

# USING LAYPERSON PATIENT NAVIGATION AS A RECRUITMENT TOOL

Maritza Arce-Larreta APRN-BC, MSN, RN, CBPN-IC; Shellee Smith, MHA; Meghan M. Balough, MPH, CHES; Banning Leonard, BA , Lynne Nilson, MPH, MCHES, CPM  
Utah Department of Health, Utah Cancer Control Program

## Introduction

Utah has the second lowest rate of mammography screening in the nation. Low mammography screening rates among minority and low-income women contribute to increased morbidity and mortality from breast cancer. Studies show that one way to promote increased screening and timely treatment is through patient navigation. Patient navigators, who are most often laypeople selected from the community, assist patients in overcoming potential barriers to care.

## What is patient navigation?

Patient navigators provide one-on-one guidance and assistance to individuals as they move through the health care continuum from prevention to end-of-life care. The principal function of the navigator is to eliminate any and all barriers to timely screening, diagnosis, treatment, and supportive care for each individual. Navigators act as the support hub for all aspects of patients' movement through the health care system. The navigator's role is to promote smooth and timely continuity of care to the point of resolution. Multiple factors influence breast cancer screening adherence. A number of barriers at the individual, cultural, environmental and healthcare system levels may impede patient adherence with recommended breast screening guidelines.

Individual-level barriers include:

- low perceived risk
- lack of knowledge
- screening guidelines
- lack of motivation or desire
- inability to pay
- fear of diagnosis

• embarrassment of the exam

Cultural-level barriers include:

- inability to communicate due to language barriers (verbal and written)
- cultural norms about preventive care
- perceived discrimination/medical mistrust

Environmental-level barriers include:

- competing priorities (e.g., work, family obligations)
- transportation issues

Healthcare system level-barriers include:

- lack of regular healthcare provider
- lack of provider recommendation
- patient/provider lack of communication or miscommunication
- lack of health insurance
- scheduling changes

A patient navigator is a member of the health care team who helps patients "navigate" the health care system and get timely care. Navigators work with patients to identify their barriers to health care and connect them to the resources they may need, such as financial assistance, counseling, language translation, or transportation.

AGENDA		
7:00 - 7:30 a.m.	Continental Breakfast and Registration	
7:30 - 8:00 a.m.	Breakout	Kathleen Bowley, R.T.T., CPT, CLM Learner Design, Manager Manager
8:00 - 8:30 a.m.	What is a Patient Navigator? Utah Cancer Control Program (UCCP)	Maritza Arce-Larreta, APRN-BC, MSN, RN, CBPN-IC
8:30 - 10:00 a.m.	Understanding Breast Cancer, UCCP Mammography in Utah, UCCP Myths and Barriers to Mammography Screening, UCCP Questions and Answer Session	Melody Buhdy, RN, CBPN-IC Lynne Nilson, MPH, CHES Katie Wright, MPH
10:00 - 10:15 a.m.	BREAK	
10:15 - 10:45 a.m.	Cultural Competency, Utah Department of Health, Office of Health Inequities Reduction	Dorothy Davis, MPH, CHES
10:45 - 11:15 a.m.	Sharing Experiences, Alliance Community Services	Sam Gehring, Program Coordinator Sonata Allen, Community Health Worker
11:45 - 12:15	LUNCH	
12:15 - 12:45 p.m.	Utah Cancer Control Program Resources, UCCP	Courtney DeMatteo, RN, CBPN-IC
12:45 - 1:00 p.m.	Community Resources Utah Division of Health Healthcare Fair Clinic Intermountain Healthcare Breast Care People's Health Clinic, Park City	Kurt Smith, Executive Director Nancy Zimmerman, Resource Development Coordinator Gina Cho, MSN, RN Nancy Wood, Executive Director
1:00 - 1:30 p.m.	BREAK	
1:30 - 2:00 p.m.	Financial Services: Cancer Diagnosis and Treatment Intermountain Healthcare Hennepin Cancer Institute	Sherry Calabrese, Financial Counselor Toni Palmer, Financial Counselor
2:00 - 2:30 p.m.	Patient Navigators in the Community Hennepin Cancer Institute Compendex Online Breast Basics	Crashleya Torres, Patient Navigator Lynne Nilson, Cancer Coordinator Vicky Poonen, Patient Navigator
2:30 - 4:00	Training Session	

Transport who pass the test with a score of 80% or higher will receive a \$20 gift certificate and a certificate of completion.

