



The New Cancer Pain Guideline: Educating Northern California Health Professionals About New Evidence-based Practice
Mid-Contract Report (Agreement No.: 07-8197)

The Northern California Pain Initiative (NCPI) is making good progress on the contract funded by the Alliance of State Pain Initiatives, Agreement No. 07-8197, “The New Cancer Pain Guideline: Educating Northern California Health Professionals About New Evidence-based Practice.”

On December 13, 2006, 12:30 pm to 2:00 pm, the NCPI held the first of two 90-minute teleconferences to educate health care providers on American Pain Society’s new evidenced-based “*Guideline for the Management of Cancer Pain in Adults and Children.*” The teleconference consisted of a 60-minute presentation with 30 minutes for questions and answers. Christine Miaskowski, RN, PhD, FAAN, Professor and Associate Dean in the Department of Physiological Nursing at the University of California, San Francisco School of Nursing, Education, was the presenter. Dr. Miaskowski is a nationally known pain expert and researcher and was the co-chair of the expert panel, which formulated the American Pain Society cancer pain guideline.

The target audience was physicians, registered nurses, pharmacists and other health care professionals who care for cancer patients. As a result of the teleconference, the participants will be able to:

1. Describe the importance of Universal Screening: performing a comprehensive pain assessment of cancer patients in all treatment settings.
2. Discuss barriers to the optimal treatment of cancer pain
3. Explain the pharmacologic principles for the treatment of cancer pain.
4. Discuss the importance of including patient and family caregiver education as a part of the treatment plan and encouraging their active participation.

Catholic Healthcare West (CHW), accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA), was the provider of 1 AMA PRA Category 1 Credits™, arranged through Beverly Nicholson, Chair of NCPI.

Dr. Miaskowski created a PowerPoint presentation for the teleconference, which we shared with registrants electronically in pdf format. Beverly Nicholson and Dr. Kathy Keller, created the

pre- and post-test and the teleconference evaluation form. These materials will also be used for the second teleconference.

By electronic promotional flyer, the teleconference was widely promoted directly to 136 Cancer Liaison Physicians at American College of Surgeon (ACoS) designated hospitals and American Cancer Society staff who serve as Relationship Managers to our “high impact” health care providers (134 ACoS hospitals, seven NCI Comprehensive Cancer Centers and 35 Kaiser Permanente medical centers in California). In addition, the audio-conference was publicized through our “*Norcalpain*” email group list, which is comprised of individuals representing 54 pain and palliative care organizations and patient advocacy coalitions and groups and they in turn were asked to share the promotional flyer with other health care professionals and organizations. For example, the California Coalition for Compassionate Care is a coalition composed of over 60 organizations. The Southern California Cancer Pain Initiative (SCCPI) along with the California Medical Association Foundation’s Network of Ethnic Physician Organizations (NEPO) helped to get the word out. The teleconference was also promoted within several American Cancer Society teams and workgroups that have health care provider volunteers.

Participants were asked to register directly with NCPI using an on-line registration process. Each registrant was charged a \$15 fee on credit card to cover cost of the teleconference, one CE credit and book version of the American Pain Society’s *Guideline for the Management of Cancer Pain in Adults and Children*.

The “operator-assisted” format teleconference was conducted using *iLinc*, a teleconference company that enabled NCPI to register participants online using a credit card and capability to send out a follow-up reminder notice with the teleconference materials - a PowerPoint presentation, pre- and post conference test and teleconference evaluation questionnaire. Each registrant received a confirmation number and was provided their unique call-in pass code. For a nominal cost, we also opted to have the teleconference recorded on a CD-ROM, which we may consider downloading to the NCPI website or make additional copies for distribution at a future time.

Results:

From *iLinc*, we learned that there were 41 registrants, including two who did not register, but excluding five staff and speakers. We learned that participants came from several states outside of California, including Washington, Nevada, Arizona, New York and Texas. Some of the registrants had multiple participants listening to the teleconference at a single site. We could not ascertain from the information from *iLinc* the actual number of listeners at each of those sites. 23 registrants on the call have submitted pre- and post-tests and evaluation information. All 41 registrants will receive the book.

In general, on a scale of 1 to 5, (4 = “Good” and 5 = “Superior”) of whether the course met its objectives; of Dr. Miaskowski’s mastery of the subject; and of the effectiveness of the teleconference teaching format - all received between ratings of between 4 and 5. 23 evaluation forms were returned.

For this first teleconference, we fell short of our goal of 150 health care professionals, however, we do not have the adequate data to determine the number of participants listening as a group at

a particular site. The second teleconference is scheduled for March 14, 2007, 12:30 pm to 2 pm. A consideration will be to promote the teleconference earlier to get the widest publicity, but not too early where participants will put it aside or forget. Another consideration is to gather information on the number of individuals listening as a group at a particular site.

Thank you and the ASPI for funding our project. We look forward to another successful teleconference in March.

Submitted by:

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