

WEBINAR

# What is Campaign-Based Risk Assessment & How Does it Drive Cancer Screening Compliance? Lessons from Nebraska Medicine



# About Nebraska Medicine



**Setting:** private, not-for-profit system

**Geographic Setting:** Omaha, Nebraska

**Accreditations:** NCCN, NCI, COC, QOPI, FACT



**MEMBER**  
National Comprehensive  
Cancer Network®



A Cancer Center Designated by the  
National Cancer Institute



A QUALITY PROGRAM  
of the AMERICAN COLLEGE  
OF SURGEONS



# Our Partnership



**Rachael Schmidt, APRN**  
**Program Director**  
Cancer Survivorship & Cancer Risk and Prevention  
**Assistant Director**

Health Promotion & Screening



**CLINICAL CANCER GENOMICS**  
**COMMUNITY OF PRACTICE**

CITY OF HOPE DIVISION OF CLINICAL CANCER GENOMICS



**Kat Kostolansky, MPH, CHA**  
**Director**

Health System Solutions



# My Cancer Risk and Prevention Team



**DR. KELSEY KLUTE, MD**  
Medical Director

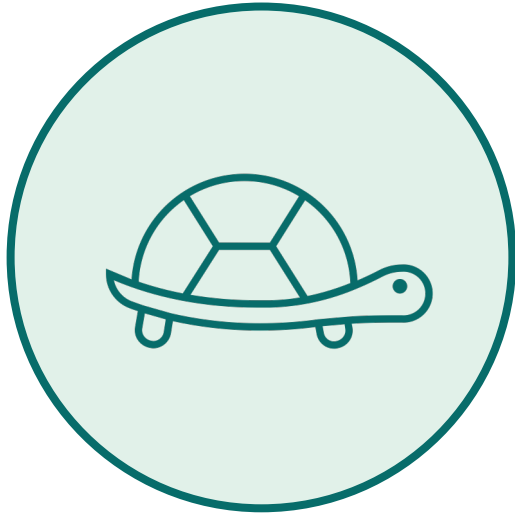


**MOLLY JOHNSON, NP**  
**AMANDA BOND, PA**  
APRNs



**5 GENETICS PROVIDERS**

# Nebraska Medicine's Challenges



## RESISTANCE TO CHANGE

Long-standing routines and fear of the unknown can make healthcare professionals reluctant to adopt new practices or technologies. "Why fix something that isn't broken?"



## LACK OF RESOURCES/BANDWIDTH

Identifying, activating and managing high-risk patients, especially amid constantly changing cancer risk guidelines, represented a significant burden for our busy clinical teams.



## EHR LIMITATIONS LEADING TO LOW REFERRALS

The new lung program wasn't reaching its potential because the health system did not have an efficient way to identify and engage at-risk patients.

We decided to tackle this larger problem by starting with an urgent cancer disparity in Nebraska



Lung cancer is the **leading cancer killer** in Nebraska, but the screening rate is only 3.7%.

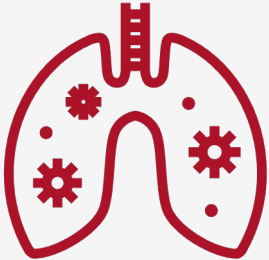


**630 lung cancer deaths** were estimated in 2023 in Nebraska



**EVERY 2.2 minutes**

Someone is diagnosed with lung cancer in Nebraska



**1,340 cases**

estimated number of new lung cancer cases diagnosed in Nebraska in 2023



**20% reduction**

in the death rate is possible by detecting tumors at earlier stages when curable

And lung cancer is just one piece of the puzzle our IT team needed to get to

