

A large steel truss bridge spans a deep valley. The sun is positioned behind one of the bridge's vertical supports, creating a bright sunburst effect with rays of light. The bridge's structure is a complex lattice of steel beams. The valley below is filled with dense green trees. The sky is a mix of blue and orange, suggesting a sunset or sunrise.

# Bridge to Good Living: Thriving Beyond Lung Cancer

The 'Bridge' Program



THE GOAL OF THE BRIDGE PROGRAM  
IS TO IMPROVE THE COORDINATION OF CARE  
AND DECREASE THE CONSEQUENCES  
OF TREATMENT FOR PATIENTS DIAGNOSED  
WITH STAGE I, II, OR III LUNG CANCER.



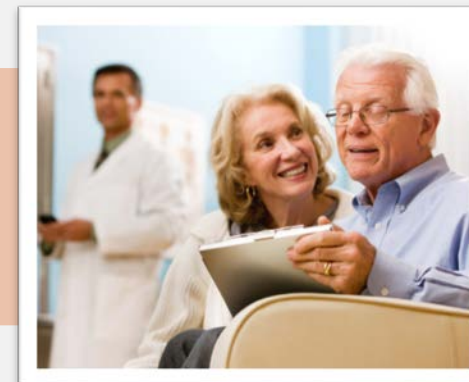
# THE AIMS OF THE BRIDGE PROGRAM ARE TO:

Develop and implement a comprehensive survivorship model for lung cancer patients



Train health professionals on the research, survivorship, and treatment of lung cancer

Disseminate information about lung cancer survivorship to patients, families, and health care providers



