programs 	At-risk children, youth, and families, and adults with mental illness or developmental disabilities residing in Brooklyn.

Community Forum Participant Profiles

Organization	Services	Community Demographics
Cancer and Careers	Education Job Placement	Cancer patients and survivors, mostly an adult population but work with young adults as well. National organization; all income levels.
Cancer Care	Counseling Education Financial Assistance Support Groups	Provides services for people with cancer, caregivers, loved ones, and the bereaved in New York, New Jersey, and Connecticut.
Coalición Mexicana	Citizenship Health Screenings Language Assistance	Serves medically underserved populations, low-income populations, and minority populations who reside in the Bronx.
Community Action Network - Healthy Start Brooklyn	Childbirth/Prenatal Classes Doula Support Home Visiting Parenting/Early Childhood Classes Postpartum Exercise Classes	Provides services to predominantly low-income African American and Hispanics residents of Bedford-Stuyvesant, Brownsville, Bushwick, and East New York sections of Brooklyn.
The Creative Center	Recreation/Arts Programs	Provides services to people with cancer and other chronic illnesses.
Friends of Karen	Advocacy Education Emotional/Financial Support	Provides services for any child, up to 21 years old, who has been diagnosed with a life-threatening disease.

Community Forum Participant Profiles

Organization	Services	Community Demographics
Gilda's Club	<ul style="list-style-type: none"> Education Mental Healthcare/Services Recreation/Arts Program 	Provides services to men, women, children, and teens impacted by cancer.
Harlem United	<ul style="list-style-type: none"> Healthcare Coordination HIV and STI Testing/Prevention Housing Individual and Family Counseling Insurance Enrollment 	Provides services to socially and economically disenfranchised people living with HIV/AIDS who reside in Harlem.
Hispanic Federation	<ul style="list-style-type: none"> Access to Healthcare Civic Engagement Community Assistance Programs Economic Empowerment Education Environmental Justice Immigration Reform Organization Development 	Provides services to Hispanic families and institutions locally and nationally.
The Leukemia & Lymphoma Society	<ul style="list-style-type: none"> Patient Access Policy and Advocacy Research Support Services 	Provides services to patients who have blood cancer and their families around the world.
Make the Road New York	<ul style="list-style-type: none"> Advocacy Education Emotional/Financial Support 	Provides services to poor and working-class communities of color throughout the five boroughs and in Nassau and Suffolk counties.

Community Forum Participant Profiles

Organization	Services	Community Demographics
Mexican Consulate	Case Management Comprehensive Healthcare Services Free Cancer Screenings/Referrals Insurance Enrollment Patient Navigation	Serves medically underserved, low-income, and minority populations locally and nationally.
National Ovarian Cancer Coalition	Education Research Support Services	Provides services to patients who have ovarian cancer and their families around the world.
New York City Family Justice Center	Comprehensive Legal Services Child Care Support Services	Provides free services for survivors of domestic violence, elder abuse, and sex trafficking; located in all five boroughs of New York City.
SHARE	Education Policy and Advocacy Support Services	Provides cancer support services to patients who have blood cancer and their families around the world.
Queens Library	Advocacy Childcare Education Housing Assistance Job Placement Mental Healthcare/Services Recreation/Arts Program	Provides services to all demographic, socioeconomic, and age groups.

Perceptions of MSK

Positive

- Excellent reputation
- High level of kindness, good communication
- Clean, safe, welcoming
- Great patient experience

