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<tr>
<th>Agenda Item</th>
<th>Discussion</th>
<th>Presenter</th>
<th>Time</th>
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<tbody>
<tr>
<td>Welcome</td>
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<td>Edouard Trabulsi, MD, FACS Thomas Jefferson University</td>
<td>5:00 PM- 5:05 PM</td>
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<tr>
<td>Director’s Report</td>
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<td>Jay Raman, MD, FACS Penn State Hershey Medical Center</td>
<td>5:05 PM- 5:10 PM</td>
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<tr>
<td>PURC Working Group Updates</td>
<td>Active Surveillance Program</td>
<td>Adam Reese, MD Temple University Hospital</td>
<td>5:10 PM- 5:30 PM</td>
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<td></td>
<td>• Discuss criteria for identifying men eligible for active surveillance</td>
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<td>• Discuss standardized surveillance protocol for men on active surveillance</td>
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<td>• Discuss triggers for delayed intervention among men on active surveillance</td>
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<td>Prostate Biopsy Program</td>
<td>Serge Ginzburg, MD Einstein Health System</td>
<td>5:30 PM- 5:40 PM</td>
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<td></td>
<td>• Review biopsy quality metrics</td>
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<td></td>
<td>• Describe ongoing biopsy working group initiatives and future directions</td>
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<td>Opioid Stewardship Program</td>
<td>Thenappan Chandrasekar, MD Thomas Jefferson University</td>
<td>5:40 PM- 5:50 PM</td>
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<td>• Review goals for Quarter 2 of opioid working group</td>
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<td>• Review different opioid reduction protocols</td>
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<td>• Discuss next steps for Quarter 2 and 3</td>
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<tr>
<td>Drexel Dornsife School of Public Health Intern Presentations</td>
<td>“Provider Variability in MRI/US Fusion Biopsy Prostate Cancer Detection Rates”</td>
<td>Adams Ako, MPH Candidate 2020</td>
<td>5:50 PM- 6:00 PM</td>
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<td>“Descriptive Experience of Biomarker Testing and MRI Between African-American and Caucasian Men within Pennsylvania Urologic Research Collaborative”</td>
<td>Risho Singh, MPH Candidate 2020</td>
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<tr>
<td>PURC Abstracts Presentation</td>
<td>&quot;Factors Associated with Upgrading on Re-Biopsy in Active Surveillance in a Regional Multi-Institutional Cohort: Data from the PURC&quot;</td>
<td>Ruchika Talwar, MD University of Pennsylvania</td>
<td>6:00 PM- 6:10 PM</td>
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<td>&quot;Concordance Between MRI Fusion vs TRUS Prostate Biopsy and Final Pathology at Radical Prostatectomy: Data from the PURC&quot;</td>
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<td>Coordinating Center Updates</td>
<td>CDC – Prostate Health in PA</td>
<td>Claudette Fonshell, MSN, RN Director, Clinical Improvement, HCIF Kaynaat Syed, MHA Clinical Registry Project Manager, HCIF</td>
<td>6:10 PM- 6:20 PM</td>
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<td>Recruitment</td>
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<td>Men’s Health PA Budget Proposal</td>
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<td>Break</td>
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<td>6:20 PM- 6:30 PM</td>
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<tr>
<td>Technical Training</td>
<td>Overview of Transperineal Biopsy Approach</td>
<td>Serge Ginzburg, MD, Einstein Health System</td>
<td>6:30 PM- 8:00 PM</td>
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<td>Hands-On Training Stations:</td>
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<td>• TP Biopsy using disposable needle guide system</td>
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<td>• TP Biopsy using reusable needle guide system</td>
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<td>• TP Biopsy using coaxial technique system</td>
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<td>• TP injection of SpaceOAR hydrogel</td>
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Upcoming Events

Collaborative Meetings:

- June 2020 Executive Call
- In-Person Meeting at Mid-Atlantic AUA
  - October 8 - 11, 2020
  - Hilton New Orleans

