2021 SEE, TEST & TREAT STANDARD OPERATING PROCEDURE (SOP) MANUAL

See, Test & Treat Standard Operating Procedure Manual
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seetest&treat

STANDARD OPERATING PROCEDURES FOR SEE, TEST & TREAT, A PROGRAM FUNDED BY THE COLLEGE OF AMERICAN PATHOLOGISTS (CAP) FOUNDATION

BACKGROUND: THE CAP AND THE CAP FOUNDATION

As the world's largest organization of board-certified pathologists and leading provider of laboratory accreditation and proficiency testing programs, the College of American Pathologists (CAP) serves patients, pathologists, and the public by fostering and advocating excellence in the practice of pathology and laboratory medicine worldwide.

As a 501(c)(3), the CAP Foundation, its philanthropic arm, delivers charitable funding to improve patient care by: mobilizing pathologists to provide cancer screening, diagnosis and care to underserved communities; awarding training, research and leadership scholarships to help prepare the pathologist leaders of tomorrow. Find more information about the CAP Foundation visit www.foundation.cap.org. Contact the CAP Foundation at capfnd@cap.org. Follow the CAP Foundation on Facebook at https://www.facebook.com/capfndn or on Twitter at @capfndn.

OVERVIEW: SEE, TEST & TREAT PROGRAM

No woman in America should die from undiagnosed cervical or breast cancer—yet every year, thousands of American women discover these cancers too late. When women don't receive preventive care, what's at stake is almost beyond measure: the many years of quality life that these women deserve; the vital roles they play in their families, communities and workplaces; their contributions to economies; the far higher costs of treating a cancer diagnosed late.

See, Test & Treat is a CAP Foundation initiative that delivers free, pathologist-led cervical and breast cancer screening to medically underserved women in US communities. The goal of See, Test & Treat is to engage underserved patients in cancer screening services by offering same-day screening, results, education, and access to follow-up care in a culturally appropriate setting, while also giving them the information on the importance of prevention and connection to screening resources.

See, Test & Treat is a comprehensive cancer-screening program that connects women in need to the life-saving diagnostic skills of a pathologist and the services of a volunteer team of health care professionals assembled for their care. The program serves to foster partnerships between pathologists and their clinical colleagues and to educate the public about the important role that pathologists play on the patient care team.

This pathologist led program offers medically underserved women, those with little or no access to preventive care, those without health insurance (uninsured or underinsured), those facing barriers to care (language, cultural, financial, transportation) free cervical and breast cancer screenings, education, same-day results, and a connection to follow-up care in a one-day, single visit model and often provides a medical home for the future. Screenings include a pelvic exam, clinical breast exam, Pap test and screening mammogram.

See, Test & Treat often becomes the entry point into the health care system for women, families, and communities.

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The program seeks to inspire women to become active participants in healthy behaviors and preventive health care, and to influence their family and community to do the same. If you can reach women, you can engage families. Women make approximately 80% of the health care decisions for their families, and when they're well connected to the primary care system, they're more likely to ensure that their families receive regular care as well. We see this "multiplier effect" at every See, Test & Treat program. Women screened through See, Test & Treat typically bring two friends or family members to attend with them. The program seeks to inspire women to become active participants in healthy behaviors and preventive health care, and to influence their family and community to do the same.

The CAP Foundation provides grants up to $20,000 to support its interdisciplinary, dignified approach to patient care; preference is given to 501(c)3 organizations. Furthermore, the CAP Foundation provides grantees with program management support, and fundraising support if needed. Grantees are also able to take advantage of the See, Test & Treat Toolkit, which is an online depository of templates, timelines, checklists and other documents that can be used for implementing a See, Test & Treat program and the See, Test & Treat Communities of Practice forum, which allows participants the opportunity to exchange ideas and information that can improve their program outcomes.

Liability

The CAP Foundation assumes no, and hereby disclaims all, liability for the testing, diagnosis, or treatment of women participating in the See, Test & Treat program (see Rider 1). Participating sites should engage their Compliance and/or Risk Management Department to gain an understanding of and address any liability issues. It is expected that the care, testing, and treatment to be provided in the See, Test & Treat protocol by the participating gynecologists, cytologists, radiologists, pathologists, and mammography technologist shall be consistent with the standards of care applicable to such specialties.