Negative

- Exclusivity
- Insurance barriers
- Location

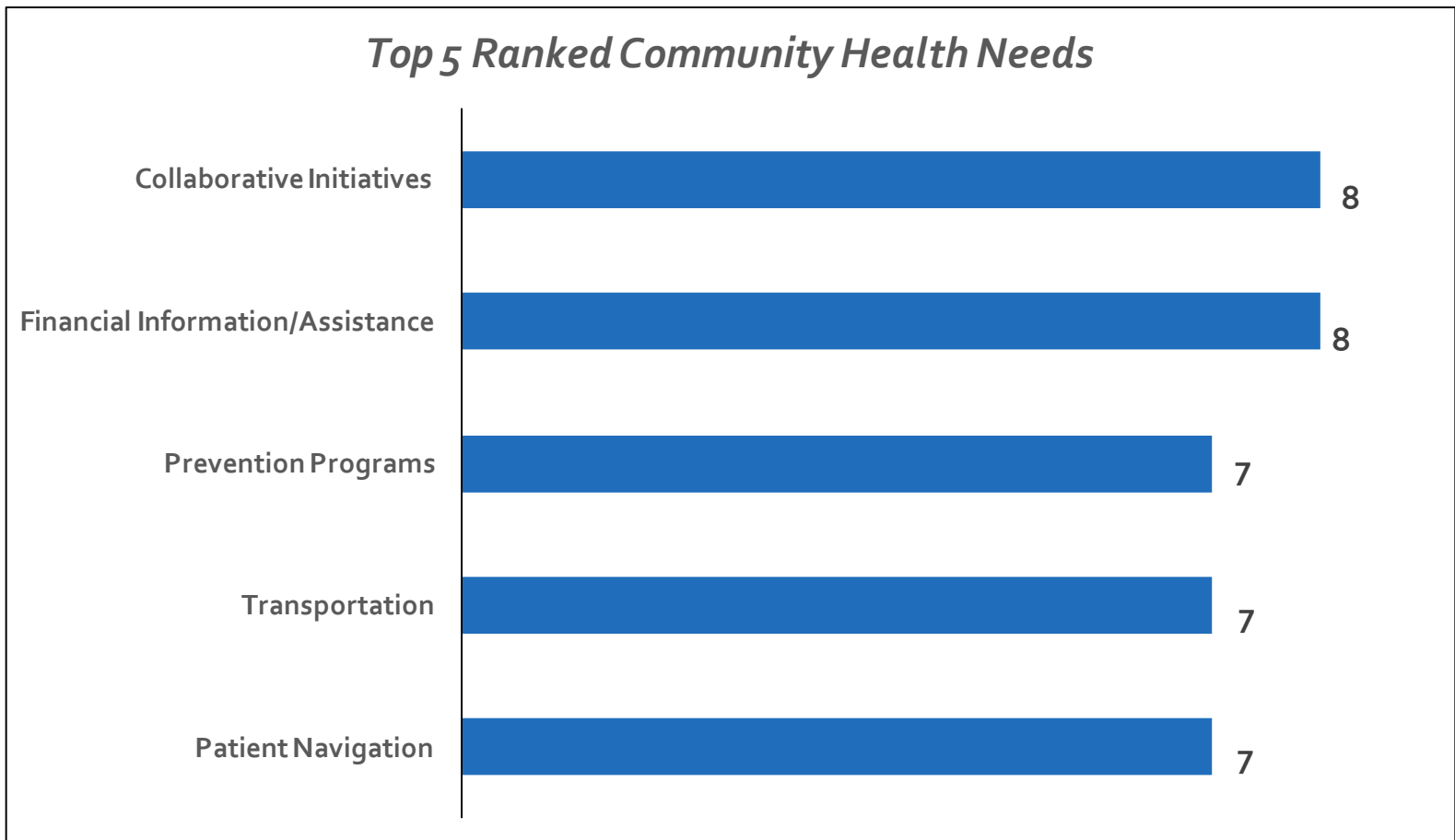
Areas of Need Expressed by Community Forum Participants

Input from forum participants was categorized into 20 areas (in alpha order):

Clinical trial access	Patient/provider communication techniques
Collaborative initiatives with trusted community-based organizations	Political advocacy
Community-based integrated care	Prevention programs
Education materials in multiple languages	Promotion in culturally relevant media
Financial information/assistance	Role models/spokespeople
Hospital access programs	Social services
Integrative medicine	Support services
Language assistance	Survivorship/cancer transition plans
Legal advocacy	Targeted outreach
Patient navigation/case management	Transportation

