



Winthrop P. Rockefeller  
Cancer Institute

# Winthrop P. Rockefeller Cancer Institute Update

House and Senate Public Health Committees

January 3, 2022

***Michael Birrer, MD, PhD***

Director, Winthrop P. Rockefeller Cancer Institute

Vice Chancellor, UAMS

Director, Cancer Service Line

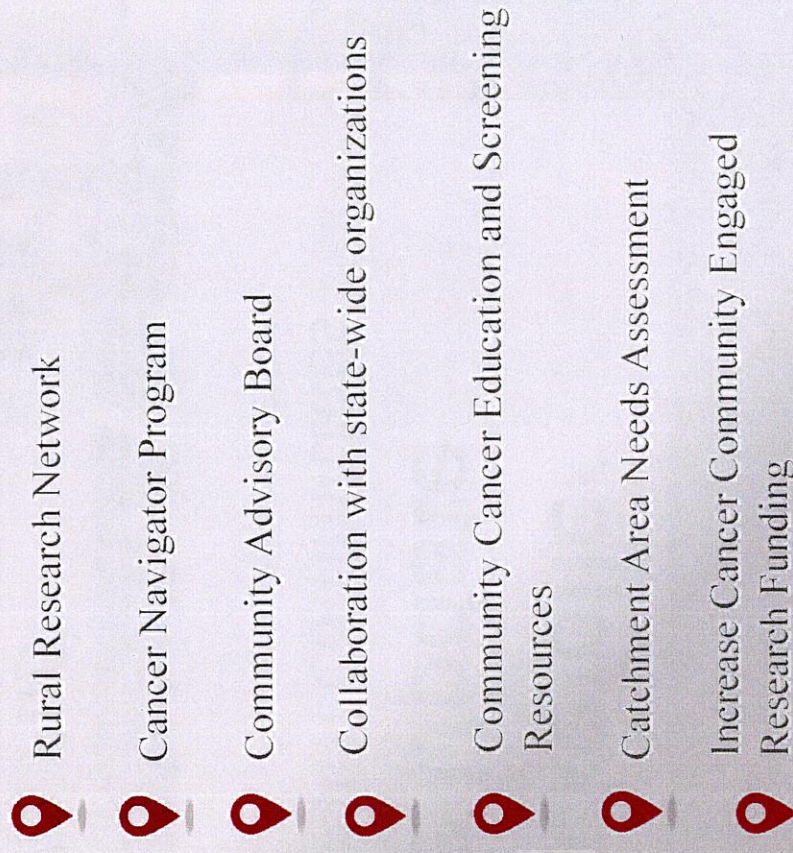
Director's Endowed Chair for the Winthrop P. Rockefeller Cancer Institute

# NCI Designation Requirements

## General Guidelines

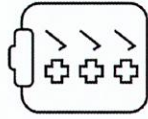
- Formalized, collaborative cancer research programs
- Centralized shared resources that facilitate cancer research
- **An exceptional community outreach and engagement (COE) program that addresses and researches the needs of the catchment area and drives research in the cancer center**
- Coordinated efforts to **train** cancer researchers from middle/high school level through junior faculty
- A robust cancer clinical trials program
- Centralized cancer center **administration** to oversee infrastructure and alignment with NCI designation

## The Path to COE



# Moral Imperative

Arkansans deserve equal access to *state of the art* cancer screening regardless of ethnic, economic or geographic differences.



Arkansans should never have to leave the state to gain access to an accredited bone marrow transplant program and cutting edge cellular therapy.



Arkansans should have easy, understandable and appropriate access to *state of the art* cancer management.



Arkansans suffering from cancer should never be denied access to a oncology clinical trial or die without being offered an appropriate clinical trial.



Arkansas should be conducting research relevant to the cancer needs of its citizens.



# The Burden of Cancer in Arkansas

Incidence and Mortality of cancer in Arkansas is higher than the US rates

Incidence rates (All cancer sites)

Age-Adjusted Incidence Rates by Year, All Stages	AR Rate	US Rate
<b>2014 – 2018</b>	479.0	448.6
<b>2018</b>	486.4	435.8

Mortality rates (All cancer sites)

Age-Adjusted Incidence Rates by Year, All Stages	AR Rate	US Rate
<b>2015-2019</b>	174.2	152.4
<b>2019</b>	165.3	146.0