Trademark

See, Test & Treat® is a registered trademark of the CAP Foundation. Prior to public use of the name and trademark, permission must be granted by the CAP Foundation. All intellectual property relating to See, Test & Treat® is owned exclusively by the CAP Foundation and shall remain the sole property of that party unless otherwise agreed in writing. Intellectual property arising out of collaborative activities will be determined in definitive agreements.

Important COVID-19 Requirement:

By using this See, Test & Treat standard operations manual I, all users of this See, Test & Treat procedures manual acknowledge that local, state, and federal regulations and guidance apply to covid-19 health and safety measures and may be modified at any time by such government entities. accordingly, at all times when using this See, Test & Treat standard operations manual, all persons must comply with all local, state, and federal regulations and guidance relating to covid-19 health and safety. This includes but is not limited to modifying adherence to this See, Test & Treat standard operations manual in such a manner as to fully comply with the current iterations of such regulations and guidance.

FOREWORD AND PURPOSE OF STANDARD OPERATING PROCEDURES

The CAP Foundation's See, Test & Treat Standard Operating Procedures (SOPs) provide direction to individuals and organizations involved in the planning and execution of a See, Test & Treat program. This document is not intended to address all possible variations that may arise in the planning and execution of See, Test & Treat programs. More detailed and specific resources are available to complement these SOPs in the appendices, or by contacting the CAP Foundation at capfdn@cap.org. Additional resources are available in the See, Test & Treat Toolkit for grantees, who will be given access to the folder upon request.

This SOP Manual is intended to be a living document that may be adapted when needed, but it may not be altered without the approval of the CAP Foundation staff.

The purpose of the SOPs are as follows:

1. Provide a baseline standard for planning, execution and follow-up that is applicable to any See, Test & Treat program.

2. Ensure all participants focus on their specific tasks while being knowledgeable of all other areas to ensure a smooth and successful program.

3. Create continuity around the knowledge of how See, Test & Treat programs are intended to function.

4. Ensure a consistent quality experience for patients, clinicians, volunteers, health care systems, and the community.

5. Offer guidance and approaches to ensure repeatable and scalable programs. These SOPs apply to all See, Test & Treat programs.

Core Program and Grant Requirements

1. CAP member pathologist to lead or co-lead a program to offer cervical and breast cancer screening to a U.S. community of medically underserved (uninsured or underinsured) women.

2. The CAP member pathologist will partner with a volunteer, multidisciplinary clinical team and host site for care of patients.

3. A hospital/clinic program host with the capacity to provide a Pelvic and Clinical Breast Exam, Pap test, and Screening Mammogram to eligible women.

4. Preference is given to 501(c)3 organizations to act as recipient and fiduciary of CAP Foundation grant funding.

5. Provision of same-day Pap test results and same-day or prompt Screening Mammogram results (within one week).

6. Same-day results delivered face to face.

7. Establishment of a best practices protocol for delivering patient results that cannot be conveyed the same day. This may involve a phone call and certified letter to make sure patients are not lost to follow-up.

8. Provision of available information about financial aid, charity programs, state or federal assistance, and health insurance marketplace exchange.

9. Adherence to the American Cancer Society (ACS), American College of Radiology, the American Congress of Obstetricians and Gynecologists (ACOG) and/ or the US Preventative Services Task Force Guidelines.

10. Conformance with acceptable standards of practice for the screening and diagnosis of cervical and breast cancer.

11. Compliance with appropriate federal, state, and local health provider licensing and regulations for cervical and breast cancer screening.

12. Connection to follow-up care for patients with abnormal results.

13. Culturally sensitive, translated, patient-centered education and health information.

14. Submission of a completion of Patient Outcomes Data Form within 30 days post program

PROGRAM/GRANT APPLICATION

To take this life-saving program to the next level, the CAP Foundation has established an 18-month program pipeline. An aid to host sites as well as Foundation operations, our 18-month program pipeline ensures advanced planning; budgeting and fundraising—all vital areas needed to help See, Test & Treat achieve greater scale and impact.

The CAP Foundation offers See, Test & Treat grants of up to $20,000 to support See, Test & Treat program expenses that other grants and in-kind donations do not cover. This grant typically pays for items such as exam and laboratory supplies, equipment rental, promotional materials, educational aids, interpreters, translation of materials, patient transportation, and meals.