Working Group Calls

- Active Surveillance
  - 3/19/20 at 5PM
  - 7/30/20 at 5PM

- Biopsy
  - 4/9/20 at 5PM
  - 8/6/20 at 4:30PM

- Opioid
  - 4/22/20 at 7AM
  - 8/26/20 at 7AM

If you are interested in joining any of the PURC Working Groups, please email Kaynaat Syed at ksyed@hcifonline.org.
Prostate Cancer (Health) Initiatives in Pennsylvania

**Background**

- Prostate cancer is the **third leading cancer type** in Pennsylvania by number of diagnoses in 2016, comprising 22.6 percent all new cancers among men that year. Approximately 1 out of 9 Pennsylvanian men will develop prostate cancer in his lifetime (Division of Health Informatics, Pennsylvania Department of Health, 2018).
- Prostate cancer is the **fifth leading cancer type** in Pennsylvanian men by number of **deaths** in 2016, comprising 9.4 percent all cancer deaths among Pennsylvanian men that year. Approximately 1 out of 45 Pennsylvanian men will die of prostate cancer (Division of Health Informatics, Pennsylvania Department of Health, 2018).
- Pennsylvania Act 66 of 2015 created a 15-member **Pennsylvania Prostate Cancer Task Force** chaired by the Pennsylvania Comprehensive Cancer Control Program Director. Comprised of prostate experts from across the state, the mission of the Task Force was to provide recommendations to the Secretary of Health and legislators to address prostate health.
- The Pennsylvania Prostate Cancer Task Force released its **2017 report**, **Prostate Cancer, Recommendations for Improving the Health of Pennsylvania Men** containing recommendations in the areas of surveillance, screening, diagnosis and treatment, education, survivorship and policy. The Task Force recommended the screening guidelines from the American Urologic Association, National Comprehensive Cancer Network, and American Cancer Society, which include prompting individualized discussion and informed decision between a man and his physician about prostate cancer screening.
- The Pennsylvania Cancer Control, Prevention and Research Advisory Board and the Pennsylvania Cancer Coalition identified prostate cancer as **one of four top cancer priorities** for the state as part of cancer plan development.
- In the current **2019-2023 Pennsylvania Cancer Control Plan** five of the 15 goals address men’s health:
  - Goal 1: Increase Access to a Regular Health Care Provider
  - Goal 2: Increase Health Literacy
  - Goal 12: Detect Prostate Cancer Earlier
  - Goal 14: Increase Genetic Counseling and Testing
  - Goal 15: Increase the Five-Year Cancer Survival Rate

**Current 1701 Prostate Health Implementation Initiatives and Projects**

- The **Men’s Health Workgroup** was created within the Pennsylvania Cancer Coalition to implement the Task Force Report recommendations. The workgroup includes former members from the Prostate Cancer Task Force who opted to remain engaged as well as other organizations with an interest in prostate health. The workgroup’s mission is to detect prostate cancer at an early stage by increasing awareness regarding prostate health and directing men into the health care system so discussions with a medical professional regarding screening and early detection may occur. Workgroup efforts are tied to these measures within the 2019-2023 Pennsylvania Cancer Control Plan:
  - Increase the percentage of Pennsylvanians with a regular health care provider by 1.5 percentage points
  - Increase the percentage of prostate cancer diagnosed at an early stage by 7 percentage points, both by 2023.
The Men’s Workgroup of the PCC and the Pennsylvania Prostate Cancer Coalition provide technical assistance and resources to local health systems on effective approaches toward education and community linkages, action kits and media.

- In November 2017 the PA-CCCP assembled a meeting among key organizations in Philadelphia ((University of Pennsylvania, Thomas Jefferson University, Pennsylvania Prostate Cancer Coalition, African Caribbean Cancer Consortium, Pennsylvania Urologic Regional Collaborative (PURC)/Healthcare Improvement Foundation)) to discuss community approaches for engaging men in their prostate health with the engagement of community health workers.

