

Educational Grant Program Proposal
for

Cancer Symposium Series

An Educational Initiative for Patients/Spouses & Healthcare Providers

2010 Regional Series

“Building Upon The Success of the October 2009 Prostate Cancer Symposium”

Presented by:



PROGRAM SUMMARY

Prostate cancer is the 2nd leading cause of male cancer death globally and the most commonly diagnosed cancer in American men. As the baby boom generation matures and other factors of socio-economic impact, more and more men will be diagnosed with prostate cancer. While there has been some progress in disease mortality over the past decade, there still remain many significant disease specific issues relative to risk awareness, advanced stage disease management, treatment options, reduction and/or elimination of pain and suffering attendant to a diagnosis.

Contributing to the impediments against this goal are the following factors:

1. The media tends to focus on the issue of screening versus the over-riding concerns for risk awareness, appropriate diagnostics, informed decisions on treatment and on-going management of advanced stage disease
2. Physicians, engaged in the treatment and/or management of prostate and breast cancer, often are not able to implement the latest, evidence-based, information in their practices because of lack of awareness or access to the detail
3. Patients may not have awareness of, and access to, that information which will enable them to engage with their doctors to make the appropriate informed decisions as to their treatment

Building on the success of The Prostate Net's October 2009 Prostate Cancer Symposium conducted in New York City, The Prostate Net proposes to advance educational efforts by conducting a Regional Symposium Series consisting of specific awareness/educational events, targeted to both patients/spouses and healthcare professionals engaged in the care and treatment of patients. As evidenced by the New York 2009 symposium, patients within each proposed regional symposium site will be drawn to attend the event through the recognizable names of the world-renowned faculty/institutions and an agenda that will address many of the issues confronting patients, while physicians will be attracted to attend, drawn by both the renowned faculty covering relevant medical topics as well as the opportunity to show support for patients while also having an opportunity to interact with patients and their peers.

This Regional Series will also provide an increased opportunity to garner additional and "key" informational data from both patients and healthcare professionals through the use of Audience Response System (ARS) technology, a feature used with unrivaled success during the 2009 New York symposium sessions. Information gathered through ARS technology will greatly help to improve the understanding of both patient and healthcare professionals attitudes and mindset relative to series of important and contemporary prostate cancer issues. This proposal seeks to build on that mechanism in order to provide an on-going network of information dissemination and gathering that will be a source of improving health care information development and therapeutic protocol management.

Because it has been proven that a shift is increasing toward electronic/broadcast media

away from traditional printed media, The Prostate Net, utilizing its vision for the future, is moving the thrust of consumer informational and patient educational vehicles into those formats most receptive for the target audience of men 40 and over with lower attention levels as well as preparing to embrace those younger men who grown up with more technological awareness, e.g. Website renovations, Pod Casts, Cell Casting, etc.

In conjunction with the Regional Symposium Series, we will establish the following audience response interactive system section within the framework of our Website – www.theprostatenet.org:

1. **Initial Comment/Content Access Page:** We will develop and produce an introduction page that will highlight the on-going ARS content summary sites, provide visual reinforcement effects, establish the importance for on-going input and create the portal for enhanced viewer participation. This page will be continually updated with additions of information from successive symposiums and other information generating sources.
2. **Survey Mechanism:** Before the viewer can gain access to the Audience Response Data acquired through the Symposiums and other features, they will be asked to participate in an interactive Q/A program, similar to “Survey Monkey”, that will enable us, firstly, to gain an opt-in for continued communication, and reinforcement of the original Symposium data set and as well as provide a mechanism for evolving information dissemination and acquisition
3. **Patient/Professional Portals:** After completion of the survey, the viewer will be taken to respective patient or professional sites wherein the faculty presentations for each relevant track will be lodged. At the conclusion of each viewer session, an email link will be placed for feedback on the content delivered with suggestions for improvements going forward

REGIONAL SYMPOSIUM SERIES—Proposed Sites/Dates

April

- * Lombardi Minority Cancer Research Center - Georgetown University, Washington, DC – 4/17/2010

