

2002
Annual Clinical Focus

Cancer



ACF

Supported by educational grants from:

Bristol-Myers Squibb Company

Pharmacia Corporation

Novartis Pharmaceuticals Corporation



American Academy
of Family Physicians

ACF Annual
Clinical
Focus

ACF 2002 Cancer

The Annual Clinical Focus (ACF) is the American Academy of Family Physicians' (AAFP) educational initiative designed to bring members state-of-the-art clinical information on a specific topic each year. Through educational grants, the AAFP is able to disseminate the clinical core elements on the specific topic to members through various educational formats. These include Video CME programs, *American Family Physician* monographs, patient education handouts, lectures and courses at the Annual Scientific Assembly, articles and house ads in AAFP publications, recognition of ACF topic at national CME courses, a public relations campaign, ACF Web page and discussion site for members, and a CD-ROM compilation of ACF products and programs.

Benefits to Supporters

- Opportunity for industry to partner with the AAFP
- Targeted more than 93,500 family physicians, family practice residents and medical students
- Extensive recognition and exposure through core elements
- Use of attribution phrase acknowledging supporters on products and programs
- Recognition through articles in AAFP publications
- Announcements in *American Family Physician* and *Family Practice Management*
- Special recognition at annual events
- Opportunity to fund additional program elements

Supporting and Cooperating Partners

“ACF 2002 Cancer” was developed in cooperation with American Cancer Society, National Cancer Institute, American Society of Clinical Oncology, and National Human Genome Research Institute.



The program is supported by generous educational grants of \$200,000 each from the following companies for a total of \$600,000:

Bristol-Myers Squibb Company

Pharmacia Corporation

Novartis Pharmaceuticals Corporation

Supporters also funded additional elements, which included chapter lecture series, CME programs/social events at Family Practice Board Review Courses, and three editions of the *CME Bulletin*. Additional elements totaled \$332,500, for a grand total of \$932,500 in support of “ACF 2002 Cancer.”

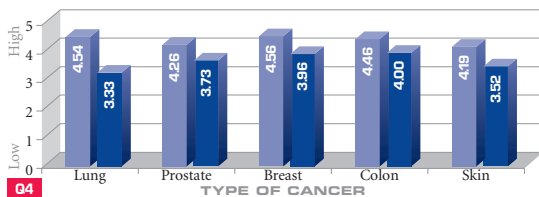
ACF 2002 Survey Results

The 2002 ACF program participated in an AAFP pilot study to conduct its pre- and post-surveys to members online rather than the traditional paper/mail surveys. Incentives were offered to members to participate. Although the response rate did not meet AAFP expectations, it is felt the survey information reflects member confidence in knowledge and performance with regard to cancer prevention, detection, treatment, support and survival. The results also address areas and issues members feel where they may need additional information and resources to treat cancer patients. Out of a total of 23 questions presented to members, the following data is shared as a representation of the positive aspects of member views and also challenges members face in addressing cancer care issues.

Positive results include member confidence in knowledge of 1) prevention and identifying risk factors; 2) detection and recognizing common signs, symptoms and evaluating interventions; 3) management and analyzing therapeutic modalities, clinical trials, side effects, and identifying patient and family resources; 4) support and principles of pain management; 5) survival and psychology and followup care of cancer survivor.

For areas of improvement, members feel they need more confidence in their knowledge of primary and secondary preventive interventions. This may be due to several reasons such as the issues are much more complex than originally thought and frustration over patient compliance. Also, members feel they need more information in grief counseling, providing psychological support and working in a multidisciplinary team approach to provide oncology services such as home health care and hospice.

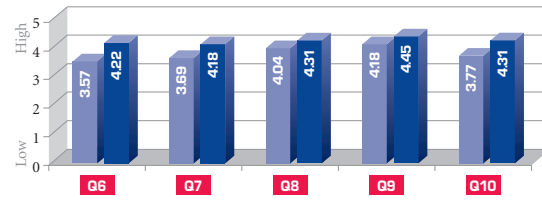
Prevention



Q4 — Confidence in knowledge of primary and secondary preventive interventions available for risk reduction or detection of these cancers

