



# TREATMENT AND CARE

## Goal 9: Increase the proportion of cancer patients with access to state-of-the-art cancer treatment services.

**OBJECTIVE 9.1:** Decrease the disparity in access to state-of-the-art treatment services based on financial and/or insurance status.

### Strategies

- Educate the community regarding how and where to access care if uninsured and ineligible.
- Encourage in-state self-insured companies and in-state branches of companies based outside Kentucky to provide cancer treatment coverage in accordance with current evidence-based treatment guidelines.
- Promote and enroll people who are currently eligible for health care services through Medicaid, and expand the eligibility.
- Promote insurance coverage of treatment under clinical trials.
- Work with policy makers to include diagnostic services in health care plans.

**OBJECTIVE 9.2:** Decrease the disparity in access to state-of-the-art treatment services based on geography.

### Strategies

- Expand educational programming, distance learning, and teleconference capabilities to cover rural areas throughout the state.
- Encourage health care providers in remote areas to work collectively to increase access to screening facilities, and arrange for treatment specialists to establish office hours in their areas.
- Increase free or low-cost transportation and housing options for persons in remote areas who have to travel for treatment services.
- Invest in local health facilities and other community-based resources.
- Increase the number of certified nurses, social workers, translators and other healthcare professionals, and increase funding for retaining professionals in underserved areas.

**OBJECTIVE 9.3:** Increase patient participation in clinical trials.

## Strategies

- Encourage physicians to inform and educate cancer patients about the availability and benefits of clinical trials, and to offer participation in clinical trials as a choice.
- Increase patient education on the purpose and benefits of clinical trials.
- Reduce financial and geographic barriers to participation in clinical trials.

## Goal 10: Increase health professionals' capacity to provide state-of-the-art cancer treatment services.

**OBJECTIVE 10.1:** Increase the number of health care providers who follow practice guidelines of national professional organizations (i.e., the National Comprehensive Care Network).

## Strategies

- Increase health professionals' awareness and use of the National Cancer Institute's PDQ and continuing medical education.
- Integrate professionally accepted practice guidelines into health professional school curricula.
- Increase physician-to-patient education as to the appropriate professional treatment guidelines for their situation.
- Enhance relationships between medical specialists and academic medical facilities and researchers.

## Goal 11: Improve treatment outcomes by increasing the number of patients receiving

## care according to established professional treatment guidelines.

**OBJECTIVE 11.1:** Expand community capacity for providing patient access to cancer treatment information.

## Strategies

- Work with community organizations to increase their awareness of cancer information resources.
- Promote existing community and cancer information resources.
- Improve and promote resource guides for cancer patients and their families.
- Educate home health workers and others having contact with patients on providing information and referrals.
- Expand network of patient navigators, including volunteers and trained social workers.

**OBJECTIVE 11.2:** Increase available culturally diverse and low-literacy cancer treatment information resources.

## Strategies

- Identify special populations and work with opinion leaders in these cultures to disseminate appropriate treatment messages.
- Promote and disseminate cancer treatment information, especially for special populations and low-literacy groups.
- Increase distribution channels in special populations communities.
- Promote use of Spanish language cancer information services.

**OBJECTIVE 11.3:** Integrate patient-provider

cultural and communication training into healthcare and allied health education and training programs.

### Strategies

- Encourage Kentucky medical schools to add culturally competency courses to their curriculum.