May

- * Rutgers School of Public Administration and Affairs, Newark, NJ – 5/15/2010

August/September

- * University of Florida College of Medicine Dept. of Urology – Date TBD

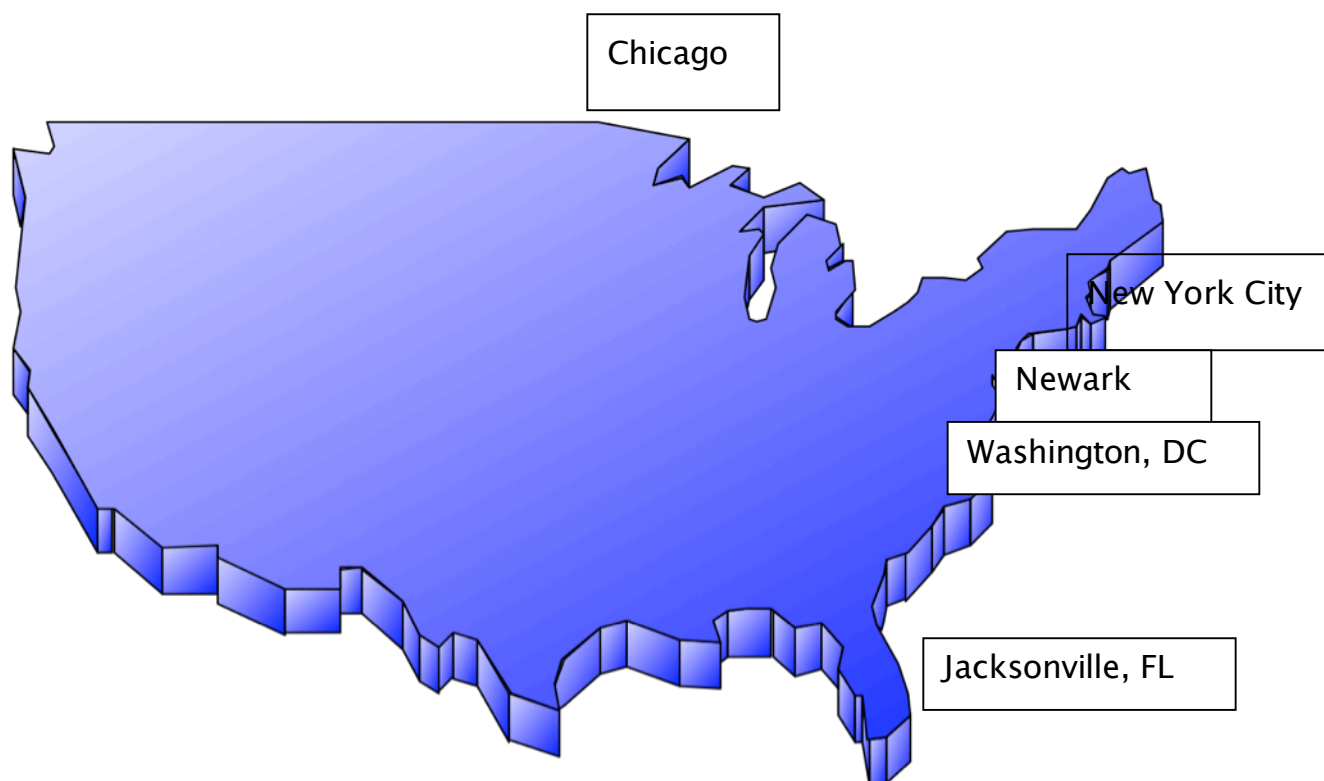
September

- * Northwestern (Chicago) Prostate SPORE – 9/11/2010

September/October

- * The Prostate Net, NYC – Date TBD

Others To Be Determined



TARGET AUDIENCE

The target audience for this dual-track educational initiative is two-fold:

1. Prostate cancer patients and their spouses; patient advocates, seeking to discover relevant information on the best standards of care in treating these cancers. Secondly, we will particularly emphasize participation of African-Americans because of their disproportionately high incidence and mortality of prostate cancer.
2. Healthcare professionals (urologists, radiation oncologists, medical oncologists and public health agencies) seeking to improve care, outcomes and quality of life for their patients diagnosed with, and/or being treated for, prostate cancer.

