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Jan 29th, 12:00 PM

2010 K12 Awardees: Overview of Research Projects

Sarah L. Cutrona University of Massachusetts Medical School

Et al.

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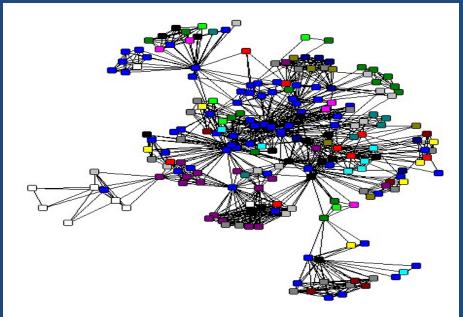


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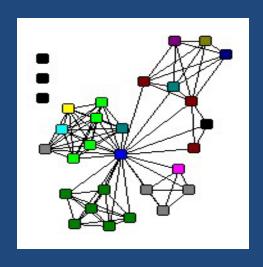
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Electronic Transmission of Health Information across Networks





Sarah L. Cutrona, MD, MPH
Assistant Professor of Medicine
Division of General Medicine/Primary Care
Meyers Primary Care Institute



A. Social Networks



B. Healthcare Networks

A. Social Networks

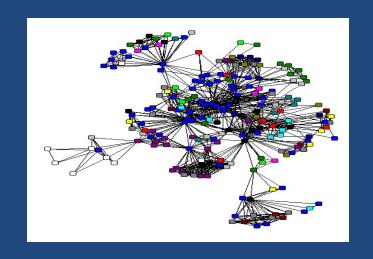
- 1. Internet, email & social media
- 2. Health Literacy/Language choices
- 3. Peers (peer referrals, seeking health info on behalf of others)
- B. <u>Healthcare Networks</u>

- A. Social Networks
- **B.** Healthcare Networks



- A. Social Networks
- **B.** Healthcare Networks
 - 1. Pulling in the patient
 - E-portal Use
 - Patient updating own EHR
 - 2. Syncing In/Outpatient networks





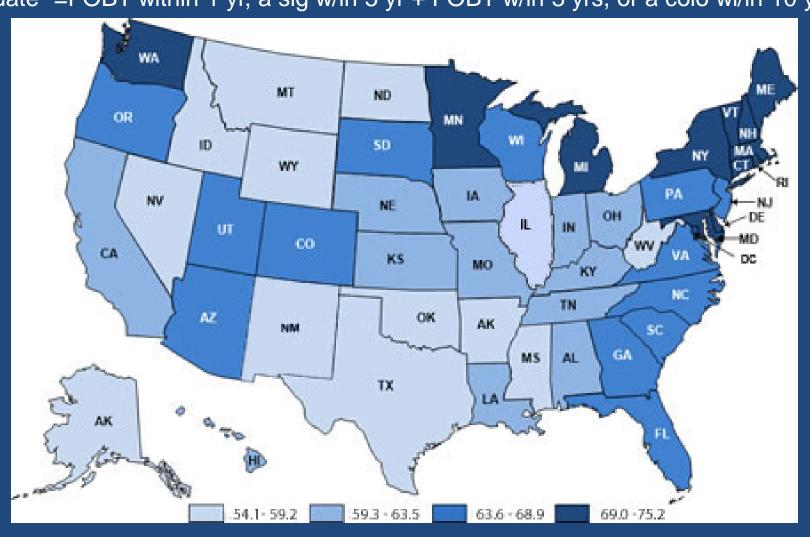
Social Networks

Social networks are the collections of social ties among friends* or family.

By David Easley and Jon Kleinberg. Cambridge University Press, 2010. Complete preprint on-line at http://www.cs.cornell.edu/home/kleinber/networks-book/

^{*} From the book Networks, Crowds, and Markets: Reasoning about a Highly Connected World.

Percentage of Adults Aged 50–75 Years Who Reported Being
Up-to-Date* with Colorectal Test Screening, by State
Behavioral Risk Factor Surveillance System, United States, 2010
*"Up-to-date" =FOBT within 1 yr, a sig w/in 5 yr + FOBT w/in 3 yrs, or a colo wi/in 10 yrs.



CRC screening prevalence, adults 50 and older, BRFSS 2006,2008

Massachusetts ranks 4th nationally

All races: 69.6%

White 70.6% (rank 6th)

African-American 63.3% (rank 10th)

Hispanic 57.5% (rank 9th)

CRC screening prevalence, adults 50 and older; BRFSS 2012

Massachusetts ranks FIRST nationally

All races: 76.3% Up to date

White

African-American

Hispanic

65.1% of all Americans up to date

Vital Signs: Colorectal Cancer Screening Test Use — United States, 2012

Weekly

November 8, 2013 / 62(44);881-888

Cn November 5, 2013, this report was posted as an MMWR Early Release on the MMWR website htp://

To improve rates of CRC screening, the CDC describes roles for:



The Federal Government



State and Local Public Health



Doctors, nurses and health systems

Images and info from Vital Signs Survey November 2013, Accessed 11/10/2013 at http://www.cdc.gov/vitalsigns/colorectalcancerscreening/

To improve rates of CRC screening, the CDC describes roles for:



Everyone:

- Learn options, get the test that's right for you
- Know your family history and personal risks
- Contact your local health dept to learn how to get tested
- •Encourage friends and family members to be tested for CRC.

