



for cancer

# Revolutionizing Cancer Care Delivery

*Too often, the most vulnerable cancer patients are unable to get care. And far too often their cancers are diagnosed later, at less treatable stages.*

As a result, Project ECHO® launched an initiative to expand quality cancer care for underserved communities. ECHO helps reduce disparities in access to cancer care in rural and urban communities by bringing top-quality care to cancer patients where cancer specialists are not readily available.

## Moving knowledge, not patients

- Greater adherence to national best practices for cancer screening, prevention and treatment
- Increased capacity for community hospitals and health centers to care for patients with cancer
- Improved provider self-efficacy
- New tools to train community health workers

## What are the focal areas for developing cancer expertise?



### Prevention

- Cancer control planning
- Community cancer intervention & prevention
- Hepatitis B & C treatment
- Hepatitis B vaccination
- HPV vaccination
- Smoking/tobacco cessation
- Sun safety & skin cancer prevention



### Screening

- Breast cancer
- Cervical cancer
- Colorectal cancer
- Dermatology
- Oral & lung cancer
- Pathology best practices
- Training peer & community health advocates



### Treatment

- Cancer care navigation
- Clinical trial enrollment
- Palliative care
- Pain & toxicity management
- Precision medicine & genomics
- Survivorship

## Join Us

Project ECHO (Extension for Community Healthcare Outcomes) is about moving knowledge, not patients, leveraging telementoring to share knowledge between specialists and primary care clinicians working in rural and urban underserved areas. Launched in 2003, Project ECHO is a nonprofit organization, working toward the goal of touching 1 billion lives globally, by 2025.

Learn more  
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# ECHO in Action: Equipping More Doctors to Reduce Cervical Cancer Deaths

Hispanic women living along the US-Mexico border in Texas have some of the highest rates of cervical cancer incidence and mortality in the country, according to the U.S. National Institutes of Health. This is no surprise to Dr. Rose Gowen. Week after week, Dr. Gowen saw women at Su Clinica in Brownsville, TX, with abnormal pap smears. Unfortunately, she didn't have the tools nor resources to provide care for those women in need of follow-up support. Dr. Gowen made referrals to a specialist located an hour away, but many lacked transportation or the financial means to travel.

*“Instead of waiting weeks or months, these women are getting follow up procedures right here, in their own community. This is about saving lives.”*

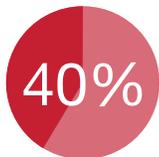
With the help of the MD Anderson Cervical Cancer Prevention ECHO, Dr. Gowen found a solution. After hands-on training in Loop Electrosurgical Excision Procedure, Dr. Gowen and her primary care colleagues joined in weekly teleECHO™ sessions that enable them to provide a broader array of treatments. “We've seen an increase in preventative pap smears and a reduction in referrals for cone biopsy. Instead of waiting weeks or months, these women are getting follow up procedures right here, in their own community,” said Dr. Gowen. “This is about saving lives.”



Dr. Rose Gowen

## Health inequities are increasing, ECHO offers a solution

### The Problem



**Cancer disparities are increasing.** African American women in the U.S. die of breast cancer at a rate 40% higher than non-Hispanic white women, a disparity that did not exist 3 decades ago.



### The Solution



**Bringing specialty expertise to the community.** ECHO demonopolizes specialized knowledge and increases capacity in rural clinicians who have been shown to provide as good if not better care to patients receiving chemo-like treatment regimens.



**Rural Americans are more likely to die of cancer than their urban counterparts.** Only 3% of medical oncologists practice in rural areas, forcing these patients to travel great distances for care.



**Participating in ECHO increases provider self-efficacy and satisfaction.** It also increases retention and recruitment of providers in rural communities, thereby improving community self-sufficiency.