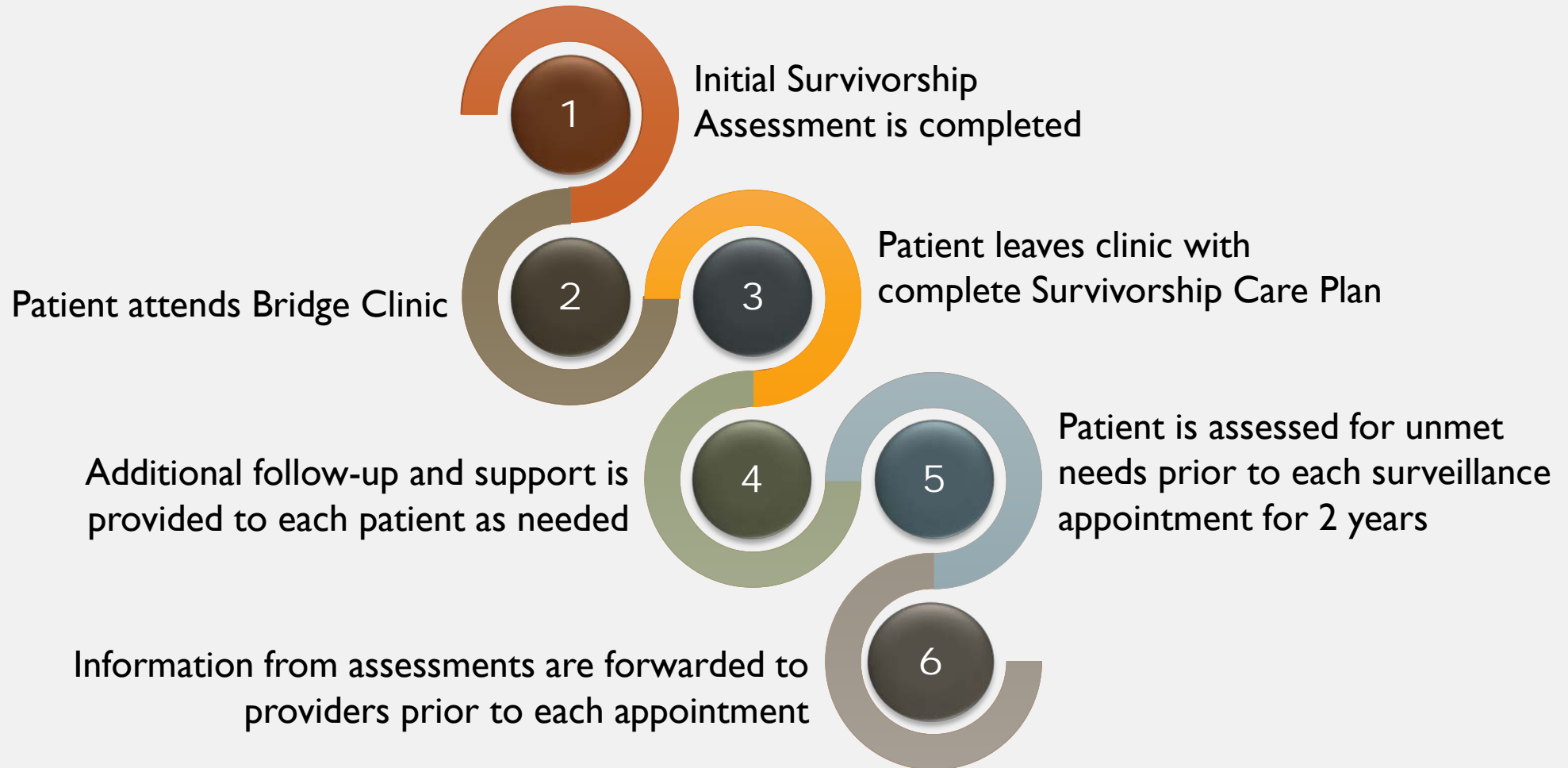
# SURVIVORSHIP PROGRAM

Assist the patient to thrive beyond lung cancer diagnosis and treatment

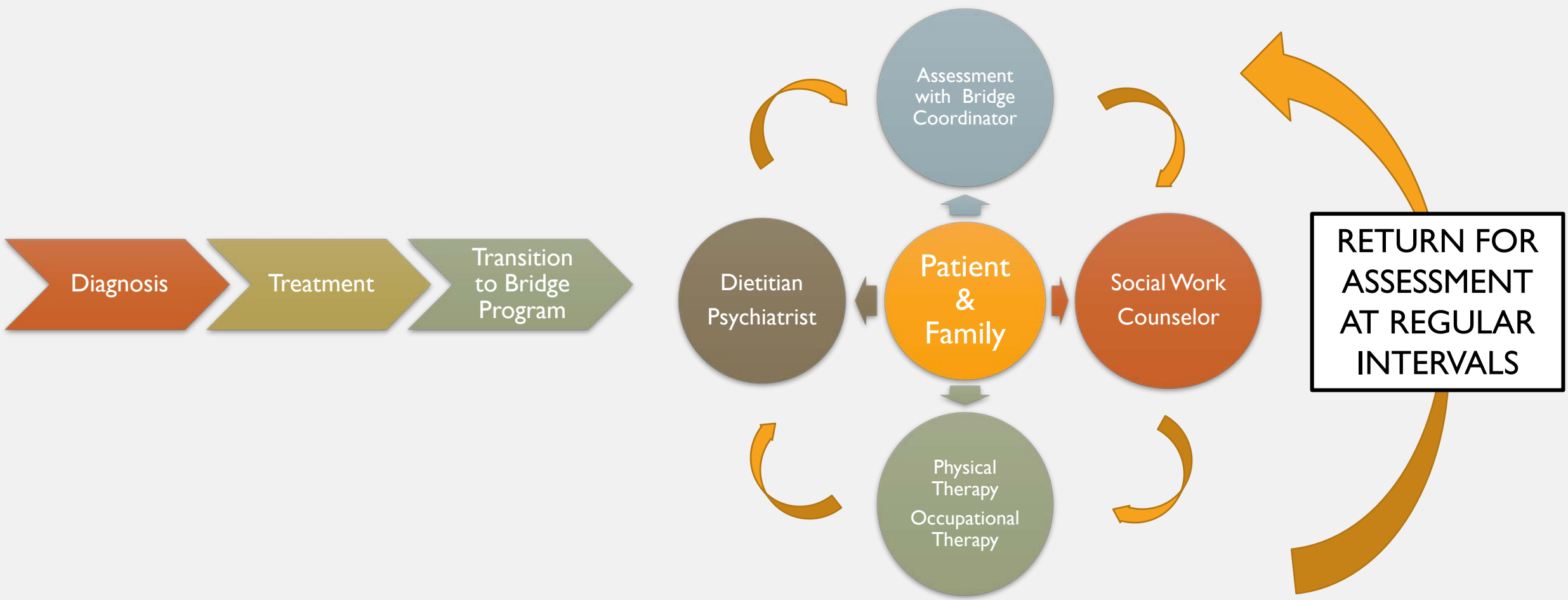
- Provide a person-centered approach to survivorship care planning
- Identify ongoing physical, social, emotional, and financial needs
- Relieve any post-treatment issues



# BRIDGE PROGRAM ROADMAP



# CLINIC GRAPHIC



# MULTI-DISCIPLINARY TEAM APPROACH

During the half-day clinic, each patient has the opportunity to meet individually with the survivorship team:

