



Physician Oncology Education Program
Physicians Caring for Texans



Celebrating 20 Years of Cancer Education Excellence

**Quarterly bulletin
for POEP members,
faculty, and friends**

Texas Medical Association

**401 W. 15th St.
Austin, TX 78701
www.poep.org**

June 1, 2009 – August 31, 2009

Resources/Materials

The Human Papillomavirus (HPV) pocket guide has been revised and reprinted by the POEP's Education Subcommittee and is ready for distribution. To request copies of this guide or the Tobacco Cessation pocket guide, The American Cancer Society Screening Recommendations for the Early Detection of Cancer, the Signs of Possible Childhood Cancer pocket guide, the POEP brochure, the Malignant Melanoma pocket guide, or Intercultural Cancer Council's Cultural Competence in Cancer Care: A Health Care Professional's Passport, contact [Stephanie Gonzalez](mailto:Stephanie.Gonzalez@tedmed.org) (Stephanie.gonzalez@tedmed.org) at (512) 370-1469.

Speakers' Bureau

The Speakers' Bureau is planning additional continuing medical education activities around the state. Meanwhile, **we need more volunteers to speak on cancer-related topics**. If you are a Texas cancer expert who would like to donate your time to educate physicians and other health care professionals, please contact [Leslie Jones](mailto:leslie.jones@texmed.org) (leslie.jones@texmed.org) at (512) 370-1671. POEP reimburses the speaker for all travel costs, such as mileage, lodging, tolls, meals, and parking.

CME Available – Including Ethics Credits!

New Educational Opportunities for Primary Care Physicians

POEP has two new enduring materials available online for 1.5 *AMA PRA Category 1 Credits™*, including ethics. Both "Ovarian Cancer" and "Potential Endocrine Effects of Anticancer Therapy" are written for primary care physicians, and highlight the symptoms, diagnosis, and survivorship issues that doctors may see in their practice. For more information, visit the continuing medical education (CME) section of www.poep.org.

Treating Tobacco Dependence

A free, one-credit CME-CE on Medscape on treating tobacco dependence is available online. Credit is available for doctors, nurses, and pharmacists. You have to set up a Medscape account, which is free, to access it. Follow [this link](http://cme.medscape.com/viewprogram/17710) (<http://cme.medscape.com/viewprogram/17710>) to access Medscape.

Pain Management

The July 2008 issue of *Texas Medicine* featured a pullout CME piece. Written by Larry Driver, MD; Brian Bruel, MD; and Diane Novy, PhD, "Pain Primer for Primary Physicians: Essential Concepts," is accredited for 1.5 *AMA PRA Category 1 Credits™*, including ethics. More than 170 physicians have completed this activity to date. The article helps physicians outline a systematic approach to pain assessment and evaluate outcomes, define potential adverse outcome issues, summarize physical and procedural interventions for managing pain, and identify categories of medications useful for pain management. To complete this module, please visit www.poep.org. For paper copies, contact [Laura Wells](mailto:laura.wells@texmed.org) (laura.wells@texmed.org) at (512) 370-1673.

Ovarian Cancer

POEP's newest free CME activity is on ovarian cancer, with a particular emphasis on prevention strategies, early diagnosis, treatment options, and management. The course discusses the incidence and mortality of ovarian cancer in the United States and has been accredited for 1 *AMA PRA Category 1 Credit™*, including ethics. This online course is available at www.poep.org.

Other CME

Breast Cancer Mammographic Screening Process Improvement Project

POEP now offers a performance improvement (PI) continuing medical education project for primary care physicians. Aimed at improving mammography screening rates for eligible women in Texas, the project will offer 20 *AMA PRA Category 1 Credits™* if completed. The physician will work through the project in three phases, and may take as long as nine months to finish. Each stage merits five credits, with an additional five credits given for completion of the project. The cost of the credit is \$25 per stage, or \$75 total.

- In Stage A, physicians assess their current practice using mammography recommendations by conducting a chart review of their own patients.
- Stage B involves learning from the application of performance improvement by reviewing publications relevant to mammography and implementing practice system changes to improve screening rates.
- In Stage C, physicians are expected to learn from the evaluation of the improvement effort.

The Centers for Disease Control and Prevention Behavioral Risk Factor Surveillance Survey indicates that only 52 percent of eligible Texas women received a mammogram as recommended, almost 10 percent below the national

average. Yearly mammograms are recommended starting at age 40 and continuing for as long as a woman is in good health. Physician recommendation is a key success factor in obtaining mammographic screening for breast cancer. This PI activity is aimed at increasing the frequency of this recommendation.