The CAP Foundation encourages volunteerism whenever feasible and supports See, Test & Treat programs by procuring in-kind donations of testing kits and supplies, loaner equipment whenever possible, as well as knowledge sharing in terms of running effective programs. Please see Appendix 1 for a description of items eligible for funding.

As See, Test & Treat continues to expand, we look to programs to become more self-sustaining and actively pursue other sources of funding in addition to securing in-kind donations in the areas of refreshments/food, supplies, promotion and publicity.

Our program process begins with our Request for Applications (RFA), each summer - for programs targeting delivery in following year.

Pathologists and institutions interested in hosting a program and applying for CAP Foundation See, Test & Treat grant funding must complete and submit a grant application, which can be found on the CAP Foundation Grants and Awards Application Site :

See, Test & Treat Grant Review Process

The CAP Foundation Grants Committee will review all applications and award funds on behalf of the CAP Foundation Board of Directors. Programs are evaluated on their ability to:

• Identify medically at-risk (uninsured/underinsured) population facing barriers to care

• Reduce barriers to cervical and breast cancer screening and follow-up care

• Advance early detection and treatment of cervical and breast cancers

• Provide measurable results and outcomes

• Utilize standardized procedures set forth by the CAP Foundation

- Garner local financial and in-kind support to increase the financial sustainability of the See, Test & Treat program

Funding Schedule/Eligibility

The grant recipient will receive 50% of the award upon official approval of the application by the CAP Foundation Grants Committee no later than 6 weeks prior to the program date and the remaining 50% will be awarded 6 weeks after a program outcomes report, a budget reconciliation form and supporting receipts have been turned in. Each program is required to submit the See, Test & Treat outcomes data worksheet no later than 30 days following the program along with documented program costs to receive the balance of the funds. This aggregate-blind program data will be used to develop a formal research protocol to track and monitor the impact of See, Test & Treat and to improve the program design.

The CAP Foundation will not provide See, Test & Treat grants to the following entities:

- Individuals
- Social organizations
- Trade or business associations
- Memorials, such as cultural exchange programs or program to benefit any particular individual, including individual travel and/ or study

All organizations applying for See, Test & Treat program grants from the CAP Foundation must demonstrate solid financial and program management.

STEPS TO PLANNING A SEE, TEST & TREAT PROGRAM
Step 1: Identify a Patient Population

See, Test & Treat is a screening program for medically underserved (uninsured or underinsured) patients who experience health disparities or face socioeconomic, linguistic, insurance, health literacy, transportation, and other barriers accessing cervical or breast cancer screening. Health disparities can be defined as inequalities that exist when members of certain population groups do not benefit from the same health status as other groups. In relation to cervical and breast cancer, such differences occur when one group of women has a higher incidence of mortality rate than another or when one group has a lower survival rate than another.

Specifically, programs should focus on recruiting women who are in need of breast and cervical cancer screenings in accordance with established guidelines (e.g., ACR, ACS, USPSTF or ACOG) .

Resources for identifying local patient population with limited access to health care and low breast and cervical cancer screening rates:
- Your local/county public health department
- State public health departments
- Your hospital's community outreach/population health department
- US Census data
- Centers for Disease Control and Prevention
- National Cancer Institute (NCI) Fact sheet

Step 2: Secure a Host Hospital or Clinic with a Medically Underserved (Uninsured and Underinsured) Population
- Confirm support of the host site institution/organization and commitment from the following areas:
    - Hospital/Clinic administration
    - Medical director
    - Pathology department/chair
    - Gynecologist/gynecology department
    - Radiologist/radiology department
    - Cytology Laboratory director/chair
    - Marketing/Communications/Public Relations department(s)
    - Patient advocate/community outreach
    - Interpreter Services
    - Registration
    - Financial aid department
    - Community Outreach department (if available)
    - Health insurance marketplace provider (to provide enrollment information)

- o   Facility Department (security, event set-up, parking/traffic control)
- o   Schedule a program date approved by the host organization and the CAP Foundation.
- Avoid scheduling programs that conflict with hospital, community events or holidays.
  - o   Consider factors that could be impacted by weather, especially if any part of the program will be held outdoors
  - o   Consider whether the program would be more successful held as multiple smaller events or one larger program
  - o   Confirm the availability of any vital community partners needed to support screenings (e.g., mobile mammography vans, supporting external laboratories)
  - o   Consider sufficient space for patients, accompanying family members or friends, clinical services, education and food.
  - o   Confirm with institution/organization that event space and exam rooms are available.
  - o   Confirm where and how host site will connect patients to follow-up care and treatment when abnormal or cancer results are discovered
  - o   Confirm that transportation to your program is available.