- Nurse Practitioner
- Licensed Social Worker
- Registered Dietician
- Tobacco treatment specialist
- Behavioral health specialist
- Physical Therapist
- Occupational Therapist



# INITIAL ASSESSMENT

Items compiled from NCCN distress thermometer and templates for lung cancer from ASCO

	0 Not a concern at all	1 A little concerning	2 Somewhat concerning	3 Moderately concerning	4 Very concerning
Alcohol use					
Anxiety or depression					
Balance and falling					
Breathing difficulties					
Emotional and mental health/wellbeing					
Exercise/physical activity					
Fatigue					
Fear					
Fertility					
Financial advice or assistance					
Insurance					
Memory or concentration					
Pain					
Parenting					
Peripheral neuropathy/numbness/tingling					
Physical functioning/getting around/self-care					
Preventative care/vaccinations					
Recurrence/second cancer					
School/work					
Sexual functioning					
Spiritual issues/support					
Sleep					
Stopping smoking/tobacco use					
Weight changes/diet/difficulty eating					



# SURVIVORSHIP PLAN

Patient's specific issues are restated and recommendations tied directly to them in patient-friendly language

CLINICAL ASSESSMENT—Survivorship Plan	
Area of Need:	Area of Concern:
Anxiety & Depression	You state that anxiety and depression are a little concerning <b>The clinician recommends the following:</b>
Balance & Falling	You state that balance and falling are somewhat concerning <b>The clinician recommends the following:</b>
Breathing difficulties	You state that breathing difficulties are moderately concerning, you have been on oxygen in the past, but no longer need it <b>The clinician recommends the following:</b>
Exercise/physical activity	You state that exercise and physical activity is a little concerning, and that your doctor recommends walking. <b>The clinician recommends the following:</b> The physical therapist recommends that you start with 2-3 min walks at a slow, comfortable pace which allows you to breathe OK, and increase 30 seconds to 1 min per day. This may be easier if you focus on fun activities, such as gardening.
Fatigue	You state that fatigue is moderately concerning <b>The clinician recommends the following:</b>
Insurance	You would like more information on life insurance <b>The clinician recommends the following:</b>
Physical functioning/getting around/self-care	You state that physical functioning is a little concerning <b>The clinician recommends the following:</b>
Recurrence	You state that recurrence is somewhat concerning <b>The clinician recommends the following:</b>
Sleep	You state that sleep is a little concerning <b>The clinician recommends the following:</b>
Tobacco Use	You state that quitting smoking is very concerning. She would like to stop smoking. You have tried numerous smoking cessation medications in the past, and are currently using the inhaler. You also state that you live with other smokers. <b>The clinician recommends the following:</b>

## CLINIC TAKE-AWAYS

- Survivorship plan, including treatment summary and recommendations
  - Fully compliant with CoC accreditation criterion
- Notebook with information about key areas of health/wellness for cancer survivors
  - Physical activity, healthy eating, stress management, tobacco cessation, etc
- Open door with all providers
  - A 'patient for life'
- Personal follow-up with program coordinator
  - Arrangements for any recommended referrals
  - Re-assessment every 3 months up to 2 years

# UNIQUE ASPECTS

- True interprofessional care
  - All team members discuss EACH issue raised by the patient
  - Provide input from their areas and agree on recommendation
  - Some disciplines assess patient simultaneously (eg PT and OT together)
  - Survivorship plan reflects team's 'group brain'
    - 'individually, we are smart...together, we are brilliant'