Images and info from Vital Signs Survey November 2013, Accessed 11/10/2013 at http://www.cdc.gov/vitalsigns/colorectalcancerscreening/

Campaigns: Use of Peer support



Bowel UK"Be Behind it" campaign

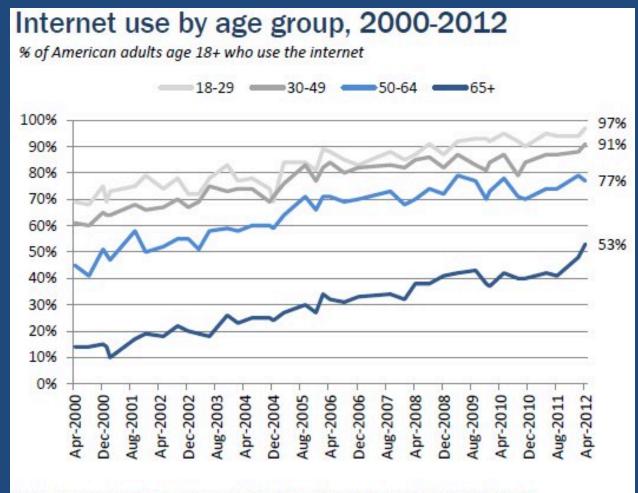


Willingness to use email & social media to discuss CRC screening

Cutrona et al. Willingness to use email & social media to discuss cancer screening among insured adults.

JMIR Research Protocols 2013; Nov 28; 2(2) e52.

Internet & Email use in target age group



"Email use continues to be the bedrock of online communications for older adults..

Among all adult internet users, 91% use email, with 59% doing so on a typical day. "

As of August 2011, 86% of internet users ages 65 and older use email, with 48% doing so on a typical day.

Source: Pew Internet & American Life Project Surveys, April 2000-April 2012.

More: http://pewinternet.org/Trend-Data/Internet-Adoption_asp//www.pewinternet.org/Re - Pew Internet poll 2012

As of February 2012, 66% of online adults use social networking sites.

50% of those age 50-64

34% of 65+

Who uses social networking sites

% of internet users within each group who use social networking sites

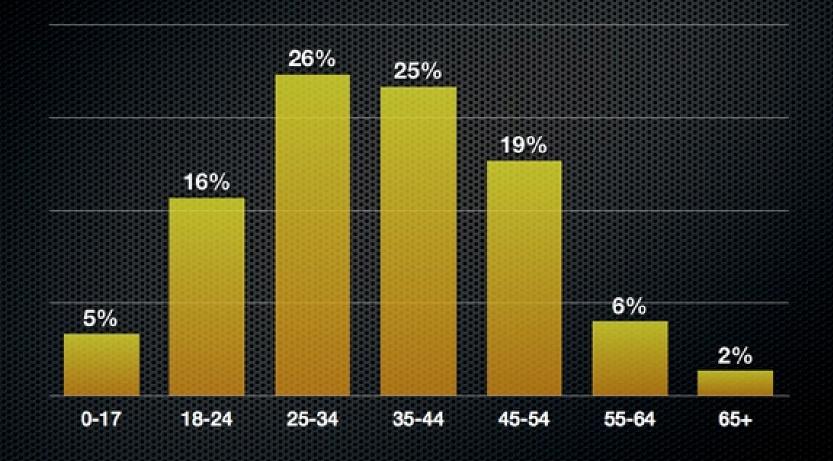
All internet users	66%
Gender	
Men	61
Women	71*
Age	
18-29	86***
30-49	72**
50-64	50*
65+	34
Race/Ethnicity	
White, non-Hispanic	64
Black, non-Hispanic	68
Hispanic (English- and Spanish-speaking)	72
Household Income	
Less than \$30,000	71*
\$30,000-\$49,999	69
\$50,000-\$74,999	60
\$75,000+	69*
Education level	
Less than high school	63
High school grad	62
Some college	71*
College+	67
Geographic location	
Urban	69
Suburban	65
Rural	64

Note: * indicates statistically significant difference between rows. Extrasterisks mean differences with all rows with lower figures.

Source: The Pew Research Center's Internet & American Life Project, January 20 – February 19, 2012 Winter Tracking Survey. n=1,729 adult internet users ages 18 and older, including 901 cell phone interviews. Interviews were conducted in English and Spanish.

Age distribution on social networks & online communities

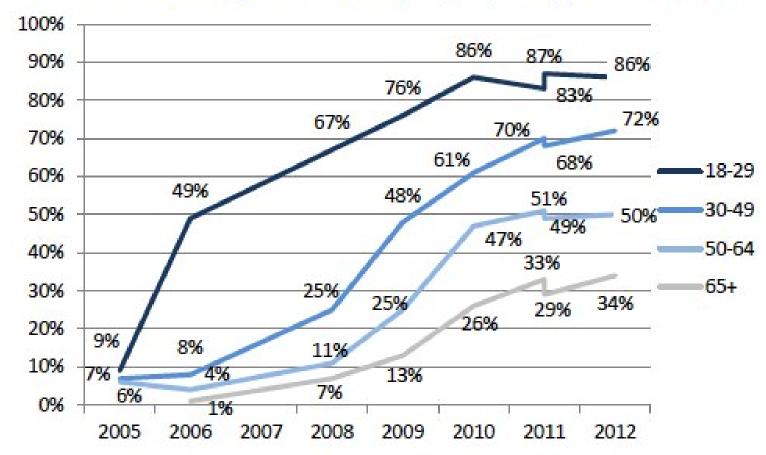
Average based on the 24 sites included in this survey.



