



Physicians Caring for Texans

TexMed 2016 Clinical Abstract

Please complete all of the following sections:

Procedure and Selection Criteria

- Submissions not directly related to quality improvement or research may be accepted and should follow the standardized format outlined below. Content should enhance knowledge in the field of clinical care and be relevant to a given patient population.

PROJECT NAME: Hepatocellular Carcinoma Awareness

Institution or Practice Name: TexasHepCA

Setting of Care: Primary Care Offices

Primary Author: Declan Fleming, MD

Secondary Author: Amit Singal, MD

Other Members of Project Team: Howard Monsour, MD

Is the Primary Author, Secondary Author or Member of Project Team a TMA member (required)?

Yes No

Please provide name(s): Howard Monsour, MD; Amit Singal, MD; Declan Fleming, MD;

Enhanced Perioperative Recovery/Future of Surgical Care program

Clinical

Background (15 points max): *Describe the purpose for sharing the content. What caused this subject matter to be approached? Why is this content important to share? What is the potential impact if this content is not shared?*

Hepatocellular carcinoma (HCC) is the fastest growing incident cancer in the U.S. It's increasing at a rate of almost 2% per year. Texas has one of the highest mortality rates for HCC in the U.S. The rising incidence of cirrhosis caused by hepatitis C virus (HCV) and the increased incidence of fatty liver disease are the underlying issues. Disparities also exist in the incidence and treatment of HCC. Hispanics, especially in South Texas, are disproportionately affected by this primary liver cancer. Hispanic males are twice as likely to develop this cancer as whites, while Hispanic females are three times more likely than whites. Underlying this also is the increased incidence of hepatitis C. In Texas over 30% of HCV patients presenting to their primary care physician for the first time will have cirrhosis. When HCC is identified, the low curative treatment rates are related to the high rates of late-stage diagnosis with only 40% of patients being diagnosed at an early stage despite the availability of efficacious surveillance tools. The important message of early detection is exemplified by curative rates for HCC of 57-73% when detected at an early stage.

Intended Stakeholders (15 points max): *Identify those individuals, organizations, or interest groups that could be potentially impacted by this information or benefit by obtaining this information.*

The target of this awareness project is Primary Care Physicians (targeted for continuing education programs and medical journal ads) and the at risk patient groups (targeted through the PSA and media campaigns). Target physician groups are members of the TMA and other primary care physicians who participate in the meetings. (estimate 500 – 1000+). Target high risk groups with PSA and media campaigns will focus on the greater Houston, San Antonio, and Dallas areas and South Texas. (100,000)

Description of Accomplished Work (25 points max): *Provide an overview of the work that was accomplished, including any specific methods, tools or techniques. Also, include any milestones or key accomplishments. Note charts, graphs and tables here and send as addendum with abstract form.*

This project was conceived as a multipronged, multifaceted approach to addressing both education and awareness gaps among physicians and the public. Many channels are being pursued, including live and online education, broadcasted public service announcements, and print and online advertisements. Accomplishments will remain ongoing until the end of the campaign in December of 2016. Current accomplishments include:

- 1) Providing a live CME presentation at the Texas Medical Association's Fall Conference for 100 physician members.
- 2) Producing and posting a free online CME presentation on the TMA website, with exposure to more than 40,000 TMA physician members.
- 3) Ongoing distribution of 12 print advertisements for the TexasHepCA project in TMA's monthly Texas Medicine Magazine
- 4) Publishing a feature story on the TexasHepCA project in TMA's Texas Medicine Magazine, with a readership of nearly 50,000 physicians and medical students
- 5) Providing a live CME program and dinner at the Texas Medical Association's TexMed Conference for 50+ physician members.

- 6) Developing a TexasHepCA webpage with information and resources for physicians and the public
- 7) Developing printable educational materials on HCC for physicians and the public
- 8) Exhibiting at TMA's TexMed 2016 annual meeting to distribute collateral material and answer questions for physicians and other conference-goers about HCC and the importance of prevention and screening.

Timeframe and Budget (20 points max): *Provide the start and end dates for the work along with any financial implications that were incurred due to the work accomplished. Note charts, graphs and tables here and send as addendum with abstract form.*

Full grant funding for the project was received in April of 2015, in the amount of \$129,000. This included both educational funds and funding for marketing efforts. The end date for the grant project will be December 31, 2016. Budget is attached.

Intended use

The intended outcome of this project is to increase awareness of the rising incidence of Hepatocellular Carcinoma in Texas and encourage screening in appropriate cases, thereby reducing overall morbidity and mortality from this disease. Primary care physicians can benefit from education on current data and guidelines concerning HCC incidence and disparities. This includes information on evaluating patients known to be at risk for HCC, communicating appropriately with these patients, and ensuring screening is performed when indicated. Patients can also benefit from recognizing important risk factors and seeking physician counseling and care when needed.

Intended Use (25 points max): *Describe how this information could be used moving forward to impact patient care.*