Place  
Practicing  
Nurse



PATIENT NAVIGATOR TRAINING  
FOR THE LAY PROFESSIONAL

THURSDAY  
SEPTEMBER 6, 2012  
7:00 AM - 4:30 PM  
STATE OFFICE BUILDING  
AUDITORIUM  
UTAH STATE CAPITOL

BROUGHT TO YOU BY  
UTAH DEPARTMENT OF  
HEALTH  
Cancer Control Program  
AND  
susan g. komen  
for the cure. SALT LAKE CITY

## Methods

The first successful patient navigation program was created in 1990 by Harold Freeman, MD in New York City's Harlem Hospital Center as a means to remove barriers and provide timely breast cancer screening and diagnostic follow-up for the medically underserved.

The Utah Cancer Control Program (UCCP) received funding from the local Susan G. Komen Foundation to offer the first Patient Navigation Training in Utah targeting laypeople. The goal was to provide patient navigators with the skills and knowledge to educate, address barriers, refer, and use community resources to effectively recruit women to the UCCP for breast cancer screening services.

With data regarding Utah screening rates, the Utah Cancer Control Program developed and

implemented an intensive, two-day Patient Navigation Training program in September 2012 which included the following training and education curriculum:

- What is a Patient Navigator?
- Data information – Understanding Breast Cancer, Mammography in Utah, Myths and Barriers to Mammography Screening
- Cultural competency
- Utah Cancer Control Program Resources
- Community Resources (low cost clinics)
- Financial Services: Cancer Diagnosis and Treatment
- Patient Navigation in the Community
- Testing session (pass score of 85%)

## Results

UCCP database was created to track the number of patients recruited by patient navigators. Patient navigators are required to submit a recruitment intake report (patient name and date of birth, patient needs and services provided). This list is cross matched with UCCP patients to verify enrollment in the program.

The following table indicates how women coming through the UCCP have heard about the program within the last 2 years. As indicated, patient navigation is one of

the most noted ways that women heard about or returned for mammography screening. Patient navigators also sponsor community events like church activities and health fairs to recruit women to the UCCP. The total number of women receiving patient navigation services is 1163. The vast majority of women are returning patients. Patient Navigation services are the fourth most common reason why women return for screening services.

How Clients Heard about the Program by Funding Source September 2012 - February 2014								
	CDC	CRC	CRC2	Komen	PPHF	UCCP	Total	
I am a previous patient	4,257	19	0	17	498	1,642	6,433	
HCP, doctor, clinic, hospital	1,069	318	38	90	147	614	2,276	
Friend or relative	555	53	5	61	48	423	1,145	
Patient Navigation	516	0	0	16	185	279	996	
Poster, flier, etc.	169	6	1	4	7	91	278	
Internet	112	21	0	28	20	59	240	
Community event	52	15	1	1	6	63	138	
TV	68	12	4	1	8	28	121	
Newspaper	17	5	0	0	4	8	34	
Radio	17	1	1	1	1	10	31	
Church bulletin or activity	18	0	0	3	4	4	29	
Medicaid	4	7	0	2	2	3	18	
Total	6,854	457	50	224	930	3,224	11,739	

## Objectives

To increase screening rates, the Utah Cancer Control Program's (UCCP) multifaceted approach focuses on

1. Increasing access to screenings by reducing structural barriers (transportation, childcare, clinic hours, etc.),
2. Making it easier and more convenient for women through workplace intervention programs, and
3. Improving outreach efforts within the culturally and geographically diverse populations of the state.

This project evaluates the implementation of outreach efforts provided by layperson navigators at minor scale. Evaluation of outcomes may be replicable to a greater extent.

## Conclusion

Layperson patient navigation has proven to be an effective and growing method for enlisting clients and reducing structural barriers for breast cancer screening.



## For More Information

Contact:  
Utah Department of Health  
Utah Cancer Control Program  
Phone: (801) 538-6990, Fax: (801) 538-9030  
Email: cancer@utah.gov

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