Step 3 Identify a Program Coordinator and Recruit a Workgroup to Plan and Implement the Program (See Appendix 2- Sample Work Plan)

It is recommended that all See, Test & Treat programs identify a program coordinator to assist with planning/organizing/coordinating all program logistics such as scheduling planning group meetings, taking meeting minutes, and coordination of follow-up assignments; ideally this person has project management skills. Consider reaching out to a part-time staff person or a retired clinician who may be interested in taking on a temporary assignment; those in administrative fellowships or graduate students may value the experience in serving as a program coordinator.

For optimal outcomes, your workgroup should consist of a combination of the following:

- Program Coordinator/Organizer
- Pathologists
- Cytotechnologists
- Gynecologists
- Oncologists
- Nurses
- Radiologists
- Mammography Technicians
- Registration
- Financial aid/insurance marketplace navigators

- Public Relations, Marketing or Communications Representative
- Administrative staff
- Patient advocates
- Community outreach
- Interpreters (any interpreters involved in translation of test results, medical procedures, follow-up care, etc. must be medically certified)
- Building/Facilities representation

Step 4: Estimate Patient Volume
Use the following planning guidelines to estimate number of patients:
- Establish the number of private examination rooms available for screening.

- Determine the number of clinicians available to provide patient exams and screenings.

- Estimate the amount of time needed for patients to change into a hospital gown.

- Allow ample time for a pelvic and Clinical Breast Exam, Pap test, patient, and clinician questions (15 to 20 minutes).

- Estimate the time for patients to dress after exams.

- Determine the amount of time necessary to transition from exam room to mammography.

- Determine the amount of time for patients to undress.

- Determine time needed to perform Screening Mammograms (20 minutes).

- Use the above information to estimate the number of women who can be served.

- Determine whether your cytology will be done on-site or at another location.

- Determine your method of offering mammography screenings (i.e., within your institution, on a mobile coach or at an off-site location)

- Estimate the amount of time needed to process, read, interpret, and deliver results.

- Set the program hours of operation to achieve goals.

- Think about your typical clinic no show rate and consider registering additional patients to mitigate this (or create a patient wait-list)

![seetest&treat logo]

Step 5: Adhere to ACS, ACOG, ACR or US Preventative Services Task Force Guidelines to Determine Patient Eligibility

Updated guidelines may be found in the following websites:

Organization	Website
American Cancer Society	Cervical : http://www.cancer.org/health-care-professionals/american-cancer-society-prevention-early-detection-guidelines/cervical-cancer-screening-guidelines.html Breast: https://www.cancer.org/cancer/breast-cancer/screening-tests-and-early-detection/american-cancer-society-recommendations-for-the-early-detection-of-breast-cancer.html
American College of Obstetrics and Gynecology	Cervical: https://www.acog.org/Clinical-Guidance-and-Publications/Practice-Advisories/Practice-Advisory-Cervical-Cancer-Screening-Update Breast: https://www.acog.org/clinical/clinical-guidance/practice-bulletin/articles/2017/07/breast-cancer-risk-assessment-and-screening-in-average-risk-women
American College of Radiology	Breast: https://www.acraccreditation.org/mammography-saves-lives/guidelines
US Preventative Services Task Force Guidelines	Cervical: https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/cervical-cancer-screening Breast: https://www.uspreventiveservicestaskforce.org/uspstf/recommendation/breast-cancer-screening