INITIAL OUTCOMES: PATIENTS SERVED

# THE BRIDGE PROGRAM LAUNCHED ITS INITIAL CLINIC IN MARCH 2017

7

Clinics held

43

Completed referrals to  
additional services based on  
patient need

17

Patients seen in clinic

3

Patients reassessed

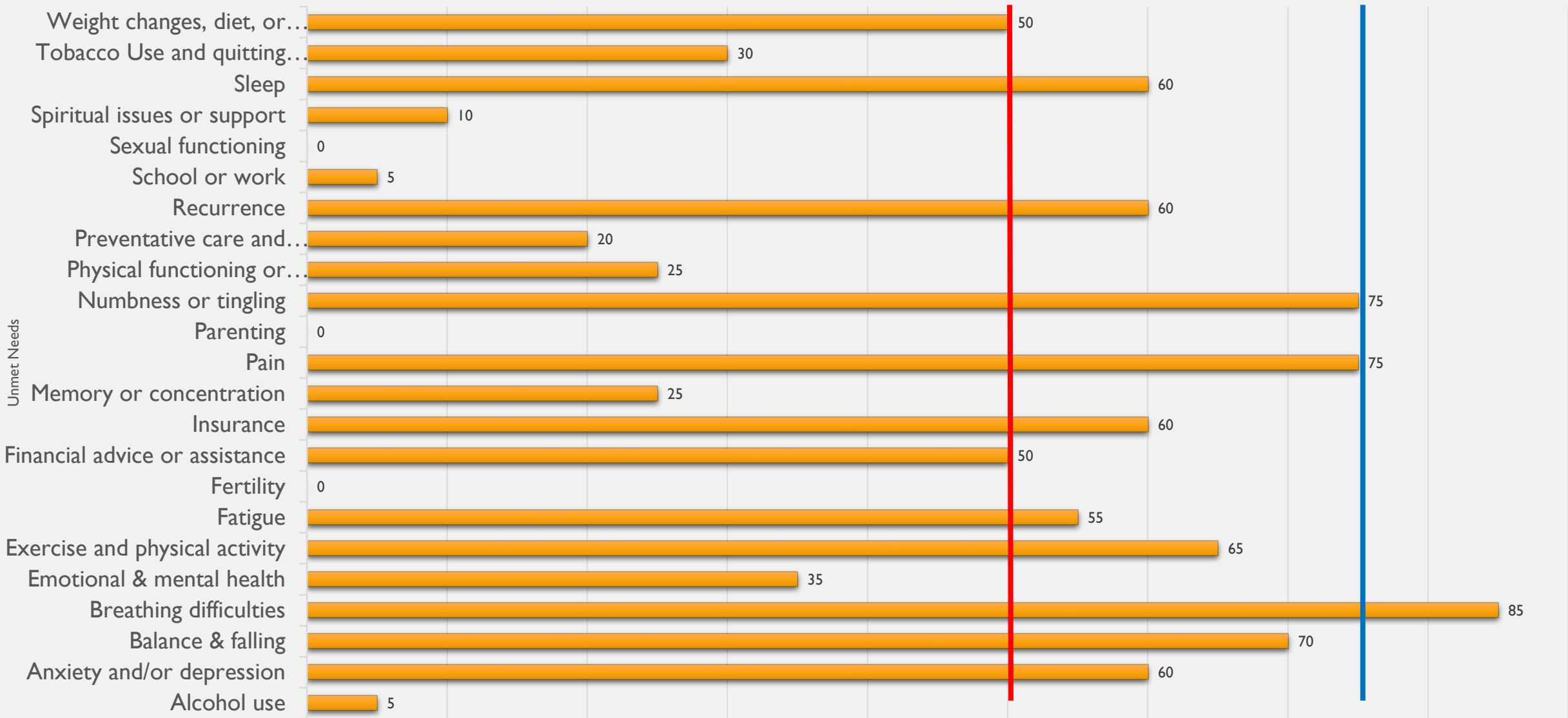
26

Survivors assessed

1000+

Patient interactions

# INITIAL SURVIVORSHIP ASSESSMENT DATA OF 26 PATIENTS ASSESSED





INFORMATION DISSEMINATION

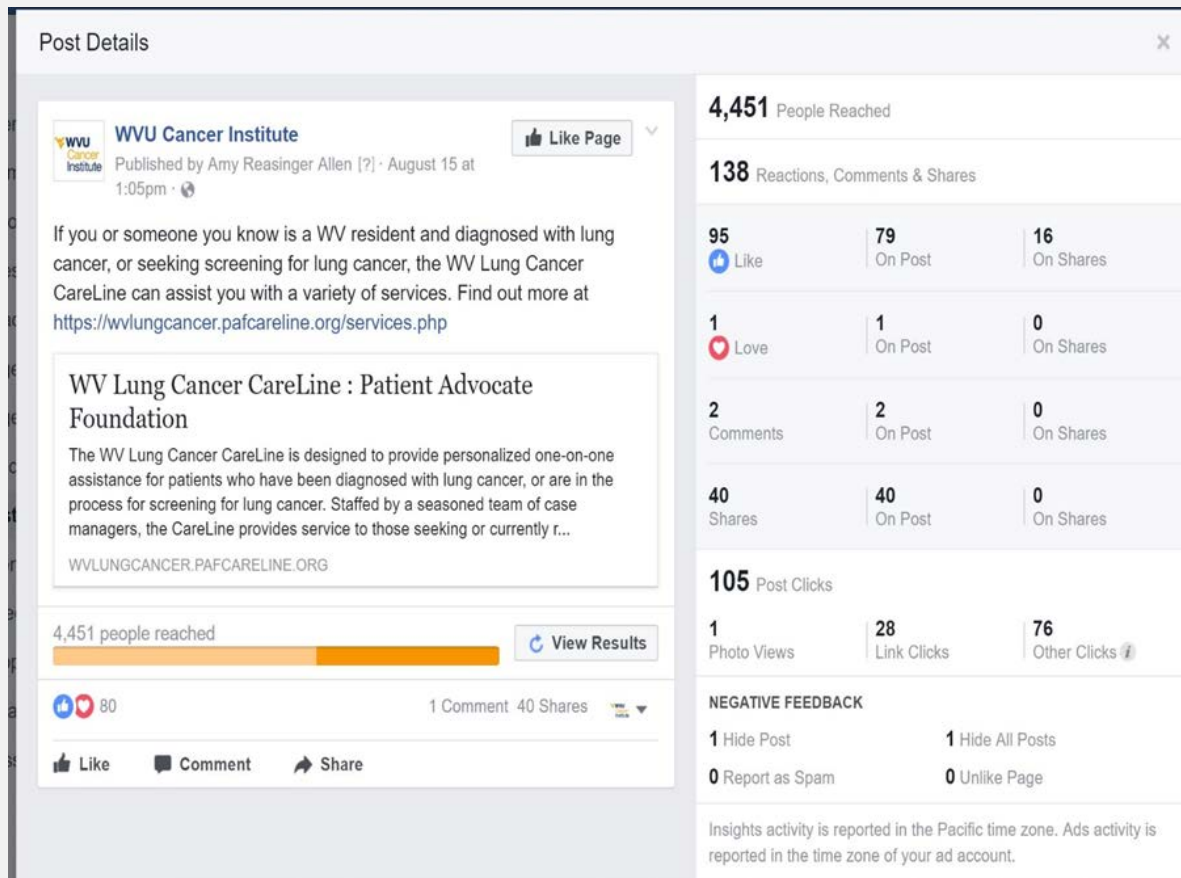
# USING SOCIAL MEDIA TO EDUCATE THE BROADER COMMUNITY

Post Topic	Unique Viewers Reached	Engagement *
<b>World Lung Cancer Day</b>	2,670	100
<b>Bridge Clinic</b>	484	12
<b>WV Lung Cancer CareLine **</b>	4,451 (2,638 Organic/1,813 Paid)	138
<b>Intro of Program Coordinator</b>	616	21
<b>Bridge Program Website</b>	191	6
<b>Totals</b>	<b>8,412</b>	<b>277</b>

\*Engagement is the reactions, comments, and shares related to a specific post.

\*\*CareLine post was boosted on Facebook

# PROMOTING THE CARELINE



- Organizations that shared our post:
  - Relay For Life of Marshall County WV
  - American Cancer Society
  - Cancer Resource Center-Camden Clark Medical Center
  - WVU Medicine
  - Morgantown Social NetworX MSNX
  - Mountains of Hope Cancer Coalition
- As a result of this post the WVUCI page gained 20 additional followers




# THE BRIDGE PROGRAM WEBPAGE

Post Details