Awareness generation and recruitment for each Regional Symposium event will encompass the following:

- Specially designed mailing to healthcare providers (urologic surgeons, radiation oncologists and medical oncologists);
- Targeted mailing to patients/spouses, caregivers and patient advocates within the designated regional geographic area;
- Announcement of each Regional Symposium on The Prostate Net web site www.theprostatenet.org;
- Email “blasts” to patients and professionals using The Prostate Net databases and affiliated agencies mailing lists (as appropriate for each Regional Symposium);
- Syndicated news releases to healthcare media editors within each region;
- Local print and electronic media advertisements;
- Announcement flyers to be distributed within the offices of surgeons, radiation oncologists and medical oncologists plus health service agencies and government cancer control organizations within the regional targeted states
- Flyers left in area medical provider offices and hospital clinics within the regional targeted states;
- Local PSA announcements;
- Additionally, in those areas where our Barbershop Initiative™ is being used as part of a local minority community outreach program, we will distribute information through the local participating African-American barbershops, churches, service agencies, etc.

Registration for both patients and healthcare professionals will be accessible through The Prostate Net’s web site; www.theprostatenet.org and via a special toll-free 800 #: 1.888.477.6763.

NEEDS ASSESSMENT

The recent news reports questioning the value of preventive screenings for prostate cancer create an obvious health management problem: the probable increase in late stage first diagnosis. However, there is a greater underlying crisis, which has significant portent for public health policy, in that the erosion of primary care/preventive intervention infrastructure will force the burden of chronic cancer disease costs more onto the public health and government agencies with the obvious resulting increases in taxes, bureaucracies, etc.

The proposed regional symposium initiative is designed to provide access to the latest medical information, to both patients and professionals, not normally readily available and seen as the best standards of care based on leading edge research and clinical practice.

Questionnaire responses from our Audience Response System at our October 2009 Patient/Professional Educational Symposium clearly demonstrated a disconnect between the perceived knowledge of screening guidelines, best standards of clinical practice, availability to clinical trial participation and management of disease related side-effects between patient and healthcare professionals.

The specific operating plan will address the following:

1. Physicians, who might be unable to attend key scientific conferences, such as AUA, ASCO or ASCO GU, or, if attending, be unable to interact with the key presenters, will have the opportunity to engage in a more open environment with these key clinicians and researchers, which should enable them to provide a better standard of patient-centered care within their practices.
2. Patients, with an imperative to make more informed decisions as to their care, will become aware of that information which will enable them to have more meaningful dialogue with their healthcare providers based on best standards of patient-centered care.
3. While we now have more effective protocols with which to treat advanced stage Pca, the reality is that we are not focused on talking about aspects of the disease as it relates to a human standpoint. News reports trumpet the latest drug discoveries or changes in diet or therapeutic technique and then castigate the importance of screening in being able to reduce the incidence and mortality associated with breast and prostate cancer, which has a concomitant effect on high risk and underserved populations of discouraging them from entering into the system on a proactive basis.
4. Even more critical is the issue of under-treatment and/or lack of awareness as to the management of treatment-related, and disease progression, conditions such as hormonal therapy related impact on skeletal structure, cardiovascular issues and overall pain management.

5. This initiative is designed to provide a forum to gain and share information for both patients and professionals through which information can be gained on the best standards of care and, more importantly, by which true population input can be delivered. We will be able to deliver leading edge detail, emerging drug development protocols and be able as well to posit questions of importance to advocacy groups, public health agencies and health care providers that will provide direct audience feedback to appropriately direct policy and implementation strategies

LEARNING OBJECTIVES

This regional symposium series is planned to extend CME credits for attending healthcare professionals, where applicable, and will be executed in accordance with ACCME Essential Areas and Elements including the Standards for Commercial Support and CME credit will be offered to those participating healthcare professionals.

Each partner institution will have the responsibility of providing the necessary CME accreditation protocols, if so determined that CME credit will be offered for that particular event.

Educational materials will be developed in accordance with all regulations, guidelines, standards and codes that apply to independent education including but not limited to OIG Compliance Program Guidance for Pharmaceutical Manufacturers and PhRMA Code on Interaction with Health Care Professionals.

Particular attention will be taken to insure compliance with all established HIPAA guidelines relative to patient identities and information sharing.