Data source: DoubleClick Ad Planner (Google), U.S. demographics, June 2012.

www.pingdom.com

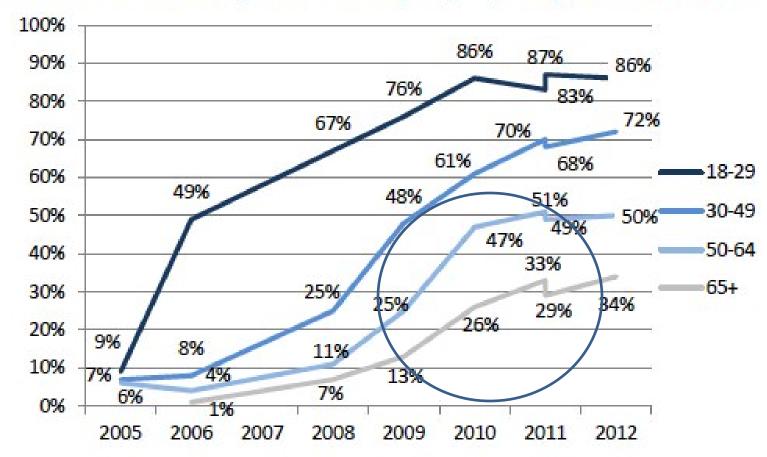
Social networking site use by age group, 2005-2012



Note: Total n for internet users age 65+ in 2005 was < 100, so results for that group are not included.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011, and February 2012.

Social networking site use by age group, 2005-2012



Note: Total n for internet users age 65+ in 2005 was < 100, so results for that group are not included.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011, and February 2012.

Social Networking for Health

- 17.0% of internet users have visited a social networking site such as Facebook or LinkedIn "to read and share about medical topics"
 - 12.9% of internet users 50-64
 - 7.6% of internet users aged 65 to 74

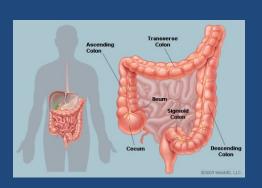
"I got mine, have you gotten yours?"

Will people share

colorectal cancer screening experiences

by email or social media in order to promote screening in friends and

family?



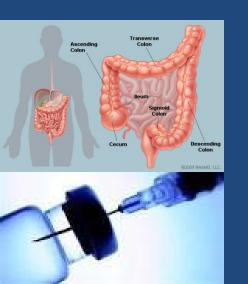
Methods: In-person Interviews 2011-2012

- 438 insured adults ages 42-73
- MA (Reliant Medical Group/Fallon) 46%,
 Kaisers Georgia & Hawaii
- Part of CRN-funded Oral Health Literacy Study
 - -PI: Kathy Mazor
- Sociodemographic Data
- Health literacy levels, numeracy

Methods: In-person interview

What are people already doing?

- Current + past use: email & e-communication (texting, facebook, twitter, IM, online/video chat, LlnkedIn, other)
- Discussion of health topics via these modes





 Willingness to encourage CRC screening among friends/family by sharing own screening experiences

- Willingness to encourage CRC screening among friends/family by sharing own screening experiences
- 2. Preferred Mode of message transmission

- Willingness to encourage CRC screening among friends/family by sharing own screening experiences
- 2. Preferred Mode of message transmission
- 3. Estimated Impact of message on recipient

- Willingness to encourage CRC screening among friends/family by sharing own screening experiences
- 2. Preferred Mode of message transmission
- 3. Estimated Impact of message on recipient
- 4. Projected # of message recipients (per sender)

- 1. Willingness to encourage CRC screening among friends/family by sharing own screening experiences
- 2. Preferred Mode of message transmission
- 3. Estimated Impact of message on recipient
- 1. Projected # of message recipients (per sender)

 Reach

Results

Cutrona et al. Willingness to use email & social media to discuss cancer screening among insured adults.

JMIR Research Protocols 2013; Nov 28; 2(2) e52.

Characteristics (n=438)

	Characteristic	N	%
Race/Ethnicity	Black/African American	64	14.6
	Asian/Pacific Islander/Native Hawaiian	51	11.6
	White/Caucasian	281	64.2
	Other or Unknown/Not Reported	39	8.9
Education	Up to High School Graduate	104	23.7
	Any College – Graduate Degree	331	75.6
Age	40-49	52	11.9
	50-59	157	35.8
	60 and Older	229	52.3
Gender	Female	247	56.4
Self-reported	Excellent/Very Good	240	54.8
Health Status	Good/Fair/Poor	197	45.0
Ever had	Yes	318	72.6
colonoscopy			

Cutrona et al. Willingness to use email & social media to discuss cancer screening among insured adults.