**WVU Cancer Institute** Published by Amy Reasinger Allen [?] · August 29 at 1:06pm ·

Looking for information on our Bridge Program? Check out our website for Bridge Clinic details, Survivorship Resources, and more. Updates about the Screening to Survivorship: A New Look at Lung Cancer Conference to be held in November will be posted soon. <http://wvucancer.org/cancer-prevention-cont.../bridge-program/>



**Bridge Program | WVU Cancer Institute**  
Bridge Program What is Cancer Survivorship? Who is a cancer survivor? Cancer survivorship describes anyone who has been diagnosed with or completed treatment for cancer. Cancer survivorship begins at diagnosis and continues...  
WVUCANCER.ORG

**Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 3,800 people.

191 people reached [Boost Post](#)

Shelly Dusic, Rebeca Gonzalez and 3 others

Like Comment Share

**191** People Reached

**6** Likes, Comments & Shares

<b>5</b> Likes	<b>5</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>0</b> On Post	<b>1</b> On Shares

**2** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>2</b> Other Clicks
----------------------	----------------------	-----------------------

**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>2</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

OUTCOMES: HEALTH PROVIDER EDUCATION

**TODAY'S CONFERENCE!**

# NOW IT'S YOUR TURN!

- Case study
- Initial assessment results
- Your tasks:
  - 3 min—introduce yourselves & your role/discipline
  - 10 min--discuss the issue you have been assigned and determine appropriate referrals in your local community (to whom and for what?)
  - 2 min—report out your results
  - Discuss with panel