



# 2020 LEAD Capstone Poster Session

*“Knowledge is Power: Education as a Cancer fighting tool  
for Thyroid Cancer & Endocrine Neoplasia”*

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# Abstract

**Background:** Evidence has demonstrated that minority patients with thyroid cancer present at later stage of disease; in addition, Hispanics have lower quality of life scores due fear-worries related to cancer diagnosis. Furthermore, endocrine tumors including pheochromocytoma, paraganglioma, parathyroid cancer, adrenocortical tumors are rare diseases which are often misdiagnosed by general medical community

**Objective:** Establish a dual educational initiative consisting of a thyroid cancer and endocrine neoplasia curriculum for healthcare providers and patient education online series.

**Methods:** 1) Develop an online virtual CME curriculum for primary care providers with knowledge assessments. 2) Establish a curriculum for graduate medical education trainees with the option of advanced neoplasia rotation 3) Provide a bilingual patient education platform via UTSW official website and social media

**Outcomes:** Evaluate the program via provider & trainee enrollment rates, comparison of pre & post assessment data, course evaluations and referral patterns as measures of impact of medical education curriculum and patient related outcomes.



# Objectives

- Develop a patient directed educational online program both in English & Spanish with disease explanation, therapeutic approaches, FAQ's and expectations of care
- Develop a healthcare professional curriculum including Endocrine neoplasia & Thyroid Cancer topics
- Compare pre & post-assessment data
- Evaluate referral patterns after implementation



# Background Information

- Of the 52,890 new thyroid cancer cases estimated by American Cancer Society for 2020, Texas is the second state with highest expected cases
- Thyroid cancer patients with lower education level and Hispanic patients report higher inaccurate risk perceptions regarding cancer recurrence & mortality risk, which result in worry and a decreased quality of life.
- Endocrine neoplasia cases are rare tumors (pheochromocytoma, paragangliomas, adrenocortical carcinoma etc); considered “orphan diseases” or “zebras”

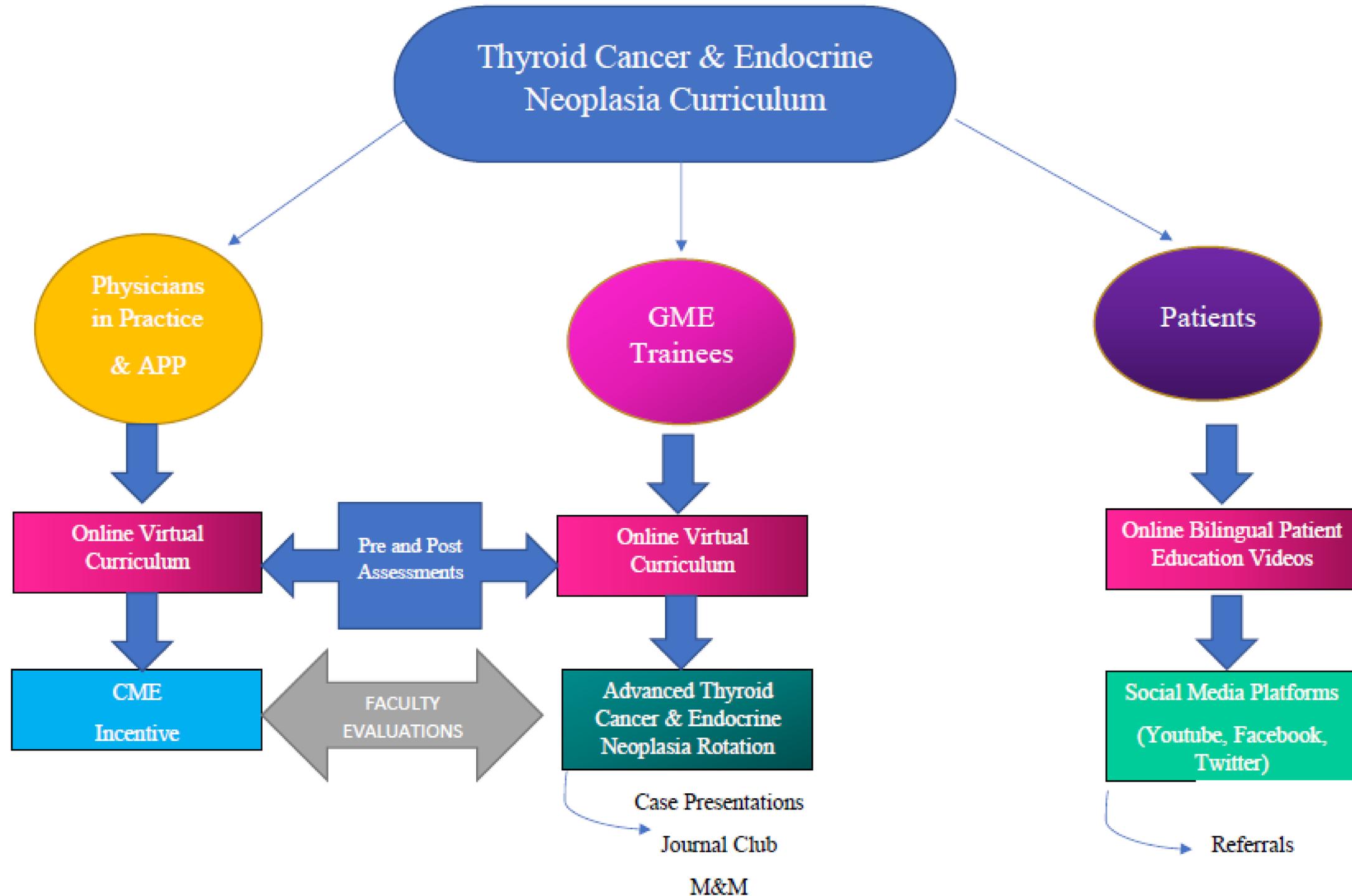


# Specific Aims

- Increase awareness of UTSW as a strong patient & medical education site by increasing up-to-date information in both English and Spanish for the benefit of patients including Hispanic underserved population
- Education for physicians and healthcare professionals both internal and outside our system
- Raise awareness of multidisciplinary care approach to thyroid cancer-endocrine neoplasia care available in UTSW to improve the timely access for this patients to specialized care



# Project Plan





# Application of What You Learned at LEAD

- Application of Communication Leadership skills to recruit supporters for the project
- Teamworking skills
- Power of Influence as a Servant Leader: giving voice to minorities



# Proposed Budget

- 10% Protected Time
- Additional Resources:
  - Educational videos uploaded to UTSW Social Media Accounts
  - Virtual Platform for continuous medical education curriculum
  - Technical support for assessments



# Innovation and Significance

- First initiative of its kind in North Texas
- Provides unique specialized education to our trainees
- Promotes UTSW strategic priorities including: Global Health & Care of the Underserved, clinical transformation and forward-looking curriculum



# References

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