Characteristics (n=438)

Used email in past	Yes	370	84.5%
week			
Used e-	Yes	245	55.9%
communication* in			
past week			

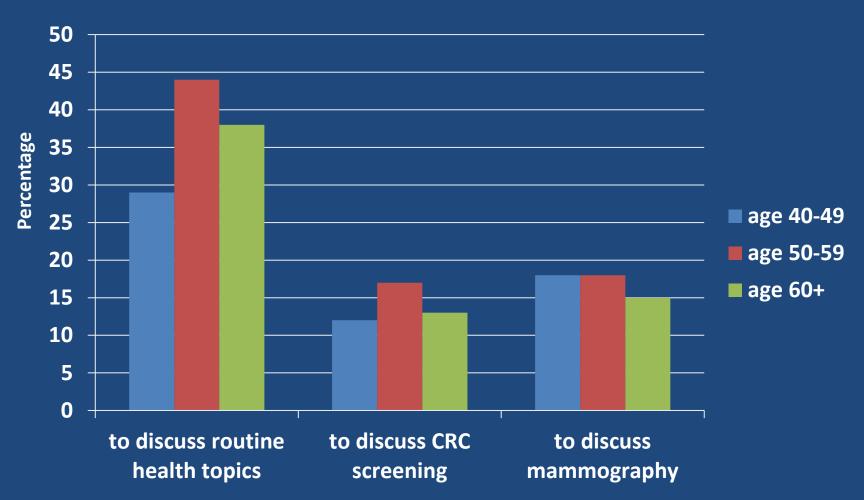
*Texting, facebook, Twitter, instant messaging, online/video chat, LinkedIn or other

Use of E-mail n=438

 33.8% had used email to discuss routine health topics

12.6% used email to discuss CRC screening

Among email users (n= 380) Health-related Reasons for Use, by Age Group



Cutrona et al. Willingness to use email & social media to discuss cancer screening among insured adults.

JMIR Research Protocols 2013; Nov 28; 2(2) e52.

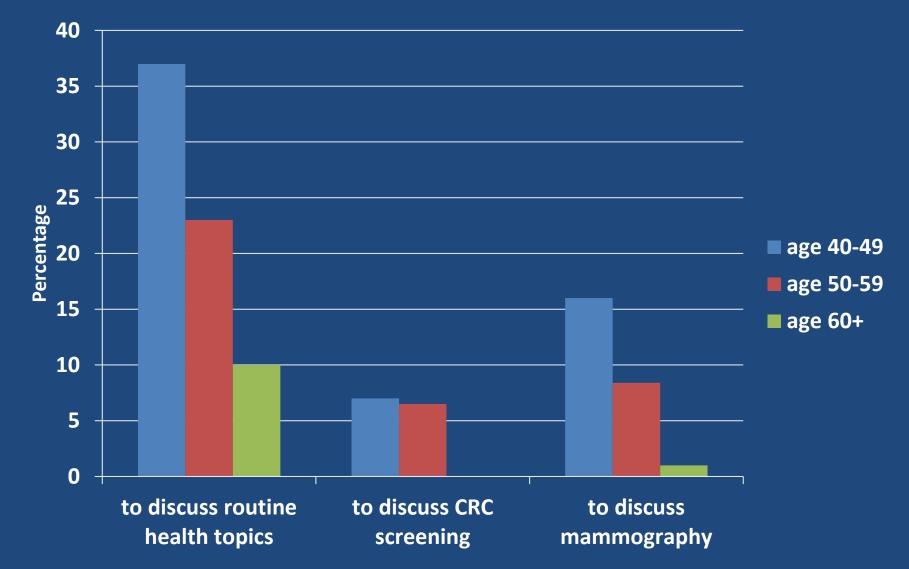
Use of E-communication & Social Media* n=438

56.4% ever used

11.6% discussed routine health topics

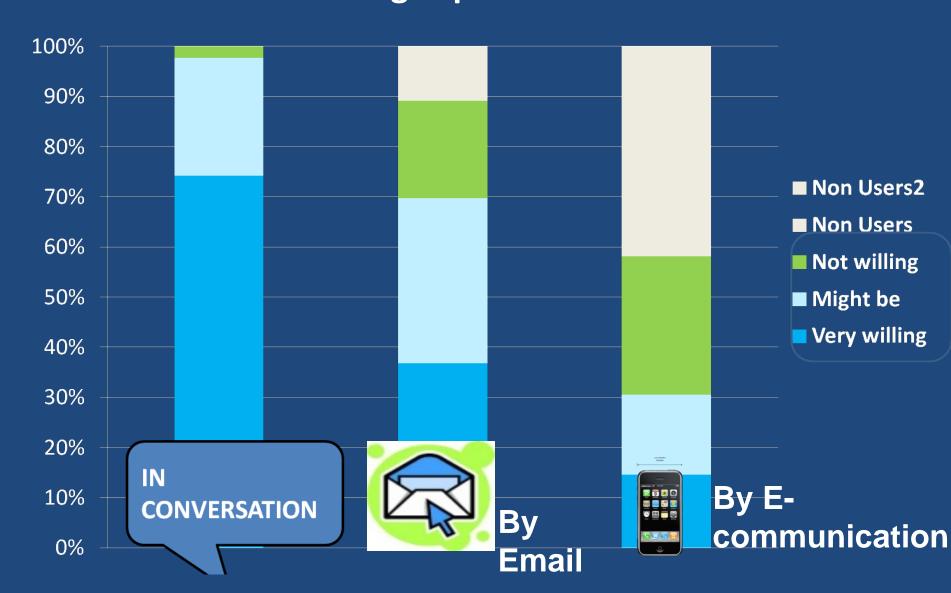
2.3% ever used to discuss CRC screening

Among E-communication Users (N=247) Health-related Reasons for Use



P<0.01 for difference between age groups for discussing routine health topics. All others N

MODE: How willing would you be to share your colon cancer screening experience with others?