Top Five Needs Ranked by Community Forum Participants

Participants prioritized the top five categories of need for MSK to address through a Survey Monkey questionnaire. *(74 percent response rate)*





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MSK Response Plan



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High-Level Recommendations

General Recommendations

- Increase internal and external awareness around current MSK initiatives that respond to areas of need.
- Increase collaboration and coordination internally to respond to areas of need and measure effectiveness of effort.

Priority Areas of Health Needs Identified through the 2016 CHNA Process

Area of Need	Enhanced MSK Efforts in 2017 and 2018
Collaborative initiatives with community-based organizations	1) Design targeted outreach strategies to reach the Hispanic community in northern Brooklyn. 2) Advance systems and guidelines to better track, measure, and coordinate partnerships with community-based organizations across MSK.
Knowledge gathering on multicultural populations	Deepen insights into the cancer-related health beliefs, attitudes, and decision-making practices of multicultural populations, with initial research in the Hispanic population.
Financial information/assistance	Increase awareness internally and externally of MSK's Financial Assistance Program and initiatives to screen patients for financial distress and to assist them with resources for nontreatment-related support.
Educational materials for multicultural audiences	Increase the percentage of MSK's patient education materials available on our website in Spanish and Russian from 62 percent to 100 percent in 2017 and promote the availability of these resources internally and externally.



Priority Areas of Health Needs Identified through the 2016 CHNA Process Continued

Area of Need	Enhanced MSK Efforts in 2017 and 2018
Prevention programs	<p>1) Increase the number of underserved individuals screened for cancer and cardiovascular disease by MSK's Immigrant Health & Cancer Disparities Service's community programs by 5 percent in 2017 and another 5 percent in 2018, in keeping with MSK's goals to address the NYS DOH Prevention Agenda priorities.</p> <p>2) Increase the number of participants in MSK's Tobacco Treatment Program by 5 percent in 2017 and another 5 percent in 2018, in keeping with MSK's goals to address the NYS DOH Prevention Agenda priorities.</p>

Health Needs Identified through the 2016 CHNA Process That MSK Currently Addresses

Area of Need	How Addressed by Existing MSK Efforts
Clinical trial access	<p>Cancer Health Equity Research Program (CHERP): MSK partners with hospitals serving mostly poor and minority patients to bring them cancer clinical trials close to home, where they are receiving care from a community oncologist. Current CHERP partner institutions include Queens Cancer Center and Kings County Hospital Center in Brooklyn.</p> <p>Clinical Trial Survey: MSK conducted a survey of more than 1,500 consumers and nearly 600 physicians to help identify barriers and drivers to enrolling in clinical trials.</p> <p>Office of Diversity Programs: MSK's Office of Diversity Programs in Clinical Care, Research, and Training was established in 2005 to address disparities in cancer outcomes based on race, ethnicity, cultural differences, and socioeconomic status and to focus many efforts on clinical trial enrollment.</p> <p>Promoting Immigrant Minority Equity in Cancer Research (PRIME): PRIME is a program facilitated by MSK's Immigrant Health & Cancer Disparities Service. PRIME uses a variety of tools and approaches to increase the enrollment of minorities in cancer observational studies and clinical research, including community and patient workshops and targeted online materials; provider outreach, education, and support; and institutional review board education to identify and remove barriers to enrollment.</p>

Health Needs Identified through the 2016 CHNA Process That MSK Currently Addresses