Professional Learning Objectives:

Upon completion of this activity, attending physicians and health care professionals at each regional symposium event should be able to:

1. **Identify** the current and emerging best standards of patient-centered care for the diagnosis, treatment and management of prostate and breast cancer
2. **Define** the impact of treatment-related protocols on the management of co-morbid conditions
3. **Discuss** the latest advances in therapeutic protocols and drug developments in the treatment of primary, secondary and advanced stage prostate and breast cancer
4. **Describe** the appropriate use of novel clinical therapies and emerging social and technological innovations throughout the disease's progression

5. **Evaluate** the identified current and emerging regimens in considering the therapeutic interventions that might be applied in their respective patient care situations

Patient Learning Objectives:

At no point in the past decade has there been more information and options available to the patient for the diagnosis, treatment or management of breast and prostate cancer. However, the imperative of **informed decision-making** by the patient has been complicated by the lack of true **information sharing** between the patient and his health care professionals as well as conflicting and non-definitive information as to screening and early detection benefit. Upon completion of this activity, patients, survivors, their spouses/partners and caregivers should be able to:

1. **Understand** the function and use of existing and emerging biomarkers, such as the PSA and mammography tests and other emerging evaluative protocols, in the diagnosis and progression of breast and prostate cancer
2. **Describe** the current state of treatment options and emerging protocols and drug therapies for primary and advanced stage cancer
3. **Discuss** the role that the patient and his care-givers need to play in the effective management of the disease in conjunction with their health care professionals

AGENDA

<u>Time</u>	<u>Content</u>	<u>Presenter</u>
8:00	Breakfast	All Participants and Faculty
8:30	Point↔Counter-Point on Screening	Selected by Region
9:15	Consequences of late stage first diagnosis	Clinical specialists by Region
9:45	Primary stage treatment options	“
10:30	Advanced stage disease control	Clinical and research specialists by Region
11:00	Break	All participants
11:15	Emerging drug and therapeutic protocols	Selected by Region
11:45	Impact of insurance on detection and treatment – U.S. vs. European models	Public health professional selected by Region
12:30	The undocumented impact on co-morbid health conditions	Faculty staff

1:00	The impact on public health policy and healthcare funding	Public health professionals selected by Region
1:30	Planning for a healthy future: Prevention and early detection strategies	Faculty staff

EVALUATION and OUTCOMES

Although assessing ROI on a patient focused medical education initiative is often elusive, supporting organizations will be able to glean the following:

Participants will be asked to complete a brief computerized Audience Response Questionnaire prior to the start of the Symposium. The anonymous questionnaire will focus on defining audience disease stages, ascertaining pertinent audience disease management experience and audience demographics. Each participant (and their spouse, if in attendance) will also be presented with a series of personally applicable disease management scenarios from which to select and answer. Responses will be compiled from this initial statement as well as with recurring questions throughout the presentation, obtaining pertinent participant-identified issues relative to disease awareness, medical protocols and desired medical management information.

In addition, participants will be asked a series of pre- and post-symposium questions to ascertain knowledge and attitudes relative to “key” issues; the post-symposium evaluation used to evaluate if there were any changes in knowledge and/or attitudes reflected from the pre-symposium questions posted.

A post-event evaluation questionnaire will assess participants’ thoughts as to the perceived value of the symposium and if, in fact, the event met its listed goals.

All supporting companies will also be able to have a selected number of people attend the Symposium. Supporting companies, again dependent on the support commitment, will be furnished with a recorded version of the session and/or access to the Web-based archive for review and evaluation for future use in their patient-focused initiatives.

The following additional indicators of success will be utilized in measuring outcomes based on our objectives:

1. We will measure quantifiable “Share of Mind” activities:
 - a. Number of media placements/consumer impressions based on syndicated news releases and/or local media event coverage
 - b. Number of “hits”/visits to our Internet sites with archived event detail
 - c. Number of accesses to our newsletter articles on key informational issues deriving from event presentations

- d. Viewership from The Prostate Net website of presentations by event presenters on key disease management issues
2. We will track community driven participation:
- a. Development of local community health fairs and/or educational events
 - b. Number of local physicians, medical centers and/or health service agencies utilizing the tools provided through the event
 - c. Number of patient contacts through our Toll-free Patient Hotline and/or email response program resulting in inquiries/referrals back to participating health care professionals
3. We will also measure long term programmatic and/or behavioral modifications in both patient and professional communities as quantified by:
- a. 3 and 6 month individual surveys of attendees assessing programs implemented within their constituencies or practices that utilized education, principles, etc. learned from the Symposium
 - b. Responses from patient advocates as to local programs implemented that replicate the learning objectives from the Symposium
responses from physicians as to practice changes, protocol utilizations, etc. resulting from information learned in the Symposium.