For more information about the PI project, please contact [Leslie Jones](mailto:leslie.jones@texmed.org) (leslie.jones@texmed.org) at (512) 370-1671.

Recent Events

Texas State University Winner of the 2009 National Marrow Donor Program® (NMDP) Collegiate Award

The NMDP awards recognize individuals and groups for their outstanding contributions in furthering NMDP's mission to help more people live longer, healthier lives. The collegiate award is presented to a college or university that exemplifies a high level of commitment in raising awareness, recruiting donors, and supporting the life-saving work of NMDP.

Texas State University geography professor and cancer survivor Lawrence Estaville, PhD, and surgeon Abel Galaviz, MD, of San Marcos and Austin will be recognized at the 2009 NMDP Council Meeting at the Hilton Minneapolis Hotel on Friday, Nov. 6, 2009.

POEP assisted in the planning and execution of the first Texas State University Cancer Symposium held on April 24, 2009, at the Embassy Suites San Marcos Hotel, Spa, and Convention Center. The conference drew primary care physicians, physician assistants, nurses, nurse practitioners, radiologists, and students. Planning is already underway in connection with the Second Annual Texas State University Cancer Symposium scheduled for Friday, April 23, 2010, in San Marcos.

For more information on Texas State University's cancer awareness efforts, visit <http://cancerawareness.healthcenter.txstate.edu/>

POEP Pilots Tobacco Cessation Program

According to a report from the U.S. Preventative Task Force Services, there is good evidence that brief smoking cessation interventions, including screening, brief behavioral counseling (less than three minutes), and pharmacotherapy delivered in primary care settings, are effective in increasing the proportion of smokers who successfully quit smoking and remain abstinent after one year. Working with student champions from TMA's Medical Student Section, POEP provided tobacco cessation education to 293 medical students at three Texas medical schools in FY2008. The student champions secured a location on campus, promoted the activity, and were responsible for evaluations at each site. Through a grant from Pfizer, POEP provided lunch for students in attendance, and offered a one-hour lecture focusing on patient counseling and available pharmacotherapies.

The student champions from each school were rewarded with travel scholarships to attend TMA's annual conference, TexMed. The 2008 scholarship recipients were Shawn Hughes (Texas College of Osteopathic Medicine), and Aimee Wendelsdorf and Natalie Pardue (Texas Tech). Target schools for 2009 are UT Southwestern, UT Houston, UTMB at Galveston, UT San Antonio, and Baylor College of Medicine.

Upcoming for First Quarter 2010

POEP Speakers' Bureau: Learning Opportunities on the Horizon

Date: Dec. 2, 2009

Location: Las Palmas Medical Center, El Paso

Topic: Informed Consent and Decision Making as Relates to Prostate Cancer Screening (ethics)

Speaker: Evelyn Chan, MD

For seating availability and other information about these events, please contact [Leslie Jones](mailto:leslie.jones@texmed.org) (leslie.jones@texmed.org) at (512) 370-1671.

Other News of Interest

FCCLA Members Work to Educate Others About Cancer

Roxie Fine, a beloved family and consumer sciences teacher in Orange Grove, Texas, was diagnosed with unknown primary cancer on May 31, 2008. She was a devoted parent, wife, and community leader who was loved by everyone whose life she touched. After discovering that she had cancer, she told her students that all one could do was fight this in a positive way, just like she did everything in her life.

The Orange Grove Family, Career and Community Leaders of America (FCCLA) Chapter planned a cancer awareness walk called Walk for a Fine Cause in honor of Roxie. The members of this chapter set a goal to raise money and educate their community and surrounding areas about all types of cancer but especially cancer of unknown primary. The members set the walk for Dec. 11, 2008, with goals to raise \$25,000, walk 10,000 laps, and read factual and informative cancer prevention tips. They also planned a silent auction and asked school and community clubs to participate by selling drink or food items to help raise money.

Unfortunately, on Dec. 2, Roxie lost her battle with cancer. The walk went on, and the town was immersed in school buses and cars from near and far. More than 1,100 people showed up for the walk. They logged in 11,202 laps and raised \$32,847.00 for cancer research!

After the walk, FCCLA members designed their own unknown cancer support ribbon. They used zebra print with hot pink writing. Members decided on these colors because Roxie had an extra-special zest for life and a very outgoing

personality. The students began to push for the zebra print to become the color for cancer of unknown primary.