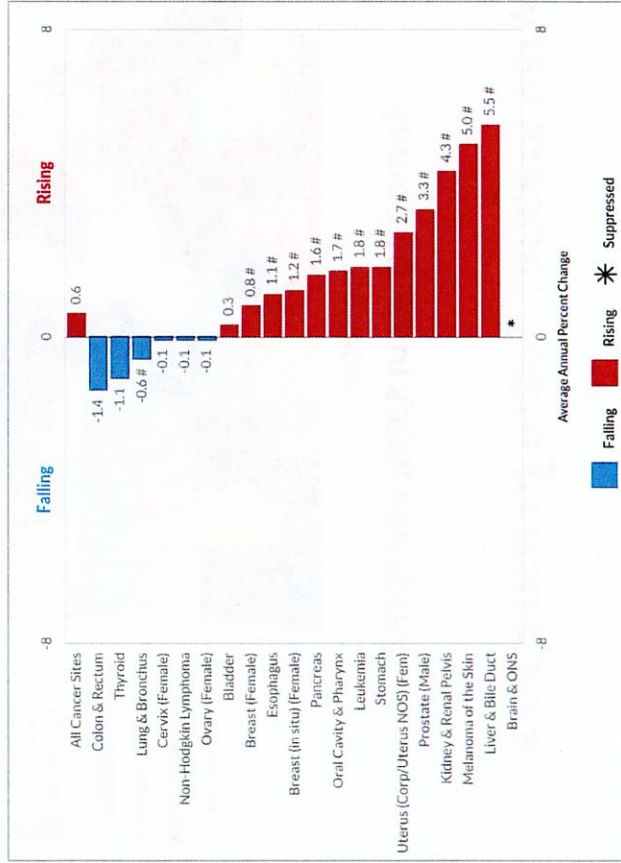
Data from: NCI State Cancer Profiles

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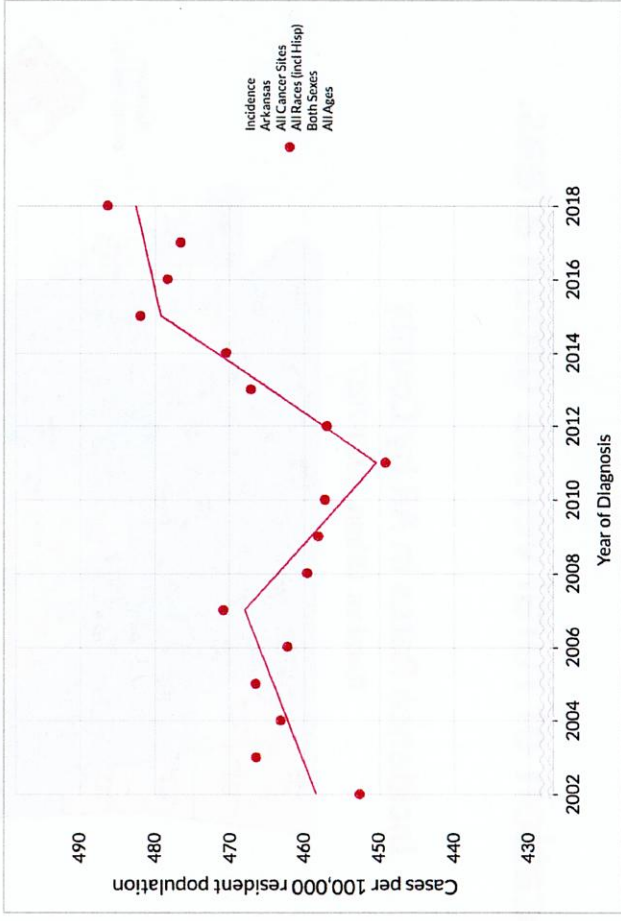
# The Burden of Cancer in Arkansas

## Incidence of most cancers in Arkansas are rising.

5 Year Rate Changes - Incidence  
Arkansas 2014-2018



Historical Trends  
2002-2018

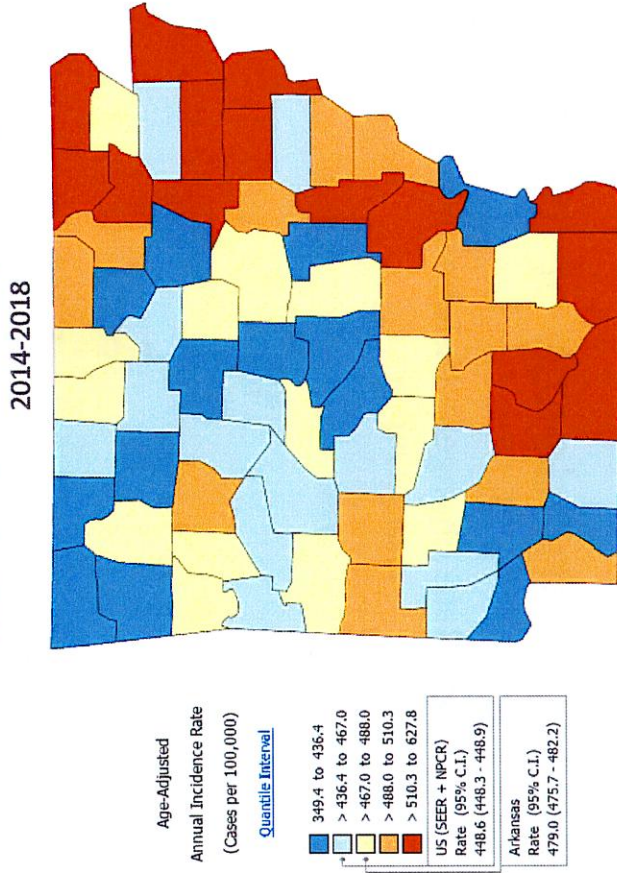


Created by: [statecancerprofiles.gov](http://statecancerprofiles.gov)