Step 6: Devise Patient Recruitment Materials
- Create Media and Marketing Plan **(See Appendix 3 – Media Kit) or See, Test & Treat Toolkit**
- Engage marketing, communications and/or public relations personnel at the beginning of the planning stages to develop a program outreach and/or promotional strategy. Programs should focus on conducting outreach to patients that are not connected with your health care institution already and do not have a medical home
- Please do not abbreviate "See, Test & Treat"- use the full name in all your marketing materials
- Ensure that you have language appropriate marketing materials for your target populations.
- Distributing information via word of mouth is still an effective tactic as majority of people still receive information in this manner. Engage community leaders (faith leaders, governmental officials, school officials, friends and family) and community stakeholders (small business owners and employees, librarians, local health care systems) and ensure that that these people/organizations are aware of your program and can promote See, Test & Treat on your behalf.
- Distribute promotion/patient recruitment materials a minimum of 6 weeks in advance of the program date (templates found in **See, Test & Treat Toolkit)**

- Work with community outreach experts within your institution and/or within the community to reach target populations.
- Provide/include talking points for consistent messaging by outreach personnel or if material is provided as a leave behind.
- Employ community advocates to visit and recruit patients from the community or local to the area.
- Post multilingual flyers in locations frequented by the target audience such: as beauty salons, women's shelters, churches, libraries, community centers, grocery and other stores, laundromats, ESL classes, local workplaces, fast food restaurants, and currency exchanges.
- Post multilingual flyers in your clinic or hospital.
- Cross promote your See, Test & Treat program at other community events; look for speaking engagements.
- Consider use of social media including Event Brite sign-up portal, Constant Contact to gather names and generate email notifications.
- Contact local radio to conduct free public service announcements; community calendar announcements.
- Contact local cable TV hosts to interview members of the planning team.
- Advertise in newspapers; community calendars.
- Post on hospital website, Facebook, and Twitter. (See Facebook/Twitter Instructions in the Media Kit)
- Create tactics to remind patients of their appointment times and any last-minute instructions (mitigate no show rate).
    - Reminder Phone Calls
    - Text Messages
    - Postcards
    - Magnet (with appointment information)

Conduct pre-program workshops for resistant populations that may require additional information before participating.

- Create cultural awareness and sensitivity by holding a simple event to explain to women and their families what happens at a See, Test & Treat program.
- Have interpreters, volunteers, and clinicians available to field questions.
- Familiarize community influencers with the program and key messages about the importance of cervical and breast cancer screenings.
- Include diagrams and education about the procedures that will take place during the program.

Step 7: Seek Outside Funding

To work towards achieving sustainability, sites are encouraged to seek in-kind and local financial donations. Keep in mind that not everyone you ask to donate knows about your See, Test & Treat program. Clearly state why you are seeking donations, what the current situation is and what the desired outcome will be.

Identifying additional funding opportunities

Seek local funding opportunities, donations and partnerships (Explore See, Test & Treat Toolkit for ideas). Get in touch with your program manager for help, guidance, and suggestions as to how to approach funders.

1. Research local foundations, local businesses, community groups (i.e. Exchange Clubs, Rotary clubs, women's clubs, etc.) and institutions that would be interested in providing funding to local programs. Be mindful of grant application deadlines and funding cycles.
2. Connect with businesses and organizations in the community who might be interested in donating food, transportation, or items for the program. Additionally, utilize these connections as a means to promote the program and recruit participants.
3. Work with your institution's grant writer or outreach staff to identify key community groups or businesses that have a relationship with your institution.
4. Talk with board members and key stakeholders at your institution to determine if they are connected with any organizations, clubs or businesses that would be interested in supporting See, Test & Treat.

Simple tips to follow when reaching out and asking for a donation (**See Appendix 5 Sample donation letter):**
1. **Use simple and direct language**: Be clear on the goals of the program, the number of people it will benefit and who will be at the program. Consider telling a story to explain your See, Test & Treat program, its impact on the community and why you are asking for a donation. If you have hosted a See, Test & Treat program before, use patient stories of patients from past programs to illustrate the impact on the women serve through the event..
2. **Do tailor your message**: Determine how you will make "the ask" (phone call, casual email note or formal letter); think about appealing to each person's individual or business interests to make a correlation with See, Test & Treat.
3. **Do know what you're asking for:** It's important to clearly outline your request.
4. **Do know who you're asking**: Make sure you know who your audience is when you ask for donations.
5. **Don't be scared of rejection**: You will not get a donation from every person you ask, and that's okay.
6. **Do have a positive attitude**: Stay positive, let people know the impact their donations will have on the success of your See, Test & Treat program and why it's important.
7. **Do think outside the box:** Get creative when you ask for donations for your See, Test & Treat program, and experiment with connecting with others via email, social media, in person, or better still, all three!