State Rep. Yvonne Gonzalez-Tourielles wrote a resolution for the zebra stripe to be recognized as the official color in Texas for cancer of unknown, as well as a bill for an unknown cancer license plate. This bill passed and was signed by the governor in May 2009. The design of the license plate is in the beginning process at this time. The Fine Cause continues today with the hopes that the zebra print color will be known nationally and around the world as the official unknown cancer color.

FCCLA is a dynamic and effective career and technical youth organization for young men and women through grade 12 with family as its central focus. FCCLA members become leaders in their families, careers, and communities. For more information, visit www.texasfccla.org.

**New Texas Law Removes Barrier to Clinical Trials:
*Insurance Coverage of Routine Health Services Now Required for
Covered Patients Enrolled in Clinical Trials***

As of Sept. 1, 2009, Texas joined 27 states that require health benefit plans to cover routine costs for patients enrolled in clinical trials such as those for cancer and other life threatening diseases. Routine costs are medically necessary health services, such as doctor visits, hospital stays, tests, and x-rays — care that patients with health insurance coverage would receive as a covered benefit even if they were not in a clinical trial.

With the passage of this new law, a significant barrier to Texans considering clinical trials as a treatment option is removed. Low participation rates in clinical trials prolong the drug development process, and can delay public access to potentially effective new treatments. Low participation rates also make it harder for researchers to answer important questions about comparing existing treatments with new treatments. Cancer clinical trials enrollment is generally low overall; only around 3 percent of adults participate.

Armin Weinberg, PhD, director of the Chronic Disease Prevention and Control Research Center at Baylor College of Medicine in Houston and cofounder of the Intercultural Cancer Council recently completed a four-year (2005-09) research program to address problems and solutions related to improving participation of minority and underserved patients in clinical trials. The Eliminating Disparities in Clinical Trials (EDICT) Project demonstrates that increasing awareness of and access to clinical trials requires a systematic approach. Patients need more and better communication to understand the risks and the benefits of trials to make informed decisions about their option to participate.

Tom Kowalski, CEO of the Texas Health and Bioscience Institute (THBI) and president of the Texas Life Science Foundation (TLSF), described the foundation's plans to develop a Texas Clinical Trial Network designed to help patients learn about and enroll into trials. "Insurance coverage for routine care

was a big barrier for many patients considering trials,” said Kowalski. “We are developing the Texas Clinical Trial Network to provide both technology and clinical trial navigators to help increase access to and participation in trials, especially among underserved and minority patients.”

TLSF (www.TLSFoundation.org) is a nonprofit foundation focused on promoting greater understanding of Texas’ bioscience community through the exploration of new approaches to technology and research.

Moving to the U.S. Increases Cancer Risk for Hispanics

Results of a new study confirm trends that different Hispanic subpopulations have higher incidence rates of certain cancers and worse cancer outcomes if they live in the United States than they do if they live in their homelands.

“Hispanics are not all the same in their cancer experience,” said the study’s lead researcher Paulo S. Pinheiro, MD, PhD, MSc, of the University of Miami School of Medicine. “Targeted interventions for cancer prevention and control should take into account the specificity of each Hispanic subgroup: Cubans, Puerto Ricans, or Mexicans.”

The study, published in *Cancer Epidemiology, Biomarkers & Prevention*, evaluated what kind of cancers occurs in each specific Hispanic subgroup and compared the risk after moving to the United States. The study was conducted in Florida, which has a diverse community composed of Cubans, Mexicans, Puerto Ricans, and Central and South Americans.

The results indicated that these population groups showed different patterns of cancer. Mexicans had the lowest rates of cancer overall; Puerto Ricans had the highest rates.

Overall, cancer risk was at least 40 percent higher among U.S. Hispanics compared with those who live in their countries of origin for most cancers, the study found.

To date, studies have classified all Hispanics under the same umbrella, as a single ethnic group, hiding the differences between each population group. “They are really heterogeneous from cultural and socioeconomic perspectives and represent several population groups,” said Amelie G. Ramirez, DrPH, director of the Institute for Health Promotion Research.

With the increasing Hispanic population in the United States (nearly one in every three people will be Hispanic by 2050), Dr. Ramirez said it is important to conduct studies like this to better understand these differences and learn about what predisposes different population groups to certain types of cancer to improve health outcomes.