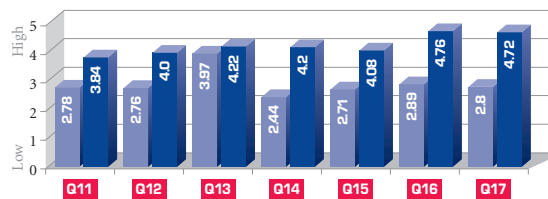


Detection



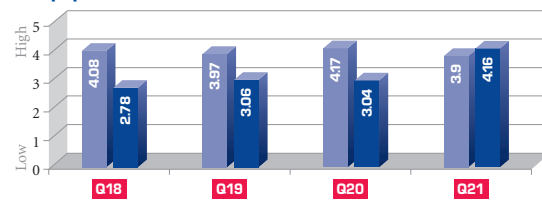
- Q6 — Confidence in evaluating different sources for screening guidelines
- Q7 — Confidence in identifying efficacious screening interventions
- Q8 — Confidence in interpreting results of screening
- Q9 — Confidence in recognizing symptomatic patients
- Q10 — Confidence in identifying diagnostic studies to rule out cancer

Treatment



- Q11 — Confidence in analyzing current therapeutic modalities
- Q12 — Confidence in managing cancer patients
- Q13 — Confidence in ability to work with oncologist
- Q14 — Confidence in knowledge of clinical trials and assessing information
- Q15 — Confidence in knowledge to treat side effects
- Q16 — Confidence in identifying resources for patients and their families
- Q17 — Confidence in incorporating patient specific information about a prognosis

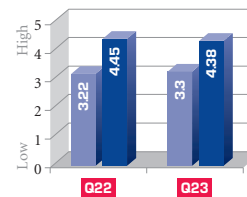
Support



- Q18 — Confidence in handling reaction of grief by patients and families when faced with new diagnosis of cancer
- Q19 — Confidence in providing psychological support
- Q20 — Confidence in working in a multi-disciplinary team approach to oncology services such as home health and hospice
- Q21 — Confidence in the principles of pain management

Survival

- Q22 — Confidence in understanding the psychology of cancer survivors
- Q23 — Confidence in identifying strategies for long-term followup and health surveillance for cancer survivors



Promotion Report

Total exposure per medium for dissemination of ACF information and materials plus totals for participation in live events. Target audience is the more than 93,500 AAFP family physicians, family practice residents and medical students, as well as patients and the general public.

Total pieces of ACF materials

1,886,680

American Family Physician Monograph (1 monograph)
Video CME (1 program)
Patient Education Handouts (12 handouts)

American Family Physician (182,998 x 10 issues)
Cancer CD-ROM (3,000)
CME Bulletin (53,554 x 3 issues)

Total ACF promotion/exposure [5/01 – 5/03]

10,235,076

(includes audience, promotion materials)

Family Practice Management (1 issue)
FP Report (4 issues)
American Family Physician “Thank You” Ads,
ACF house ads/tidbits, cancer-related
articles (11 issues)
AAFP Catalog (2 issues)
AAFP Direct (13 issues)
Residency Assistance Program Newsletter (3 issues)
ACF News (3 issues)
CME Activities Update (3 issues)
CME Course Brochure
AAFP Foundation Bulletin (1 issue)
AAFP Constituent Chapter Mailings (2 mailings)
AAFP Constituent Chapter ACF promotion (60)
Cancer Survey (2 online surveys)

AAFP This Week member e-mail (10 issues)
2001 Assembly promotion brochures, *Official Program*, *FP Report*, ACF Notepads, ACF Ribbons, ACF Brochures, Coupons and Free Video CME programs, and Doctor’s bag flyers
AAFP recognition in various print media
Fairbanks News (1 issue)
PR Planet (1 issue)
News/Press Releases
ACF Flyers for National Conference
Annual Summary
ACF Web site
On-line ACF discussion group
AAFP Hometown Radio news releases (5 programs)
AAFP Assembly 2001 lectures online

Total participants in ACF live events

15,932

Assembly Main-stage Lectures
(2 lectures/2,000 participants)
Assembly 3-hour Courses
(2 lectures/1,000 participants)
Assembly CME Video Viewing Area
(200 participants) + BR + Chapters (3,000)
Chapter Lecture Series
(Lung Cancer 1,840 participants)
(Colon Cancer 1,626 participants)
Board Review
(1,069 Participants)

CME Course — Selected Internal Medicine Topics
for Family Physicians (100 participants)
CME Course — Women’s Health in Primary Care
(200 participants)
CME Course — Colposcopy Update & Review
(89 participants)
CME Course — Geriatric Medicine for the Family
Physician (188 participants)
CME Course — Skin Problems & Diseases
(192 participants)



Core Elements

Programs and products funded by the initial grant and distributed to active AAFP members.