Due to communication with friends or family...

Perceived Impact

• 24% have ever scheduled a cancer screening

• **6.2**% have ever **avoided** a cancer screening

Perceived Impact

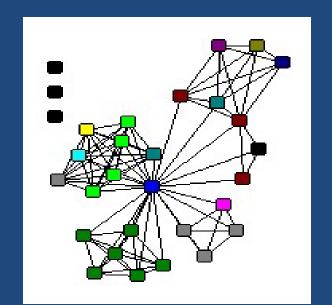
• 21.7% believe friends/family completed cancer screening

• **2.1**% believe friends/family avoided cancer screening

Due to communication with you...

Reach

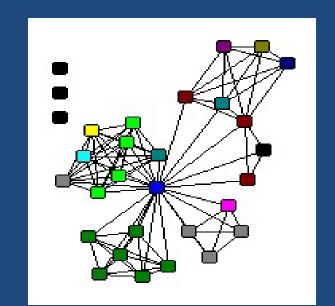


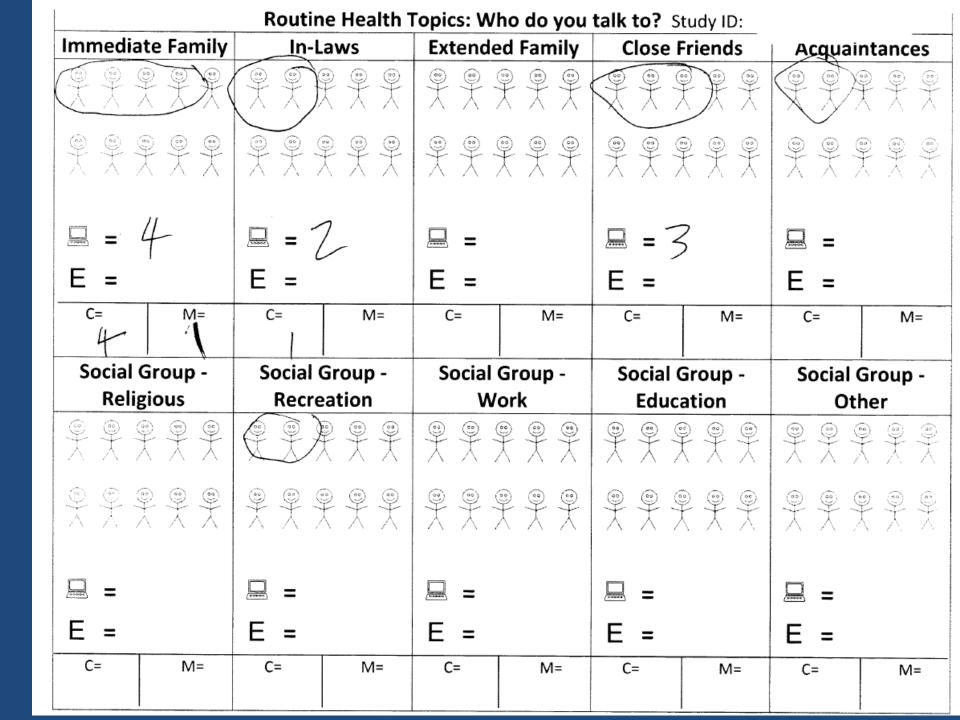


Reach

255 respondents reported willingness to send out a total of **4,107** emails







Willingness & Mode



- 1/3 discussed routine health
- >10% discussed CRC screening
- 68.7% would consider discussing CRC screening

^{*}Texting, facebook, instant messaging/online chat, video chat, twitter, LinkedIn

Willingness & Mode

Email



- 1/3 discussed routine health
- >10% discussed CRC screening
- 68.7% would consider discussing CRC screening

E-Communication



- >10% discussed routine health
- <5% discussed CRC screening</p>
- 30.1% would consider discussing CRC screening

^{*}Texting, facebook, instant messaging/online chat, video chat, twitter, LinkedIn