American Cancer Society

New American Cancer Society PowerPoint Presentations Available

In support of the American Cancer Society's goal to provide up-to-date cancer information to the public, the society is pleased to announce the availability of six basic presentation packets that can be used for health professional or general cancer information sessions.

The presentations cover breast, prostate, colorectal, lung, and skin cancer. Each contains information about risk factors, prevention, and early detection, including any American Cancer Society screening guidelines. A sixth presentation discusses the society's guidelines on nutrition and physical activity for cancer prevention.

The presentations are formatted as PDF packages but can be displayed as if they were PowerPoint presentations. One PDF contains only slides and is intended to be projected to the audience. A second PDF in the package contains the same slides with speaker's notes; presenters may print this PDF to use as their reference during their presentation. A third PDF in the package gives instructions on how to use the package and display the slides to the audience.

The new presentation packets are housed in the Professionals Section of www.cancer.org. Shorter versions are being created and will be available soon.

Texas Cancer Registry

Cost of Cancer. In 2000, The University of Texas LBJ School of Public Affairs estimated 1998 total cancer costs in Texas to be \$14 billion, with \$4.9 billion in direct costs and \$9.1 billion in indirect costs due to lost productivity from cancer morbidity and mortality. A just-completed study by a team of researchers at the UT Medical Branch in Galveston updates those estimates to reflect cancer costs in Texas for 2007 as follows:

- The total cost of cancer was \$21.9 billion.
- The direct cost was \$10 billion, with \$7.7 billion for cancer health care.
- The indirect cost of cancer due to morbidity and mortality was \$11.8 billion.
- The cost of cancer-related programs in Texas from state agencies, nonprofits, and foundations was approximately \$78.5 million.

This report also provides estimates of cost of cancer care for 18 common cancers, as well as estimates of other cost components for the four most common cancers (colorectal, lung, breast, and prostate).

The Texas Cancer Registry (TCR) at the Texas Department of State Health Services initiated and funded this study to assist in public health and health care policy making, evaluate and use its data for the first time in measuring the economic burden of cancer, and provide additional insight for further enhancing TCR data to support this important area of research.

Access this report on the [DSHS Web site](http://www.dshs.state.tx.us/tcr/publications/files/Cost_of_Cancer_in_Texas-090309.pdf).
(http://www.dshs.state.tx.us/tcr/publications/files/Cost_of_Cancer_in_Texas-090309.pdf).

Data Query Tool. TCR is pleased to announce a new data query tool available for generating commonly requested Texas cancer incidence and mortality data. This new query tool also enables users to generate Texas maps of cancer incidence and mortality, a frequently requested feature.

To try out the new tool, go to the [TCR Web site](http://www.dshs.state.tx.us/tcr/data.shtm) (<http://www.dshs.state.tx.us/tcr/data.shtm>) and click on Selectable Texas Cancer Incidence & Mortality Rates & Maps.

Making the Texas Cancer Plan a Reality

[Making the Texas Cancer Plan a Reality: Cost Estimates for Implementation 2008](http://www.acsf2f.com/Docs/TxCC_CancerPlanCost.pdf) (http://www.acsf2f.com/Docs/TxCC_CancerPlanCost.pdf) was prepared by the Texas Comprehensive Cancer Control Coalition (TCCC) and represents best available estimates of what additional funds are needed to reasonably implement the Texas Cancer Plan given existing program funding and capacity for services. TCCC obtained readily available information about existing resources for cancer prevention and control. The coalition acknowledges that significant resources are available that are not identified in this document, particularly in the areas of early detection and treatment (e.g., Medicaid expenditures). The coalition used and developed logical cost models and made realistic assumptions to estimate what additional resources may be needed beyond current resources to achieve the objectives and goals of the Texas Cancer Plan.

Texas Fact & Figures 2008

[Texas Facts & Figures 2008](http://www.acsf2f.com/Docs/TxCC_HighPlainsF&F08_Book.pdf)

(http://www.acsf2f.com/Docs/TxCC_HighPlainsF&F08_Book.pdf) serves as a source book for planning and implementing programs for cancer prevention and control in Texas and is utilized by health professionals, policy makers and advocates, the media, and the public. It is available in an easy-to-read printed and electronic format.

Hard copies of these documents are available through American Cancer Society, High Plains Division, at (512) 919-1800.

For more information or to submit items for this electronic bulletin, contact POEP at (800) 880-1300, ext. 1469, or (512) 370-1469, or poep@texmed.org. Or visit www.poep.org. Thank you for your support of POEP and for your efforts to reduce the burden of cancer on Texans!