American Family Physician Monograph

“Family Physicians and Cancer”

24-page monograph

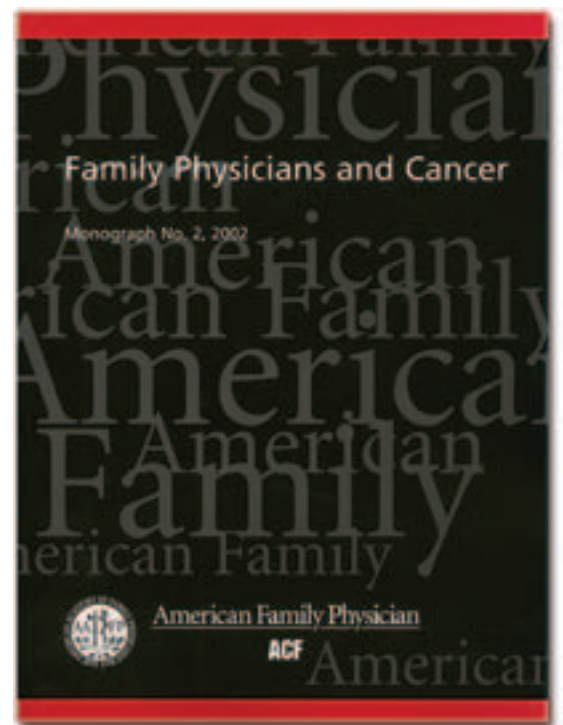
2 Prescribed credit hours

3,524 quiz cards returned

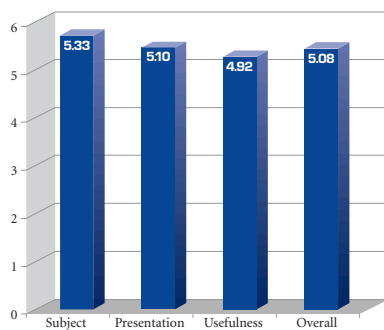
Available online:

www.aafp.org/afpmonographs.xml

Complimentary distribution to **53,700 AAFP active members** in July 2002

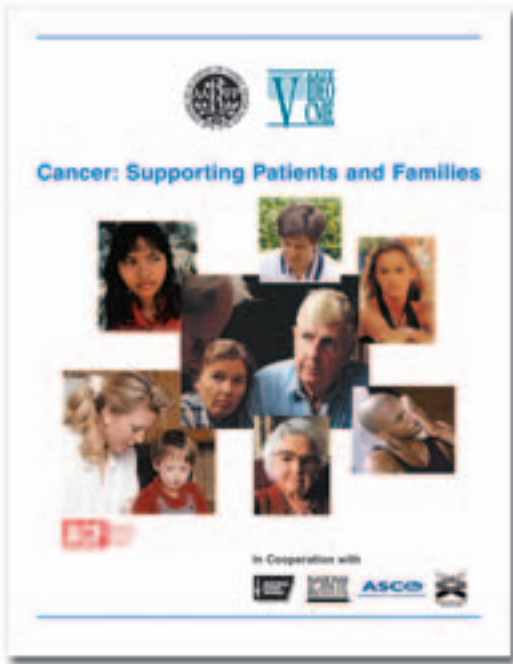


Monograph Evaluation Scores



Graph based on 6-point scale.

1,671 evaluation cards received.