- The Pennsylvania Urologic Regional Collaborative (PURC), a quality improvement initiative aimed at advancing the quality of diagnosis and care for men with prostate cancer was formed, modeled from the Michigan Urologic Surgery Improvement Collaborative (MUSIC) program. PURC currently brings together practicing urologists from 11 major health systems and large urology practices across Pennsylvania in a multiyear data sharing and QI collaborative aimed at advancing the quality of care for men with prostate cancer. Providers benefit from a mechanism for performance measurement and reporting to drive quality improvement in prostate care.

- **Pennsylvania Comprehensive Cancer Control Program (PA-CCCP) has provided funds** each year of DP17-1701 to implement recommendations from the Prostate Cancer Task Force Report:
  - **Provider and Public Education**: Financial support has been provided to the Pennsylvania Prostate Cancer Coalition for their annual conference focused on educating the public and providers regarding men’s health, informed decision-making and genetic testing.
  - **Health Systems Intervention**: In Year 2, PA-CCCP funded the Health Care Improvement Foundation (HCIF) to implement a program in a health system in southeast Pennsylvania to increase the promotion of informed decision with the health system’s primary care and urology departments. This project was selected due to a higher number of Black males in southeast Pennsylvania and a lower rate of prostate-specific antigen (PSA) testing among Black males. HCIF partnered with the Einstein Medical Center, a health system serving the low income, African American/Black population in Philadelphia. The project assembled a project team to work with Einstein’s urology and primary care departments to develop a screening conversation guideline/tool for the physicians to create consistent messaging for patients.
  - **Community Engagement/Recruitment**: In Year 2, PA-CCCP funded a focused two-part study with Public Health Management Corporation to determine the most effective health messaging with men. The study, “What Speaks to Men, Prostate Cancer and Preventive Care Messaging” included an online survey of 400 Pennsylvania men and a focus group of 26 participants who were primarily Black/African American men from the greater Philadelphia area. While both groups reported barriers to care, it was more significant among the focus group where 4 of 5 men reported barriers to care including insurance coverage, copays, and time. Psychological barriers included fear, stigma, pride and gender norms. Recommendations for prostate health messaging included simple language, emphasis on the physician-patient relationship, messages focused on the PSA, not the DRE, contain emotionally resonant materials, and relevant statistics. More information regarding this study is available upon request.
  - **Health Systems Intervention**: In the current grant year, PA-CCCP is working to engage a health system to promote informed decision-making in their primary care offices regarding both prostate and lung cancer screenings. A component of this activity will educate the health system providers and staff around informed decision-making around prostate and lung cancer screening, and best practices regarding these conversations with patients. A second initiative focuses on addressing black males by educating black male patients on informed decision making, prostate health, lung cancer prevention and screening, reviewing the health system’s educational materials and recruitment approaches for cultural appropriateness, and educating...
and utilizing informal influencers, such as community health workers and community leaders, to aid in increasing the awareness of prostate and lung cancer screening among Black men.

### Expanding 1701 Prostate Cancer Approaches

Additional funding is required to expand Pennsylvania’s men’s health initiatives for prostate cancer. Although the Prostate Task Force Report and 2019-2023 Pennsylvania Cancer Control Plan set forth a path to address prostate health, state funds were not attached to Act 66 to implement Report recommendations. With supplemental resources, PA-CCCP can engage additional health systems to improve men’s health:

1. **Improving Access to Care.** PA-CCCP will work with health systems in areas of Pennsylvania with high need identified by prostate incidence and mortality and a high prevalence of low income, Black males to increase access to regular health care.

   An initial needs assessment will be conducted to determine the availability of: 1) culturally and linguistically appropriate health education materials targeted to hard to reach men, 2) patient navigation services, 3) assessment of cultural competency for health care providers, 4) community health workers to drive men into the health care system and 5) primary care services (e.g., free clinics, charitable clinics, rural health clinics, Federally Qualified Health Centers [FQHC]) in underserved areas).