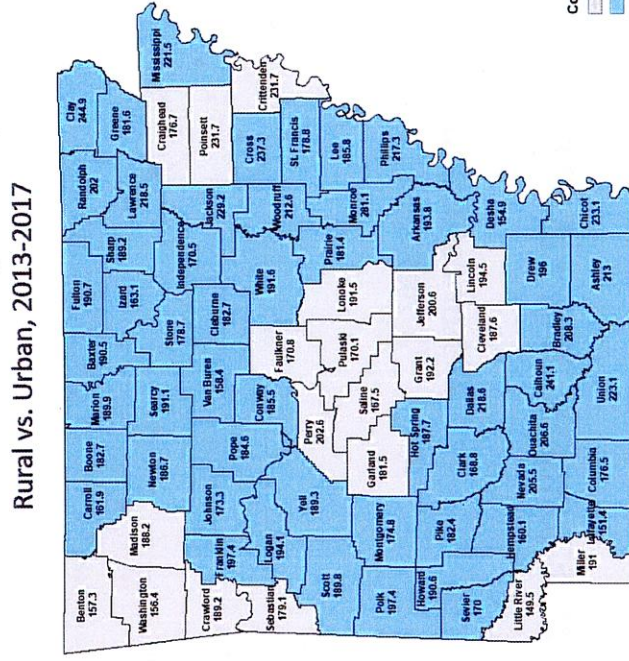
# The Burden of Cancer in Arkansas

Incidence of many cancers vary by location of rural versus urban areas.

Incidence Rates in AR by County  
2014-2018



Incidence Rates in AR by County  
Rural vs. Urban, 2013-2017



Research conducted by:

ARKANSAS DEPARTMENT OF HEALTH

Data from: NCI State Cancer Profiles

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# Community Outreach and Engagement (COE)

## Primary Responsibilities

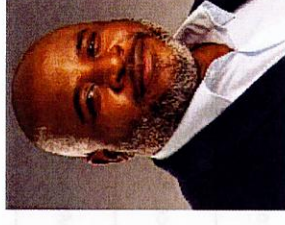
1. Develop Community Advisory Boards to inform priorities
2. Understand and address the needs of the catchment area
3. Develop Cancer Patient Navigation program that provides cancer education, preventative screenings care navigation, and coordination of services for patients

## Program Leaders



*Pearl McElfish,  
PhD, MPH*

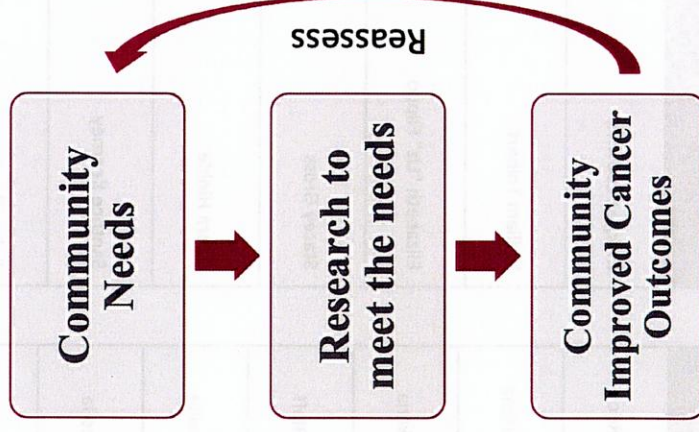
*Associate Director for  
Community Outreach and  
Engagement*



*Corey D. Johnson,  
MA, M.Div*

*Executive Director for  
Community Outreach and  
Engagement*

## Community Research Model



# Community Advisory Board

Name	Connection	Geographic Location
Dr. Keith Morris	Doctor treating cancer	Little Rock
Dr. Josephine Jackson	Oncology nurse and cancer survivor	East Helena
Pastor Kenneth Reid	Pastor and cancer survivor	Texarkana
Sheriff Lafayette Woods	Care-taker/family member of cancer patient	Pine Bluff
Lisa Rodriguez	Family Violence and Disease Prevention	Batesville
Dr. Sheletha Jones	Doctor/father impacted by cancer	Magnolia
Laura Sparks	Cancer Survivor	Pine Bluff
Alma Rattler	Community Health Advocate	Helena