Willingness & Mode

Email



68.7% would consider discussing CRC screening

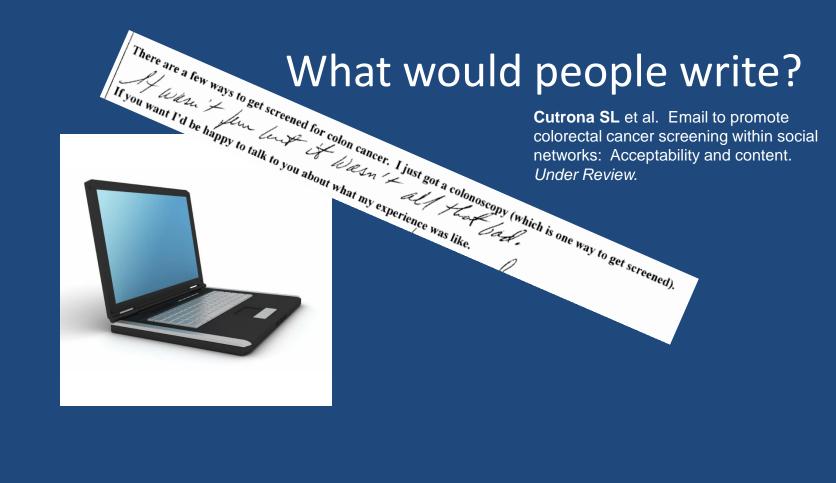
E-Communication



• >30.1% would consider discussing CRC screening

Impact & Reach

- 24% have scheduled cancer screening due to influence of friend/family
- Estimated would send avg of 16 emails/person



There are a few ways to get screened for What would people write? Tyou want I'd be happy.

"The prep took longer than expected, (you know that I'm full of it! ©) but the test itself was easy"

Cutrona SL et al. Email to promote colorectal cancer screening within social tworks: Acceptability and content. nder Review.



There are a few ways to get screened for What would people write? Syon Want I'd be happy. Le

Cutrona SL et al. Email to promote colorectal cancer screening within social tworks: Acceptability and content. nder Review.

"The prep took longer than expected, (you know that I'm full of it! (2) but the test itself was easy"



It's time to clear the chutes!



How do they describe their health information network?

Routine Health Topics: Who do you talk to? Study ID: 3				
Immediate Family	In-Laws	Extended Family	Close Friends	Acquaintances
(P. P. P. P. R.)	7777	2222	是是是是	99999
9999	????	? ? ? ? ?	2222	7999
= 4	= = Z	□ =	= = 3	□ =
E =	E =	E =	E =	E =
c- 4	C= M=	C= M=	C= M=	C= M=
Social Group -	Social Group -	Social Group -	Social Group -	Social Group -
Religious	Recreation	Work	Education	Other
9999	EFRFF	?????	果果果果	웃 옷 옷 옷 옷
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₽ =	₽ =	= =	□ =	□ =
E =	E =	E =	E =	E =
C= M=	C= M=	C= M=	C= M=	C= M=



 1/3 of group had used email to discuss routine health topics such as cancer screening or vaccines.



E-Communication across Networks

A. Social Networks

B. Healthcare Networks

- 1. Pulling in the patient
 - E-portal Use
 - Patient updating own EHR
- 2. Syncing In/Outpatient networks





System Alignment for VaccinE Delivery (SAVED)

Improving rates of flu & pneumococcal vaccination via EHR-based patient outreach, improved EHR accuracy & physician alerts

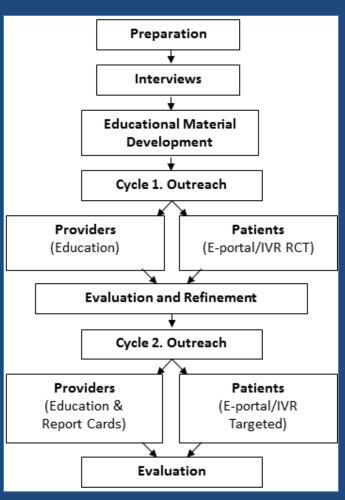
Funding agency: Pfizer Independent Grants for Learning & Change PI: Cutrona

\$635,000 1/1/2014-7/1/2016



Reliant Medical Group /Meyers Primary Care Institute

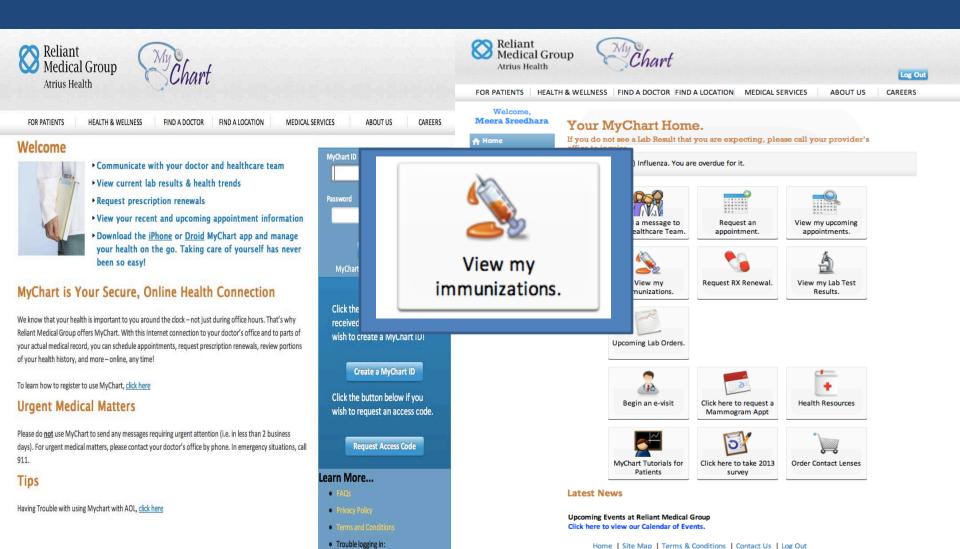
System Alignment for VaccinE Delivery: SAVED