   An individualized plan of action (with measures) will then be developed and a champion identified to address the need in that community/service area. These “learning communities” will share knowledge and experiences.

2. **Community Engagement.** PA-CCCP will engage community support to promote overall “men’s health” to reduce the fear surrounding the term cancer in identified areas of need. PA-CCCP will work with the community to detect prostate cancer at early stages thru:
   - Engagement of community and non-profit organizations to improve men’s awareness of prostate and general health and the need to visit a physician.
   - Engagement of influencers (e.g., community health workers, partners, family members, faith leaders) to encourage men to seek medical care and screening consultation.
   - Development of a strategy to reduce structural and financial barriers (e.g., transportation assistance, flexible clinic hours to screening, alternative screening sites, scheduling assistance, translation services, insurance).

3. **Improving the quality of life for prostate cancer survivors through education and systematic approaches.** PA-CCCP will work with targeted health systems to reduce the side effects and complications and physical, psychosocial and economic issues that can result from prostate cancer treatment. The intent will be to gain support from health system medical directors to increase the knowledge among health care providers about the essential elements, benefits and indications for survivorship. PA-CCCP has developed a resource of evidence-based and credible educational resources on its LiveHealthyPA.com website. Participation in the leading modules offered through the national Cancer Survivorship Resource Center at the George Washington Cancer Institute will also be encouraged.

   PA-CCCP will work with health systems to expand survivorship programs and the assessment and management of physical and psychosocial long-term effects. LIVESTRONG programs will be developed or expanded in targeted areas with a focus on the population being served.
January 5, 2020

Senator Pat Browne
Senate of Pennsylvania
Senate Box 203016
Harrisburg, PA 17120-3016

RE: Men’s Health Budget Proposal

Dear Senator Browne,

Please accept this request for $472,039.86 for the Men’s Health Budget proposal in order to help advance men’s health status, particularly for prostate health and cancer screening. In an increased time of public awareness and funding of women’s health initiatives, it is important that we also place equal attention on men’s health issues. A coordinated community-wide push for improved awareness leading to targeted screening based on age, family history, race, and genomics can dramatically change the outcomes for men diagnosed with both prostate and colorectal cancer.

These types of cancer have high incidence among men in Pennsylvania. Prostate cancer will kill nearly 32,000 men this year nationwide and in Pennsylvania, 1,320 will die from this disease. Prostate cancer is the most common type of cancer diagnosed in PA men and it is the second-leading cause of cancer-related death among men.

The Pennsylvania Cancer Control, Prevention and Research Advisory Board (CAB) tracks the statewide initiatives implemented to improve the lives of Pennsylvanians at risk of, or surviving cancer. The guiding document for this report is the 2019-2023 Pennsylvania Cancer Control Plan. In addition to prostate cancer, the Pennsylvania Cancer Control Plan has also identified colorectal cancer amongst the most commonly diagnosed invasive cancers in PA affecting men. As a result, the state has decided to target both prostate and colorectal cancers for screening over the next five years.

Preventative care is highly recommended for men ages 50 to 70 years old. Additionally, the PA Prostate Cancer Task Force Report has promoted educational strategies to improve public knowledge of prostate health and smart screening guidelines. Treatment for prostate cancer has also changed dramatically which has been challenging for physicians who are considering treatment options. Funding for a coordinated, collaborative effort to implement the key recommendations identified in the PA Prostate Cancer Task Force report around awareness,
screening, informed decision, and the establishment of a statewide database to support performance measurement and quality improvement will greatly improve the health of Pennsylvania men and provide the most impact in the shortest timeline.

In alignment with the 2019-2023 Pennsylvania Cancer Control Plan, the following strategies have been identified as the priority areas for funding in advancing men's health, particularly for prostate health and cancer screening:

2019-2023 Pennsylvania Cancer Control Plan Men's Health Objectives:

1) Engage the community to improve men's awareness of prostate, general health, and the need to visit a physician.