Step 8: Create Pre-registration Process Prior to Patient Recruitment (See Appendix 6 - Sample Patient Registration FAQ and Form)
1. Work with your Billing/Finance department to set-up a **special code/guarantor account** to use for See, Test & Treat patients so they will not receive a bill for screening services provided at the event. Make sure this account code is shared will all relevant departments. This is a way to mark your See, Test & Treat participants so that you are able to easily run reports on them for data/outcomes reporting.
2. Determine whether registration will be conducted by phone, or online.
3. Devise a prescreening form to gather patient contact information, demographic information, health insurance status patient/family history for cervical or breast cancer, and eligibility for screening based on age and ACOG/ACS/ACR/USPSTF screening guidelines. Ensure that the forms collect data that needs to be reported to the CAP Foundation.   Have the patients indicate if they need an interpreter during the program.

4. Create a script in which to train registration staff so all are asking potential patients the same questions as well as giving correct event details. In addition, staff needs to understand and answer questions regarding the circumstances under which a patient would or would not receive a Pap test or Screening Mammogram.

5. Permit registration staff to access appropriate databases to look up dates of previous screenings (Pap and/or Screening Mammogram) to confirm eligibility.

6. Advise patients that the name on their photo ID should be the name used when pre-registering and completing all forms for See, Test & Treat and future medical visits. Include this information and procedures in patient outreach and recruitment activities.

7. Mitigate the patient no-show rate – overbook or double book appointments based on your institution's typical no-show rate.

8. Utilize a waitlist, with a plan to contact women for unfilled appointments. These women can still attend educational segments.

9. Plan to accommodate walk-ins to fill appointment slots made available by women who do not keep their appointments, aka no-shows.

10. Plan for interpreters to meet population needs (any interpreters involved in translation of test results, medical procedures, follow-up care, etc. must be medically certified).

11. Assign volunteers to place reminder phone calls/text messages to registered participants two to three days prior to event to confirm appointments.

Step 9: Patient Management and Flow

1. Map out your See, Test & Treat program to determine the best use of available space, patient flow and interaction among departments. Create workflows **(See examples of these flows in Appendix 6)** for your program, patient registration (pre-registration and on-site registration) mammography, pap test processing and children's activities

2. Determine location of check-in areas for patients and volunteers.

3. Determine location for on-site registration of See, Test & Treat patients.

4. Ensure patient forms are completed and collected during the on-site registration process, including:

   a. Host site registration forms.

   b. Patient consent to health screening and waiver of liability **(See Appendix 7– Liability and Media Release Form)**.

   c. HIPAA compliance and patients to be offered the opportunity to receive a copy of the "Notice of Privacy Practices."

   d. CAP Foundation media release form **(See Appendix 7 – Liability and Media Release Form) or See, Test & Treat Toolkit**

   e. For patients who do not wish to be photographed, establish a visible way to identify them to the photographer (e.g., no photo sticker, colored beads, etc.).

5. Consider having patients go to a check-in station either before or after on-site registration; use this station to orient patients to the program. This area can provide additional information/handouts such as their appointment

times, a program map to help patients find various program locations, health ticket/activity card so patients know what is happening throughout the day (have patients check off each activity as an incentive to participate and complete their card.) **(Appendix 8 – Sample Program Map and Activity Card or See, Test & Treat Toolkit** Volunteers can view patient health ticket/activity card to help direct individuals throughout the program.

6. Determine need for interpreters or patient escort; assign as needed to help guide patient to screening appointments and/or activities to assure timeliness and engagement.

7. Show patients where the restrooms and refreshments are kept.

8. Station volunteers in corridors and main areas to help guide patients and answer questions. Consider providing patient guides/interpreters and/or station volunteers throughout the main program areas to assist patients with questions or to help them determine where they should go next (**Note: Interpreters should be clearly marked so that patients can recognize them when needed. A badge indicating the language they speak is a good way to make them recognizable as interpreters)**

9. Consider color coding key areas using balloons and/or signage.

10. Ensure appropriate signage throughout site to guide the women to registration, screening, education, and check-out areas. Create multilingual signage as needed to support your patient audience.

11. Determine location of check-out areas for patients and volunteers.

12. Ensure volunteers are available to See, Test & Treat patients to answer questions or collect any forms prior to leaving event.