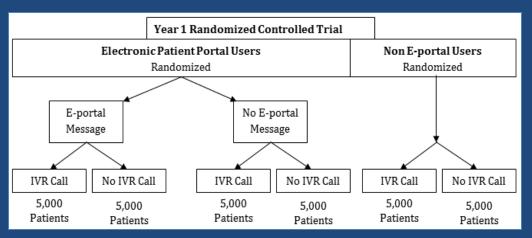
Key Objectives.

- I. To improve rates of influenza and pneumococcal vaccination in eligible patient populations via:
- a. Patient-level messages targeted at unvaccinated patients.
- b. Provider- and staff-level educational interventions and system support
- II. To improve the capture of vaccinations administered to Reliant Medical Group (RMG) patients in the community, hospitals and nursing facilities via system-level electronic Health Information Exchange (HIE).

E-portal Outreach & Patient-Enabled EHR-updating

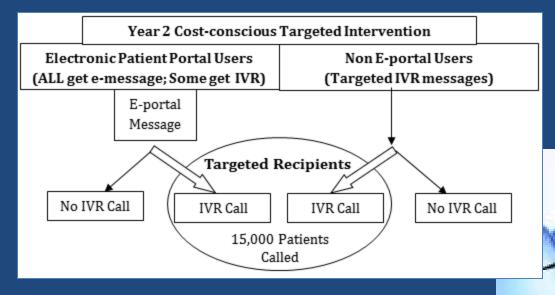


System Alignment for VaccinE Delivery: SAVED

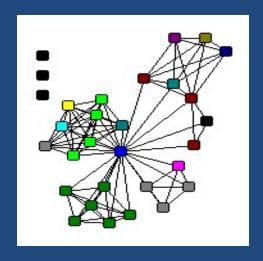




- This



Thank you.



Career Development for an Academic Acute Care Surgeon and Acute Care Surgery Practice Patterns: A Tale of Two Complexities

Heena P. Santry, MD MS UMass Clinical Research Scholar 2010-2015 CTSA Seminar January 29, 2014





About Me

8 years of post-graduate clinical training

+

2 years of research fellowship training

Academic Career in Acute Care Surgery (ACS)



Why does ACS exist as a Subspecialty?

Background & Significance



Lack of Access to EGS Care

FUTURE OF EMERGENCY CARE

HOSPITAL-BASED EMERGENCY CARE AT THE BREAKING POINT

Committee on the Future of Emergency Care in the United States Health System

Board on Health Care Services

OF THE NATIONAL ACADEMIES

THE NATIONAL ACADEMIES PRESS Washington, D.C. www.nap.edu COMMENTARY

The Impending Disappearance of the General Surgeon

Josef E. Fischer, MD

Furthermore, current surgical residents are being trained in the environment of an 80-hour work week. These indi-

The Shortage of On-call Surgical Specialist Coverage: A National Survey of Emergency Department Directors

Mitesh B. Rao, MD, MHS, Catherine Lerro, MPH, and Cary P. Gross, MD

ASA FORUM 2

Access to Care and the Surgeon Shortage

American Surgical Association Forum

George F. Sheldon, MD, FACS

Re-invention of Trauma Surgery

The Journal of TRAUMA® Injury, Infection, and Critical Care

Trauma/Critical Care Surgeon: A Specialist Gasping for Air

Jorge L. Rodriguez, MD, A. Britton Christmas, MD, Glenn A. Franklin, MD, Frank B. Miller, MD, and J. David Richardson, MD

Redefining the Future of Trauma Surgery as a Comprehensive Trauma and Emergency General Surgery Service

Patrick K Kim, MD, G Paul Dabrowski, MD, FACS, Patrick M Reilly, MD, FACS, Susan Auerbach, MHA, RHIA, Donald R Kauder, MD, FACS, C William Schwab, MD, FACS

Systems Improvement

1966 IOM Report "Accidental Death and Disability: The Neglected Disease of Modern Society" The NEW ENGLAND JOURNAL of MEDICINE

SPECIAL ARTICLE

A National Evaluation of the Effect of Trauma-Center Care on Mortality

The Journal of TRAUMA® Injury, Infection, and Critical Care

A Systematic Review and Meta-Analysis Comparing Outcome of Severely Injured Patients Treated in Trauma Centers Following the Establishment of Trauma Systems

Brian Celso, PhD, Joseph Tepas, MD, Barbara Langland-Orban, PhD, Etienne Pracht, PhD, Linda Papa, MD,

PAPER

Enhanced Trauma Program Commitment at a Level I Trauma Center

Effect on the Process and Outcome of Care

Edward E. Cornwell III, MD; David C. Chang, PhD, MPH, MBA; Judith Phillips, RN, BS; Kurtis A. Campbell, MD

Trauma-EGS Synergy

- Trail
 - Re
 - SU

In theory, ACS brings together the most skilled and available surgeons with dedicated resources to improve the care of EGS patients.

ue to

Rehavioral maltea

Physiologic malfeasance

But...