The planned outcomes of this initiative would raise public awareness of men's health concerns and the need for prostate screening and early cancer detection through awareness campaigns over a 12-month period. In addition, this initiative would target at-risk populations by facilitating prostate cancer screening events over a 12-month period and provide patient navigation when screened positive.

With the requested funding support, the Men's Health Work Group will program and implement six awareness campaigns targeting undeserved communities and provide culturally-sensitive information to encourage screening and early detecting. The program will also implement five opportunities for community-based screening events over a 12-month period with the support of sponsorships from local community organizations. An annual PA Prostate Cancer Conference targeting health care providers, community advocates, and members will be held to increase awareness around men's health and expose attendees to known national experts. An innovative "Man's Cave" clinic will be piloted and a marketing campaign to drive awareness will be implemented.

The total budget for this initiative is $190,953.50 for year one.

2) Promote informed decision-making on men's health issues.

The intended outcomes of this initiative would increase the number of individuals having a conversation with their provider to discuss the appropriateness of screening. It would also help education providers on screening options and ensuring dissemination of information and patient education during and after the appointment.

The Men's Health Work Group will help develop educational materials for patients regarding the benefits and risks related to prostate and colorectal cancer screening. They will also create evidence-based guidelines and tools to assist providers in having conversations regarding appropriateness of prostate and colorectal screening. Finally, they will collaborate with PURC physician champions to identify three primary care practices to engage in campaign to promote informed decision-making.

The PURC is a quality improvement initiative managed by the Health Care Improvement Foundation that brings urology practices together in a physician-led, data-sharing and improvement collaborative aimed at advancing the quality of diagnosis and care for men with prostate cancer.

The total budget for this initiative is $75,062.72 for year one.
3) Establish a state-wide database for performance measurement and quality improvement of prostate health.

The intention of this proposal is to increase rates of early detection by utilizing the PURC registry to analyze trends in patient age and disease staging at the time of diagnosis. Through the engagement of PURC workgroups, they would develop consensus-based clinical guidelines and pilot diagnostic and early treatment modalities aimed at reducing complications and enhancing patients’ quality of life. Topics for consideration include active surveillance protocols, genomics testing and counseling, and perineal biopsy. By the end of the funding year, they intend to achieve the adoption and spread of at least three clinical innovations by PURC physician practices, which would result in reduced complications and improved long-term survival as measured by the PURC patient registry. They also are seeking to help PURC grow to include more urology practices throughout the state to increase generalizability of improved quality care outcomes.

PURC would pursue multiple approaches to achieve the outcomes including the strengthening of overall program management of PURC. They would also establish a marketing campaign for the PURC program and enhance services from the PURC’s registry vendor to establish measurement goals and process data.

The total budget for this initiative is $182,082.94.

This request names the Health Care Improvement Foundation (HCIF) in collaboration with the Pennsylvania Prostate Cancer Coalition (PPCC) as the lead agencies for this proposal. HCIF is an independent nonprofit organization that drives high-value care through stakeholder collaboration and targeted quality improvement initiatives. HCIF is dedicated to the vision of a responsive, coordinated health care delivery system that fulfills the need of patients and consumers, and achieves better health. The PPCC is the only statewide men’s health advocacy coalition in the Commonwealth. The PPCC works to increase the public’s health literacy of prostate cancer risks and to education Pennsylvania legislators on improvements to men’s health policies.

The project would be funded through the Pennsylvania Department of Health, Division of Cancer and Prevention Control for a total amount of $472,039.86.

Thank you in advance for your utmost consideration of this request. Please do not hesitate to contact me should you have any additional questions.

Sincerely,

Bob Mensch
Senator, 24th District
Majority Caucus Chair

BM/sr

CC: Senator Jake Corman
    Senator Joe Scarnati
    Mr. James Williams, Pennsylvania Prostate Cancer Coalition
Why Collaboration?

- Sharing of data based on transparency and trust
- Understanding variation in clinical care to improve patient outcomes
- Identify and implement best practices across region

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“Value and quality are more than just buzz words in modern medicine... but who defines what constitutes either? Members of the PURC collaborative believe that physician engagement, collaboration, and leadership will help define value and quality and improve patient care from the bottom up.”