13. Determine with your planning team how patients with abnormal results will be connected with the additional screenings and care that are needed, ensuring that medically underserved patients are connected with affordable care.

Step 10: Determine Volunteers Needed

Create a contact sheet for all volunteers to include their full name, role, responsibility, and contact information (phone/email). All volunteers should be familiar with HIPAA Guidelines specific to patient Protected Health Information (PHI).

Using the information to estimate the number of patients to be screened in Step 5, determine the number of volunteers and clinicians (who are licensed, credentialed, or granted privileges) to provide services at the program. **(See Appendix 9 – Guide for Determining Volunteer Need)**.

These are some positions that will need to be filled by volunteers:

Program Logistical Support:

- Program Coordinator
- Volunteer Coordinator
- Education Coordinator
- Health Fair Coordinator
- Children's Activity Coordinator
- Food Coordinator

- Greeters
- Interpreters (medically certified)
- Additional Interpreters (not medically certified)
- Patient Escorts
- Specimen Couriers
- Exam Room Attendants

- "Float" volunteers
- Photographer
- Security
- Parking Attendants

- Check-In Station (patients and volunteers)
- Onsite Patient Registration
- Patient Navigators
- Check-Out Station (patients and volunteers)

Patient Screening Support

- Conduct pelvic and Clinical breast exams
- Perform Pap test
- Process and read Pap specimens

- Perform Screening Mammogram
- Read and interpret Screening Mammograms
- Discuss results with patients

Here are some best practices for Volunteer Recruitment and Volunteer Management

- Begin volunteer recruitment early within your own specialty
- Advertise in institutional newsletter, website, bulletin
- Enlist other specialties and community advocates to announce opportunity in staff and group meetings
- Circulate/post a volunteer announcement and sign-up sheet, website, etc.
- Create a volunteer contact sheet to include: name, contact information, role, responsibility, and time commitment; circulate among volunteers.
- Create job descriptions and expectations for each volunteer role **(See Appendix 10 – Sample Volunteer Recruitment and Job Descriptions)**.
- Develop a process/procedure for each area so volunteers understand what is happening and what they need to do.

Volunteer Orientation

1. Define the expectations of your volunteer team; provide a written orientation packet if needed to include event logistics (volunteer roles, dress code, start/stop times, patient screening, education and food areas, volunteer areas, key contacts), along with any last minute instructions **(See Appendix 11 – Volunteer Orientation Packet Outline) or See, Test & Treat Toolkit**
2. Develop a program map so volunteers can familiarize themselves with the activities and locations throughout the building so they will know where to find things and what is happening at various times throughout the day.
3. Assign key leaders to manage each volunteer group.
4. Make sure all volunteers are wearing their See, Test & Treat t-shirt and name tags;
5. Schedule a walk through the day before your See, Test & Treat event to allow volunteers to become oriented with the program and ask questions.
6. Hold a 5 to 10-minute huddle the day of your See, Test & Treat program to orient volunteers and to answer any last minute questions. Conduct a walk-thru with volunteers if time allows.
7. Make sure volunteers know what is happening in their area specific to patient and clinician interactions.
8. Share key documents (e.g. patient registration lists, volunteer contact sheet), program map, pager numbers, phone and fax numbers with volunteers as feasible.

9. Consider appointing someone to monitor and manage volunteer staffing at each station/location throughout the day of the event. This will prevent understaffing and volunteers not having the opportunity to take a break or get food. Make sure food is available to all volunteers throughout your See, Test & Treat program.

10. Confirm volunteer role, responsibility and hours of participation.

11. Remind volunteers to check-in and check-out when arriving/departing the program.

12. Instruct volunteers to communicate with their colleagues – share information about what is happening during the day.

13. Discussing patient information or programmatic issues in public spaces is never a good idea; remind volunteers to seek out assistance and a private area to discuss and get guidance.

14. Remind volunteers that they could be asked to pitch in as needed and may be asked to do something outside of their assigned role.

Step 11: Create Day-of-Program Registration Process (Also See Step 9: Patient Management and Flow)

1. Utilize electronic health records whenever possible to accurately capture patient contact information, demographic information, screening eligibility, patient/family history for cervical or breast cancer, and follow-up information.