Area of Need	How Addressed by Existing MSK Efforts
Community-based integrated care (co-located primary- and specialty-care services)	The Ralph Lauren Center for Cancer Care and Prevention: Located in Harlem, the center provides cancer screening and treatment services in partnership with MSK.
Hospital access programs (facility tours, welcome houses, referral programs)	<p>MSK Direct: MSK Direct creates a relationship between Memorial Sloan Kettering and its employer partners, ensuring simplified, guided access to the benefits of cancer treatment at MSK for partner employees and their family members.</p> <p>MSK Prepare and MyMSK: MyMSK is a secure website and app that gives patients convenient online access to a broad range of personalized information and services. MSK Prepare is a digital resource designed to guide people from their initial contact with MSK to their first appointment. It serves as an extension of MyMSK, and the patient portal, which has been available to patients since 2006. Together, MSK Prepare and the patient portal comprise an enhanced digital experience that provides a seamless transition from prospective patient to active patient.</p> <p>Community Group Presentations and Participation in Community Events: MSK staff present information on cancer-related topics and MSK services to community groups and at various health fair tables.</p>

Health Needs Identified through the 2016 CHNA Process That MSK Currently Addresses

Area of Need	How Addressed by Existing MSK Efforts
Integrative medicine (access and support to cover out-of-pocket costs)	Community Acupuncture Program: This program allows participants to enjoy the benefits of acupuncture at a lower cost by enrolling in a small group session.
Language assistance	Language Assistance Program: MSK's Language Assistance Program provides interpreters for inpatient and outpatient services. Our interpreters translate any language, including sign languages, are available 24 hours a day, and can provide assistance in person, by video, or by telephone.
Patient navigation/case management	Patient Representation: MSK's patient representatives are committed to ensuring that our patients' privacy is protected, their rights are respected, and their concerns are quickly and effectively addressed. Patient and Caregiver Support Program: This peer-support program connects patients and caregivers one-on-one with people who've been through a similar cancer diagnosis, treatment, or caregiving experience. Our volunteers listen, talk, and offer confidential support before, during, and after cancer treatment.

Health Needs Identified through the 2016 CHNA Process That MSK Currently Addresses

Area of Need	How Addressed by Existing MSK Efforts
<p>Patient/provider communication techniques</p>	<p>Comskil (Communication Skills Training Program): Teaches surgeons, oncologists, and others at MSK and other institutions how to communicate with patients in a productive and sensitive manner. Each year, approximately 100 MSK fellows and residents participate in a Comskil course as part of their oncology training.</p> <p>Immigrant Health & Cancer Disparities Service’s Language Initiatives: Helps investigators enhance the recruitment and management of patients with limited English proficiency. The program fosters effective communication and collaborative exchange between clinical investigators and people with cancer.</p>
<p>Role models/spokespeople</p>	<p>Patient stories: Patient stories are featured on our website in addition to multiple printed and digital publications.</p> <p>Patient and Caregiver Support Program: See slide 52.</p>



Health Needs Identified through the 2016 CHNA Process That MSK Currently Addresses

Area of Need	How Addressed by Existing MSK Efforts
Social services (arts programs, counseling, support groups)	<p>The Counseling Center: Psychiatrists and psychologists at MSK are experienced in structuring sessions to meet your specific needs. We work with individuals and families, in addition to offering group sessions for people who might benefit from interacting with others in similar circumstances.</p> <p>Patient and Caregiver Support Program: See slide 52.</p> <p>Patient Recreation: MSK's Patient Recreation Pavilion offers adult patients and their visitors a wide range of activities and entertainment events. Our recreation specialists lead patients in painting, woodworking, decoupage, working with mosaic tiles, and other projects. Our Teen and Young Adult Program gives pediatric patients access to a lounge, which offers art supplies and classes, peer-to-peer support groups, and weekly programs and special events.</p>

Health Needs Identified through the 2016 CHNA Process That MSK Currently Addresses