- Robert G. Uzzo, MD, FACS, PURC Executive Director

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- **Biopsy Program**
  Utilization and Integration of Newer Biopsy Techniques and Antibiotic Stewardship

- **Active Surveillance Program**
  Explore, Characterize, and Address the Landscape of AS Practice and Utilization

- **Opioid Program**
  Opioid Stewardship and Utilization

- **Genomic Program**
  Incorporation of Genomics into Surveillance and Treatment
## ACCOMPLISHMENTS & CURRENT FOCUS

### Antibiotic Variation Reduction

- **75** Different antibiotics in use by providers
- **3** Specific antibiotic recommendations

### Local, Regional & National Presence (update)

- **17** Journal publications and published abstracts since 2016
- **2** Board seats (PA Cancer Coalition and PA Prostate Cancer Coalition)

### Collaborating with research based organizations (i.e. genomics and racial disparities)

- Examining variations in use of imaging studies for patients at high risk for biochemical recurrence
- Evaluating prophylactic measures prior to biopsy

### American Board of Urology Life Long Learning credit for participating physicians!

- **47%** Decrease in bone scan when not indicated
- **84%** Decrease in very low risk bone scan
- **39%** Decrease in low risk bone scan

- **35%** Increase in Active Surveillance (AS) treatment for low risk patients, resulting in savings of $585,512

- **$80,609** CT & BS avoided

### Achievements

- Active Surveillance Roadmap Pilot
- Decision-making tools
- Education on genomics & biomarker tests
- Benchmark data with MUSIC

*February 2020*
FULL MOON SPONSOR: $5,000
10 tickets to Bottoms Up
Logo/Name on 2019 Bottoms Up t-shirts
Recognition throughout event via announcements
Recognition on signage at event
Opportunity to give welcome remarks at event
Opportunity to have a table display at event
Logo on event page on PPCC and Desmond websites
Full page ad in event program

HALF MOON SPONSOR: $2,000
8 tickets to Bottoms Up
Recognition on signage at event
Opportunity to have a table display at event
Logo on event page on PPCC and Desmond websites
Full page ad in event program

QUARTER MOON SPONSOR: $1,000
6 tickets to Bottoms Up
Opportunity to have a table display at event
Logo on event website
Half page ad in event program

BLUE MOON SPONSOR: $500
4 tickets to Bottoms Up
Recognition on event website
Half page ad in event program

SILENT AUCTION DONOR
Recognition of donation at silent auction
Recognition on silent auction item list
Recognition on PPCC and event website

PLEASE CONTACT KRISTINE WARNER AT 717 514-0321 OR KRISTINE@PAPROSTATECANCER.ORG WITH QUESTIONS

GET YOUR TICKETS NOW AT PAPROSTATECANCER.ORG
**BOTTOMS UP SPONSORSHIP**

**BUSINESS NAME**

**CONTACT PERSON**

**MAILING ADDRESS**

**EMAIL**

**CELL PHONE**

**WEBSITE**

**FACEBOOK**

**TWITTER**

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Please send a PDF of your ad to kristine@paprostatecancer.org BEFORE March 16.

**PAYMENT METHOD**

- [ ] Check Enclosed  
- [ ] Credit Card (circle one)  
- [ ] VISA  
- [ ] MC  
- [ ] AMEX  
- [ ] DISCOVER

**NAME ON CARD:**

**CARD #:**  
**CVV:**  
**EXP DATE:**

**SIGNATURE:**  
**DATE:**

1 IN 9 MEN WILL GET PROSTATE CANCER IN THEIR LIFETIME.

Please mail/deliver silent auction items directly to Desmond Marketing, 1 Liberty Blvd, Malvern, PA 19355

Please mail completed Sponsorship Form with check payable to

PA Prostate Cancer Coalition  
36 Wickerberry Lane  
Palmyra, PA 17078

**APRIL 4 2020**