Name	Connection	Geographic Location
Morgan Ludwick	Oncology Nurse	Fayetteville
William Tolbert	Cancer Survivor	Little Rock
Elizabeth "Liz" Flippo	UAMS Resident Coordinator	Texarkana
Stacey Gross	UAMS Business Manager	Batesville
Debra Hinkle	UAMS Site Librarian	Pine Bluff
Santrice Kearney	UAMS Site Care Coordinator Navigator	Pine Bluff
Robin Thrower	UAMS Site Care Coordinator Navigator	Magnolia





# Navigator Program

## What Navigators Do

- ✓ Support patients, their families, and their caregivers by identifying and resolve barriers to improve cancer care coordination
- ✓ Provide community and patient resources: cancer education, preventative screenings, care navigation, enhancing the coordination of services for patient

In **3** months:

**9** Navigators Hired

**880**

Persons touched by Education and Care Navigation

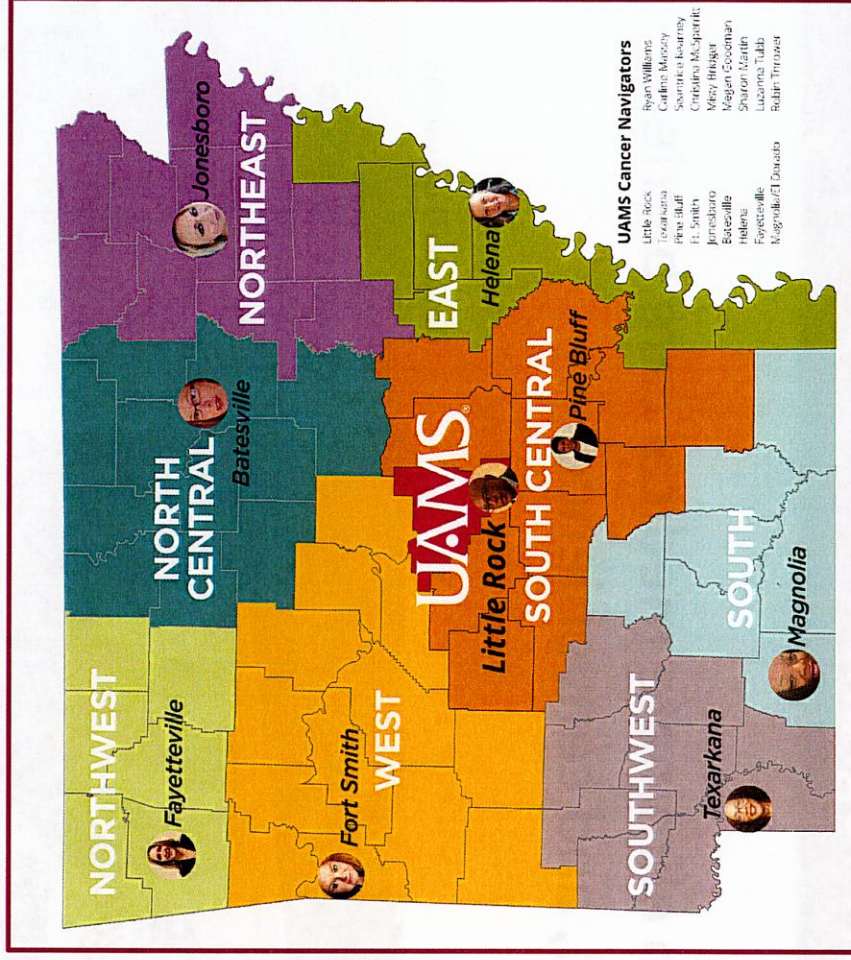
**840**

Hours of Community Health Navigator Trainings

**41**

Community Outreach events attended – across rural regions

## Navigators by Rural Region



# MammoVan Program

The MammoVan program seeks to eliminate medical care barriers including time, travel, and convenience.

## Patient Testimony

“The MammoVan saved my life. My last mammogram was several years ago and I was waiting until I turned 65 to have my next one. Who knows what the cancer could have done if it wasn’t detected by the MammoVan staff.”

## Patient Testimony

“It was very nice to have the MammoVan come to my community because the closest hospital is over an hour away. I am very pleased with the care I received.”



Above: One of the Two UAMS Mammo Vans

## COE Vision Statement

- To provide mobile vans for breast, lung and colorectal screening for all underserved and underrepresented populations especially rural areas.
- To provide access to cancer clinical trials including Phase I.
- To fully navigate cancer services throughout Arkansas especially rural areas and eliminate cancer disparities.
- To conduct cancer research relevant to Arkansas populations.

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# Questions?