Area of Need	How Addressed by Existing MSK Efforts
Social services (arts programs, counseling, support groups) continued	<p>Resources for Life After Cancer (RLAC): MSK’s RLAC program offers individual and family consultations, seminars, workshops, and professionally led support groups covering such topics as insurance, employment, and caregiver issues.</p> <p>Spiritual and Religious Care: MSK’s Chaplaincy Services offers spiritual care to address fundamental beliefs and questions of identity, meaning, purpose, value, and worth that may or may not be expressed in religious terms.</p> <p>Social Work: At MSK, social workers play an important role in providing emotional support and guidance to people with cancer, as well as their friends, families, and caregivers. Social workers are assigned to each patient floor of Memorial Hospital and are also present at our regional facilities.</p>



Health Needs Identified through the 2016 CHNA Process That MSK Currently Addresses

Area of Need	How Addressed by Existing MSK Efforts
Targeted outreach (to ZIP codes with higher cancer incidence or prevalence)	<p>Breast Examination Center of Harlem (BECH): BECH offers high-quality breast and cervical cancer screening, at no out-of-pocket expense, to eligible women in the Harlem community.</p> <p>Immigrant Health & Cancer Disparities Service: The service works to identify and eliminate disparities in health and cancer treatment among immigrants and minorities.</p> <p>Ralph Lauren Center for Cancer Care: See slide 51.</p>

Health Needs Identified through the 2016 CHNA Process That are Beyond MSK's Scope

Area of Need	Beyond MSK's Scope to Address
<p>Legal advocacy (to help patients with workplace barriers, housing concerns, insurance coverage and lapses, immigration issues)</p>	<p>Patients are referred externally for support.</p>
<p>Political advocacy (for access to quality food, physical activity resources, and a healthy environment)</p>	<p>MSK is a leader in environmental stewardship and focuses our advocacy efforts on healthcare-related concerns.</p>
<p>Support services (case management for patients who need help with domestic violence concerns, food or housing crises, chronic psychiatric care)</p>	<p>Patients are referred externally for support.</p>

External Community Resources

Online Search Engines Used by MSK Navigators:

- Health Information Tool for Empowerment (HITE)
www.hitesite.org

HITE serves as a tool for hospitals, not-for-profits, and other organizations to address community and social needs with the operation of new programs, initiatives, and models of care. This tool allows navigators to search a directory of more than 5,000 health and social services available to low-income, uninsured, and underinsured individuals in the greater New York area.

- US Department of Health and Human Services, Health Resources and Services Administration: Find a Health Center
<https://findahealthcenter.hrsa.gov/index.html>

This tool allow navigators to locate high-quality preventive and primary healthcare centers, even if there is a lack of insurance. Health centers are in most cities and many rural areas.

External Community Resources

Bellevue Hospital Center	Lutheran Medical Center
Brooklyn Free Clinic	Mt. Hope Family Practice
Bushwick Communicare	North Central Bronx Hospital
Bushwick Community Center	Parkchester Family Practice
Caribbean House Health Center	Parsons Communicare Clinic
Charles B. Wang Community Health Center	Parsons Medical Center
Community League Health Center	Phillips Family Practice
Coney Island Hospital	Plaza Del Sol-Urban Health
Elmhurst Hospital Center	Queens Health Center
Family Health Center at North General	Queens Hospital Center
Gouverneur Healthcare Services	Ronald McDonald House
Harlem Hospital	Settlement Health
Institute for Family Health	Stevenson Family Health Center
Jacobi Medical Center	Urban Horizons Family Center
Kings County Hospital Center	Walton Family Health and Counseling Center
Long Island City Health Center	Williamsburg Community Health Center
Look Good Feel Better	Woodhull Medical and Mental Health Center



Summary of MSK's 2016 CHNA

- ✓ Identified and received input from the broad community on cancer-related health needs in our service area.
- ✓ Recommended strategies for MSK to respond to key health needs in 2017 and 2018.
- ✓ Strengthened and formed new relationships with well-respected, community-based organizations.
- ✓ Prepared 2016 CHNA Report and 2016–2018 CSP, addressing key health needs and community benefit goals, available at www.mskcc.org/communityserviceplans.