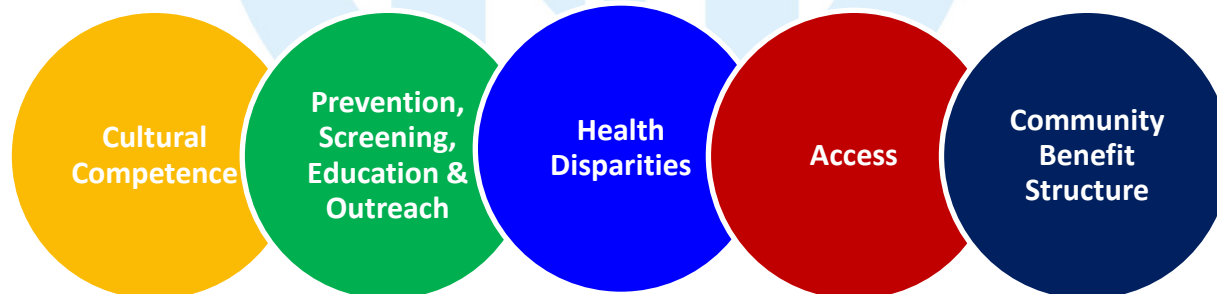


# MOFFITT CANCER CENTER

## Community Benefit - Implementation Plan

June 2013





# EXECUTIVE SUMMARY

The H. Lee Moffitt Cancer Center & Research Institute (Moffitt) is a free-standing cancer center whose sole mission is **“to contribute to the prevention and cure of cancer.”** Our vision is **“to transform cancer care through service, science and partnership.”** Moffitt has grown to be a nationally recognized comprehensive cancer center. Research at Moffitt focuses on basic and population science and translating findings into improved diagnostic, preventive and therapeutic advances.

Moffitt Cancer Center’s Community Benefit provides patient-centered and culturally competent outreach, education, training, and resources throughout the greater Tampa Bay community and the state of Florida to support patients, families, and clinicians in advancing cancer prevention, early detection, clinical care, and research, especially for those at-risk populations disproportionately impacted by the disease.

## Community Benefits

Target populations for Moffitt’s Community Benefits initiatives were identified through an internal Community Health Needs Assessment (CHNA) Committee comprised of Cancer Center Directors and Managers. The 2012 CHNA focused on the primary and secondary service areas which include Hillsborough, Pinellas, Pasco, Polk, Manatee, Sarasota and Hernando Counties located in West-Central Florida, as well as populations most adversely impacted by the social determinants of health. As such, the following vulnerable populations were represented in the administration of the CHNA:

- Seniors
- Racial and ethnic minorities
- Limited English Proficiency (LEP) populations
- Low-Income
- Low literacy
- Medically under- and uninsured

All areas highlighted by the CHNA are being addressed by this 2013-2015 Community Benefits Plan. The issues addressed may be framed from a different perspective or may appear at a different hierarchical level of the plan, but the two plans are thematically consistent and are intended to be implemented collaboratively and synergistically.

Detailed action plans will be developed annually and tracked throughout the course of the year to monitor and evaluate progress and determine priorities for the next year.

This plan is meant to be reviewed annually and adjusted to accommodate revisions that merit attention.

# COMMUNITY BENEFIT - MISSION & PRIORITIES

Moffitt Cancer Center's Community Benefit provides patient-centered and culturally competent outreach, education, training, and resources throughout the state of Florida to support clinicians, patients, and their families in advancing cancer prevention, early detection, clinical care, and research, especially for those at-risk populations disproportionately impacted by the disease.

## COMMUNITY BENEFIT PRIORITIES

**Cultural  
Competence**

**Prevention,  
Screening,  
Education &  
Outreach**

**Health  
Disparities**

**Access**

**Community  
Benefit  
Structure**

# PRIORITIES & GOALS

## Cultural Competence

- Enhance the patient experience by providing culturally and linguistically competent services.

## Prevention, Screening, Education & Outreach

- Focus prevention and screening education and outreach efforts on at risk and underserved communities (especially cancer areas with greatest racial/ethnic disparities).

## Health Disparities

- Address the needs of populations/counties with rising cancer rates (incidence and hospitalizations).

## Access

- Enhance access to screening, prevention, treatment, and recovery services for all community members

## Community Benefit Structure

- Improve infrastructure to support optimal delivery of community benefit services.

# PRIORITY 1 – CULTURAL COMPETENCE

## Assessment Finding

- The changing demographics of Moffitt’s service area impact the demand for services and the need for culturally and linguistically competent services and programs.

## Goal

- Enhance the patient experience by providing culturally and linguistically competent services.

## Objectives

- Improve patient experience and healthcare outcomes by enhancing access to quality language and communication services that are readily available to patients and family members with limited English proficiency and other communication needs.
- Educate faculty and staff on strategies for providing care and education that is culturally and linguistically competent and relevant to communities.
- Collect and share data on cancer incidence and prevalence to support increased community awareness about cancer.

# PRIORITY 2 – PREVENTION, SCREENING, EDUCATION & OUTREACH

## Assessment Findings

- Cancer incidence and hospitalization rates vary across the region.
- Despite differing community perceptions regarding the importance of cancer as a community health concern, it was viewed as a serious illness.
- Community residents understand the healthy behaviors related to preventing cancer, but often find it difficult to translate that knowledge into action.

## Goal

- Focus prevention and screening education and outreach efforts on at risk and underserved communities (especially cancer areas with greatest racial/ethnic disparities).

## Objectives

- Provide healthy lifestyles education and outreach to designated demographics/populations across seven counties to translate knowledge to action.
- Provide access to cancer education for diverse communities, by providing culturally competent and relevant training to a network of community health workers and community members.
- Enhance programs that help translate knowledge to behavior change in community (e.g., integration of healthy lifestyles into community life).

# PRIORITY 3 – HEALTH DISPARITIES

## Assessment Findings

- While overall cancer mortality rates have fallen, there are some specific populations and counties with rising rates.

## Goal

- Address the needs of populations/counties with rising cancer rates (incidence and hospitalizations).

## Objectives

- Identify new partners and outreach methods to grow education impact in targeted communities.
- Provide data on prevalence and importance of cancer to increase community awareness and enhance mobilization efforts.
- Include messaging of health disparities which enhances education and knowledge amongst referring physicians and Moffitt Oncology Network members.

## Assessment Findings

- Receiving timely screenings, diagnosis and treatment may be influenced by the ability to obtain a primary care provider and availability of local and accessible health care services.
- Barriers beyond having health insurance exist to accessing and utilizing cancer treatment programs and services.

## Goal

- Enhance access to screening, prevention, treatment, and recovery services for all community members.

## Objectives

- Alleviate financial barriers to primary care and cancer treatment services.
- Alleviate transportation barriers to care.
- Alleviate housing barriers to care.
- Enhance positive environment and patient experience.
- Partner with patient and families to identify and implement policies and practices in support of patient and family centered care.
- Include messaging of screening, prevention and treatment opportunities for all patient to referring physicians within the primary service area.



# PRIORITY 5 - COMMUNITY BENEFIT STRUCTURE

## Assessment Finding

- Create an organizational wide plan for community benefit and programming services that has activities of Moffitt Cancer Center as the centerpiece.

## Goal

- Improve infrastructure to support optimal delivery of community benefit services.

## Objectives

- Formalize a centralized structure for Community Benefit to organize and coordinate outreach, programming, and administrative functions for most effective and impactful delivery of services to patients and their families.



*Plan prepared in collaboration with:*



**Health Resources in Action**  
*Advancing Public Health and Medical Research*