Core Elements (Continued)

Video CME Program

“Cancer: Supporting Patients and Families”

30-minute videotape

16-page monograph

1 Prescribed credit hour

Available online at www.aafp.org/videocme.xml

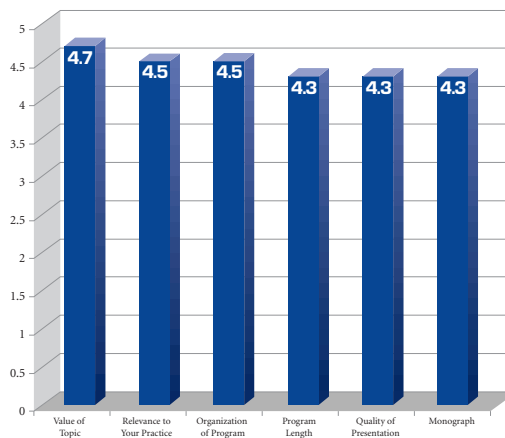
CME video/monograph program was available online to 93,500 members in January 2002

Posttests returned: 320

Total videos sold/viewed: 4,867

Cost to members: \$10.00 for videotape and post-test

Video Evaluation Scores



Graph based on a 5-point scale.

437 evaluations received.

Patient Education Handouts

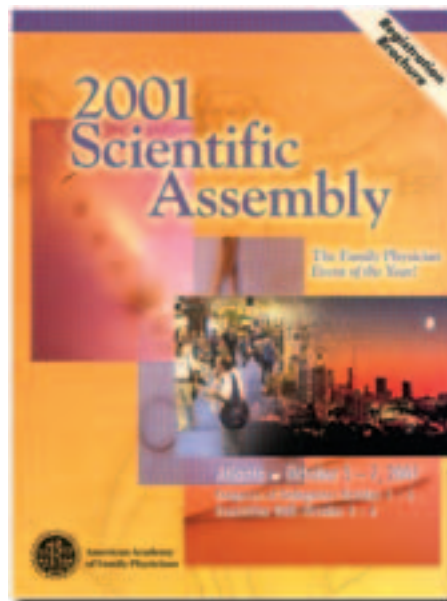
Twelve patient education handouts were available online to **93,500 AAFP members** in July 2002. Topics covered:

- Cancer: Common Cancers in Adults
- Cancer: Are You at Risk?
- Cancer: Early Detection
- Cancer: Choosing a Treatment Program
- Cancer: Preparing for Treatment
- Cancer: During Treatment
- Cancer: After Treatment
- Cancer: Helping Your Family help You
- Cancer: When You're a Caregiver
- Cancer: End-of-Life Issues for the Caregiver
- Cancer: Palliative Care
- Cancer: Medical Vocabulary



Annual Scientific Assembly

More than **5,248 physicians attended ACF lectures, courses and participated** in the launch of “ACF 2002 Cancer” at the Annual Scientific Assembly in Atlanta, Ga., October, 2001. The “kick-off” began with a press release/press conference and was followed by these ACF events at Assembly: two main-stage lectures, “Breast Cancer and Hormone Replacement Therapy,” and “Skin Cancer;” two three-hour courses, “Preventive Medicine for Cancer in Adults: What? Why?” and “Controversies in Cancer Screening and Prevention,” and viewing of the core video, “Cancer: Supporting Patients and Families,” in the video viewing areas. Information about the ACF program was available to members at the ACF Booth in the AAFP Marketplace on the Assembly exhibit floor. Both main-stage lectures were available online for one year following the Assembly.



CD-ROM of ACF Elements

“ACF 2002 Cancer”

This CD-ROM is a compilation of products and programs for the ACF year, which includes two main-stage lectures from the 2001 Annual Scientific Assembly; one *American Family Physician* monograph; Video CME program; 12 patient education handouts; 14 *AFP* scientific articles; the first issue of *CME Bulletin*; and a special section of *FP Report*. The CD-ROM is **distributed free to members** by request.



Core Elements (Continued)

ACF Web Site

The ACF Web site provides information about the ACF program (www.aafp.org/acf.xml) and an ACF discussion group for members. E-mail can be sent to ACF staff at acf@aafp.org.



Announcements and House Ads in AAFP Publications

Two AAFP thank you announcements recognizing supporters appeared in *American Family Physician*.

Total circulation: 189,272 per issue

Seven ACF House ads appeared in *American Family Physician* and one ad appeared in *Family Practice Management*.

Total circulation: 182,998 per issue for AFP

101,598 per issue for FPM

National CME Courses

Approximately **769 physicians participated** in ACF topics included in five national CME courses: Selected Internal Medicine Topics for Family Physicians,* Women's Health in Primary Care,* Colposcopy Update and Review, Skin Problems and Diseases, and Geriatric Medicine for the Family Physicians.

