



## SESSION RECAP

# Kentucky Lung Cancer Screening Learning Collaborative

*National Lung Cancer Screening Day: Planning for Impact*  
August 21, 2025



Access the recording [here](#)

### Session Objectives

- Build confidence in planning and implementing NLCS Day activities
- Share tools, resources, and best practices
- Encourage collaboration across organizations and communities
- Increase early detection through screening awareness and access

### Session Contributors

#### • Speakers:

- Elaine Russell, Kentucky Cancer Consortium
- Michelle Heil, American Cancer Society
- Hannah Burson, National Lung Cancer Roundtable

#### • Panelists:

- Brandie Stamper, RN, OCN, Baptist Health Corbin
- LeAnn Jones, MBA, Baptist Health Corbin
- Tabatha Hensley, R.T.(R)(CT), BSRS, Lake Cumberland Regional Hospital
- Suzanna Walters, VA Health Care System Troy Bowling Campus

### Session: Setting the Stage

#### Background Context

- [Kentucky's Cancer Action Plan](#) was the only Comprehensive Cancer Control Plan in the nation to earn a perfect 100% score in an [assessment by GO2 for Lung Cancer](#). The evaluation reviewed state cancer plans against 10 key metrics spanning prevention, early detection, survivorship, and policy strategies.
- Lung cancer screening is a key priority within the Kentucky Cancer Action Plan, especially within:
  - Early detection
  - Health equity
  - Cross-sector partnerships

#### [National Lung Cancer Screening Day Overview](#)

Presented by the American Cancer Society National Lung Cancer Roundtable:

- Occurs on the **second Saturday in November**
- Core purpose:
  - Increase **awareness**
  - Improve **access to screening**, especially for people unable to attend weekday appointments
- Flexible participation options:
  - Open facilities on Saturday
  - Extend weekday hours
  - Host outreach or educational events throughout the month
- Resources available to participants:
  - Marketing toolkits (flyers, social media templates, press releases)
  - Planning guides for opening on Saturdays
  - Registration website to track participation and access materials

## Session: Key Take-Aways

### 2024 Kentucky Impact Snapshot

- ~17 participating sites
- 101 registered patients; 77 screened
- Engagement from multiple community partners
- Even small numbers were emphasized as impactful—each screening can save lives

### Key Strategies for Successful Implementation

#### 1. Strong Planning & Leadership Support

- Begin organizing **several months in advance (around August)**
- Engage leadership early to secure resources and staffing
- Align efforts with institutional priorities (e.g., accreditation requirements like CoC)

#### 2. Dedicated Staffing (Especially Navigators)

- Nurse navigators are critical for:
  - Identifying eligible patients
  - Calling and scheduling appointments
  - Coordinating referrals and authorizations
- Success depends heavily on **time investment and personal outreach**

#### 3. Patient Identification & Outreach

Effective methods included:

- Reviewing past referrals (no-shows, cancellations)
- Using EHR tools or AI software to identify eligible patients
- Working directly with PCPs for referrals
- Conducting reminder calls and mailings

#### 4. Improving Access

- Offer **Saturday or extended hours**
- Use **convenient locations** (easy parking, simple navigation)
- Streamline scheduling and workflow for quick appointments

#### 5. Community Engagement

- Partner with:
  - Primary care providers
  - Community organizations (e.g., worksites, American Legion)
  - Public health programs (e.g., Kentucky Cancer Program)
- Conduct outreach at workplaces or community events

#### 6. Marketing & Promotion

- Use national NLCS Day toolkits for **plug-and-play materials**
- Promote via:
  - Social media
  - Flyers
  - Provider networks
- Create a **celebratory tone** to reduce stigma

#### 7. Patient Experience & Education

- Emphasize that screening is:
  - Quick
  - Simple (no prep required)
- Provide reminders (e.g., wear comfortable clothing)
- Use creative engagement:
  - Stickers, giveaways, photo booths
  - Shareable social media moments

#### 8. Workflow Efficiency

- Schedule appointments as frequently as every **10 minutes**
- Use runners to guide patients
- Pre-authorize and pre-schedule patients to ensure smooth flow

#### Common Barriers & Solutions

Barrier	Solution
Difficulty opening on Saturdays	Engage leadership early; consider weekday extended hours
Limited staffing	Use overtime or small dedicated teams
Funding constraints	Seek partners; prioritize low-cost marketing kits

Patient stigma or hesitation	Compassionate communication and education
Data tracking challenges	Optimize EHR workflows and alerts

### Key Success Factors

- Strong leadership and administrative support
- Dedicated nurse navigator or coordinator
- Early and detailed planning
- Effective patient outreach and relationships with PCPs
- Community partnerships
- Easy, accessible screening logistics

### Lessons Learned

- Screening days require **intensive pre-work**, especially patient outreach
- Even small events create meaningful impact
- Efficient workflows allow high patient volumes with minimal staffing
- Collaboration and shared resources significantly ease implementation

### Opportunities for Improvement / Future Ideas

- Expand outreach to underserved populations
- Use **opportunistic screening** (e.g., identify lung screening candidates during mammograms)
- Create short videos/digital campaigns showing how easy screening is
- Increase funding for:
  - Marketing
  - Giveaways
  - Outreach materials

### Next Steps for Participants

- Register at [lungcancerscreeningday.org](http://lungcancerscreeningday.org) to access resources
- Plan for participation in November (day-of or alternative activities)
- Connect with partners and panelists for support
- Attend future collaborative sessions (e.g., outreach and communication training)

### Overall Takeaway

National Lung Cancer Screening Day is a **flexible, high-impact opportunity** to improve early detection. Success depends on **planning, partnerships, patient outreach, and removing barriers to access**—all supported by shared national resources and local collaboration.

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## For more information

- Website: [National Lung Cancer Screening Day website](#)
- Information request form: <https://www.lungcancerscreeningday.org/Contact>