>>> 10 years after the specialty developed



My Early Aspirations

- Developmentcare
 - Mymo
- Dev
 - K a
 - R0
 - T3
 - Ref
- Purs
 - Wh
 - Ha
 - How can ACS be utilized to optimize outcomes?

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Surgery remains rooted in the belief that HSR can be done well on the rare nights/weekends you aren't caring for patients.



My Institution's Goals

- Divi
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- Dep
 - Re wi
- Univ
 - Sufac

UMass Clinical Scholar Award (K12) provides 50– 75% protected time over 5 years for mentored research & career development.

rch



UMass Clinical Scholar Award

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- Divi
 - Cli
 - Mapr
- Univ
 - Int
 - Risky to support a surgeon

Definitely helps me early in my career but my 5th month on faculty might have been too soon.

ırch



My Overall K12 Aims

- Refine education in health services research
- Extra-departmental mentorship
- Execute research to study ACS practice variations and outcomes
- Successful R01 by year 5



Overall Complexities

Sma few

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Divisional & departmental goals are not explicitly in the aims. Protected time was undefined.

1

nt's



K12 Research Aims

- To describe ACS practice patterns and impact of ACS practice variations on outcomes for EGS and trauma
- To determine predictors of EGS outcomes and develop a validated risk stratification score
- To design a National Emergency Surgery Registry



Research Complexities

ACS tryi

God

Reg

My aims were too ambitious both in terms of time and costs.

ent



So how have I done?

Relative to what I said I would do



Refine Education in HSR

Una

Abl

• QI

GI

Tre pro Find opportunities to improve knowledge and skills in any way possible, even if not in a traditional classroom.



Extra-departmental Mentorship

- Cat
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- Out

Choose a good mentor ° En and then take advantage of everything that the mentor offers.



Executing Research Aims

To of A

Spend less time criticizing yourself for under-accomplishment and more time writing.

To Reg

▶ To



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and

Qualitative Study of ACS practice Patterns

- Variations identified
 - Care structure (e.g. patient cohorting, continuity clinics)
 - Workforce (e.g. critical care certification)
 - Resource allocation (e.g. dedicated EGS OR, in-house call)
 - Communication (e.g. face-toface morning report)
 - Data collection (e.g. data registries)

- ACS models treat "time sensitive surgical disease"
- "Better outcomes" than the 'traditional on-call' models
- "It takes more than a surgeon with a sharp knife and a willing attitude."
- Worry that ACS will become "wastebasket of [patients and diseases] that no one else is willing to care for"
- "No one-size fits all"
- "Disaster surgery"



Survey of University Hospital EGS Practices (N=321)

- ▶ 82% response rate
- EGS Coverage Models
 - 52% 'traditional on-call'
 - 32% ACS model
 - 15% 'hybrid' model
- EGS care variations
 - 66% had in-house attending coverage 24/7
 - Face-to-face signouts 44%
- Patient cohorting
 - 22% EGS patients alone
 - 21% EGS w/ trauma patients
 - 19% EGS w/ elective general surgery patients
 - 33% EGS w/ trauma and elective surgery patients

Hospital Characteristic	Frequency (%)
Practice Setting	
University-based	96 (37.4)
Community-based	110 (42.8)
Public	28 (10.9)
Other	6 (2.3)
Geographic Location	
Urban	121 (47.1)
Suburban	68 (26.5)
Rural	51 (19.8)
Teaching Status	•
Non-teaching	61 (23.7)
Teaching	179 (69.6)
Trauma Center Verification	•
Non-designated	85 (33.1)
Level 1	108 (42)
Level 2	22 (8.6)
Level 3	23 (8.9)
Inpatient Bed Capacity	•
<100	42 (16.3)
101-200	28 (10.9)
201-300	33 (12.8)
301-400	36 (14)
401-500	25 (9.7)
>500	76 (29.6)

Progress on EGS Registry and Risk Stratification Score

- Institutional EGS registry created
 - 2 years to create
 - 6 week pilot data collection with volunteers demonstrated feasibility
- Too few resources for on-going data collection
- Thus, cannot
 - Determine predictors with detailed clinical and socio-demographic data
 - Market nationally



Successful R01 by year 5

Significa

Investiga

Innovatio

Approac

Environn

Open up the black box of grant review by soliciting help from mentors and friends.

Revision goes to study section February



:3

So how have I done?

>> What else I did



Other Research

2 rC di

NST

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If the research is closely aligned, it counts.



Trauma Research

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- Lead
- In c

trauma center vermeation application

Applying skills and knowledge to clinical systems goals can still improve a research portfolio.



as

Departmental Research Infrastructure

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Becoming a leader, though daunting, is an Pro important part of career development and a good networking opportunity.



Other Interests

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Forks in the road are opportunities for career development previously not considered.

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Summary

- Benefits
 - Early opportunity
 - Wealth of resources
 - Classes
 - Mentorship
 - Protected time
 - LRP eligibility

Risks

- Too soon
- Protected time is a myth in some specialties
- Service to division/department can detract from

Heena.Santry@umassmemorial.org inge