**Supported by Bristol-Myers Squibb Company*



Additional Elements

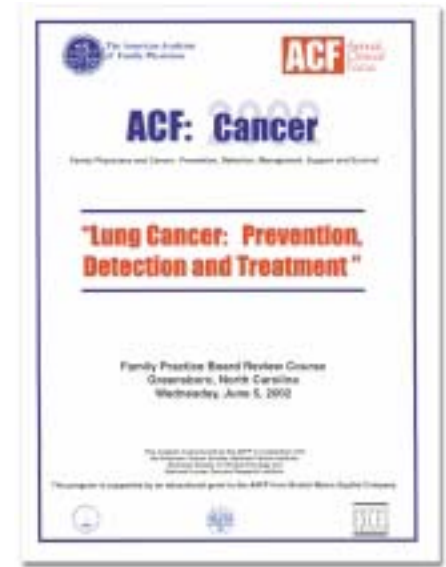
Additional programs and products supported by educational grants from core supporters and other industry

Chapter Lecture Series

Two topics on cancer were available to AAFP constituent chapters for a one-hour didactic program with questions and answers for inclusion in their annual meetings. Sixteen chapters participated, for an overall **attendance of 3,466**. Support for each topic includes 12 one-hour lectures, and speaker honorarium and travel expenses.

“Lung Cancer: Prevention, Detection, Treatment and Palliation”
Supported by Bristol-Myer Squibb Company

“Colon Cancer: Early Detection and Treatment”
Supported by Exact Sciences



Board Review Lecture/Social Events

One CME lecture/social event held at each of the three Family Practice Board Review Courses in Kansas City, Mo.; Seattle, Wa.; and Greensboro, N.C., with an overall **attendance of 1,069 participants**. Support for the programs included a one-hour lecture with complimentary dinner, speaker honorarium and travel and meeting expenses.

“Lung Cancer: Prevention, Detection, and Treatment”
Supported by Bristol-Myers Squibb Company

CME Bulletin

Three 6-page Primary Care *CME Bulletins* on breast cancer:
“Women and Breast Cancer”

- Part I: Risk Factors, Genetics, and Screening
- Part II: Diagnosis
- Part III: Treatment

Total circulation: 53,554 per issue

Available online at <http://www.aafp.org/x16611.xml>

Supported by The Susan G. Komen Breast Cancer Foundation



ACF 2002 was part of the launch of the AAFP's new CME Activity, *CME Bulletin*.

Other Opportunities and Support of “ACF 2002 Cancer”

As stated in the June 2002 issue of *FP Report*, an **AAFP qualitative cancer study** was conducted to provide an initial feel for the role family physicians play in the care of their patients with cancer. In designing the study, researchers made a concerted attempt to ensure variability in both physician and patient demographics and other



characteristics. Physician participants were chosen from different geographic areas and practice settings, with some practicing in

large academic centers and some in smaller clinical settings.

- The majority of FPs interviewed saw themselves as care coordinators.
- The range of services they provided varied widely — from making referrals to making home visits — depending on the patient’s desired level of physician involvement.
- For many physicians, offering emotional support to patients and their families was extremely important.

Responses from the patients interviewed reflected similar themes:

- Many wanted the continued involvement of their family physician during treatment.
- Patients gave their family physicians high marks for providing them emotional support and steering them toward community resources.

The AAFP participated in the 2002 **National Breast Cancer Awareness Month** with articles and information urging members to discuss breast health with their patients 55 and over. The AAFP is a NABCAM member organization.

Tar Wars® and “ACF 2002 Cancer”

collaborated on effective ways to promote smoking



prevention and cessation through cross marketing and promotion.

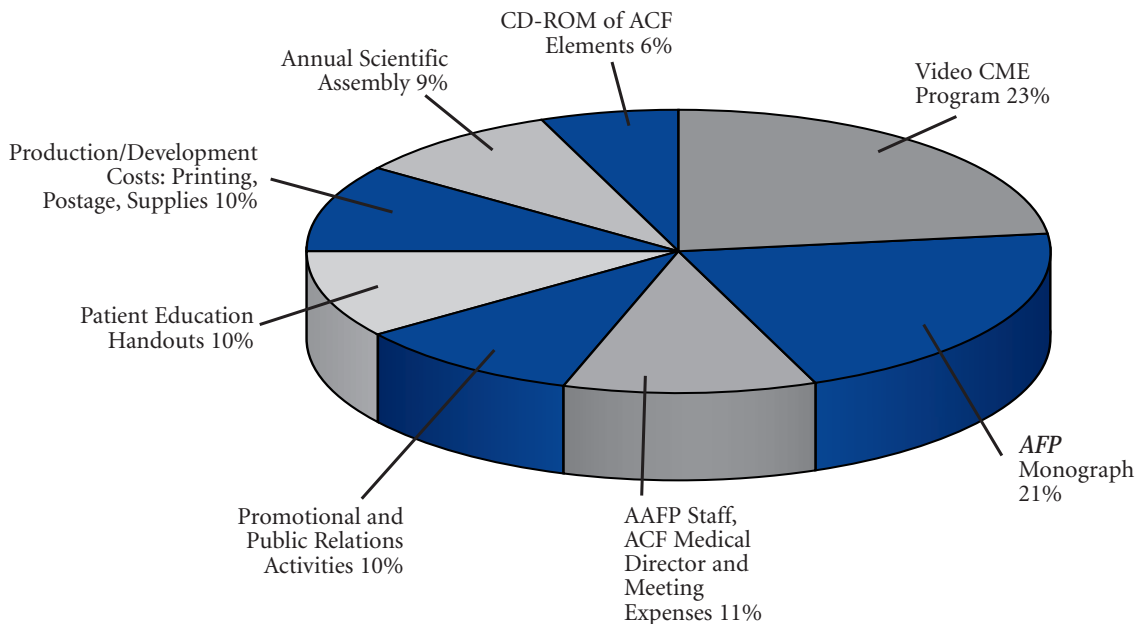
A **Home Study® audio program** was developed on Palliative Care in 2002.

ASCO included an article in one of their 2002 publications about the **partnership with AAFP** on the 2002 cancer initiative.

AAFP worked with the National Cancer Institute, American Cancer Society, and Centers for Disease Control and Prevention on various **cancer related projects**:

- Reviewed clinical trial physician education materials;
- Reviewed resource materials for informed decision making for prostate cancer screening; and
- Collaborative opportunities for professional education on cancer survivorship and clinical trials education series.

ACF 2002: Expenditure Percentages



Current and Future ACF Topics

2003 – Prevention

Developed in cooperation with the Agency for Healthcare Research and Quality; American Cancer Society; American College of Preventative Medicine; American Diabetes Association; American Heart Association; Centers for Disease Control and Prevention; National Cancer Institute; National Human Genome Research Institute; and supported by:

Schering
 Pharmacia Corporation
 Aventis Pharmaceuticals
 GlaxoSmithKline
 Abbott Laboratories
 Wyeth Pharmaceuticals
 Aventis Pasteur, Inc.
 AstraZeneca

2004 – Caring for America's Aging Population

Developed in cooperation with AARP; Agency for Healthcare Research and Quality; American Cancer Society; American Diabetes Association; American Geriatrics Society; American Heart Association; National Cancer Institute; and National Institute on Aging and is supported by:

Merck/Schering-Plough
 Pharmaceuticals Joint Venture
 Aventis Pharmaceuticals
 AstraZeneca
 Bristol-Myers Squibb/Sanofi
 Pharmaceuticals Partnership
 Forest Pharmaceuticals, Inc.



Annual
Clinical
Focus

ACF Purpose and Mission

- To support AAFP's Mission Statement:
 - To improve the health of patients, their families and the American people
 - To advance and represent the specialty of family practice
 - To serve the unique needs of members with professionalism and creativity
- To identify a clinical subject area in which AAFP members can update their practices to a level of “state-of-the-art”
- To produce and distribute learning aids to all members of the AAFP, including students and residents in training
- To make available high-quality, clearly-focused patient education materials to benefit patients and the general public
- To draw attention to the breadth of family practice and increase awareness of the family physician's role
- To partner with other health organizations in a common goal, which would strengthen professional relationships and increase understanding between organizations



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