2. Work with all departments to consolidate the gathering of patient information (avoid the need for patients to provide duplicate information at different stations).

3. Verify information gathered from preregistered patients. Reminder: patients should use the same name that is on their photo ID.

4. Have patients communicate how they would like to be contacted. This may include postcard, phone call/text, email, or mail.

5. Have the patients indicate if they need an interpreter during the program. If they do, then connect them with one or let them know how to identify an interpreter at the program **(interpreters that are walking around the health fair should be clearly marked with a nametag indicating what language they speak).**

6. Have patients complete registration forms, HIPAA forms, media releases and waivers, as necessary.

7. Create a program agenda listing locations and times of other activities, education and screenings taking place during your See, Test & Treat program that women can participate in while waiting for test results. Provide this information as a handout or poster or both. Orient volunteers prior to the event; make sure to explain this to patients when they are checking in.

8. Provide a pre-made folder with all patient documents needed for program participation will need for participating in the program, including an activity card so patients can check off when they complete an activity or receive a screening, appointment times, media releases, and patient evaluations.

9. Remind women of the importance to remain at the program to get results and complete a post-program questionnaire (utilize an incentive if needed).

10. If a paper-based patient registration system is used, ensure there are multiple copies so that gynecology, mammography, and the laboratory have necessary information for initial testing and follow-up procedures.

11. Have a system for ensuring that patient contact information has been captured, should paper forms be lost or misplaced.

12. Have a system in place for efficiently locating patients when their results are ready- consider using a restaurant paging type device.

Patient Identification
- Develop a patient identification system so that results can be readily and correctly matched.
- Follow all HIPAA guidelines specific to patient Protected Health Information (PHI).

Waiting Area
- Choose an area for patients to wait for screening and/or results.
- Determine what other activities will be available for patients to participate in while they are waiting.
- Keep the patients engaged and informed to foster a more meaningful, long-term clinical relationship with health care providers.

Step 12: Patient Exam Logistics

- Develop a rotation system to utilize multiple patient exam rooms & providers.
- Assign individuals to specific exam rooms to ensure efficient room turnover for next patient exam.
- Please make sure all rooms are outfitted with equipment needed to complete patient exams (i.e.: sufficient lighting).
- **Note: Advise providers against excessive use of lubricant during Pap tests to avoid compromising of specimens (See below for a Hologic list of acceptable lubricants).**

HOLOGIC®

ThinPrep® Pap Test Lubricant Compatibility List

The use of lubricants with the ThinPrep Pap test is not recommended. However, if a lubricant is necessary the following lubricant brands are validated by Hologic, Inc. for use with the ThinPrep Pap test when used as instructed.[1]*

	Lubricant	Manufacturer	Contains Carbomer?
Preferred[†]	Pap Test Lubricating Jelly	Aseptic Control Products	No
	Surgilube Surgical Lubricant	HR Pharmaceuticals	No
	CerviLube Lubricant	Sion Brands	No

The following lubricants are not recommended by Hologic:

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	Lubricant	Manufacturer
⊗	**Aquagel Lubricating Gel**	Parker Laboratories, Inc.
⊗	**Astroglide (Physician Formula)**	BioFilm, Inc.
⊗	**Astroglide (Personal Formula)**	BioFilm, Inc.
⊗	**HR Lubricating Jelly**	HR Pharmaceuticals, Inc.
⊗	**Lubricating Gel**	Henry Schein
⊗	**Lubricating Jelly**	McKesson
⊗	**MediChoice Lubricating Jelly**	Owens & Minor
⊗	**PDI Lubricating Jelly I and II**	PDI Healthcare
⊗	**PSS Select (also known as Triad)**	PSS World Medical, Inc.
⊗	**Rite Aid Pharmacy Lubricating Gel**	Rite Aid Corp.
⊗	**Allegiance**	Medline Industries, Inc. (formerly Triad/H&P Industries)
⊗	**Aplicare Sterile Lubricating Jelly (also known as Operand Lubricating Jelly)**	Aplicare Inc./Clorox Professional
⊗	**Aqua Lube Personal Lubricant**	Mayer Laboratories
⊗	**DynaLube Lubricating Jelly**	Dynarex Corporation
⊗	**E-Z Lubricating Jelly**	Chester Packaging
⊗	**IMCO Lubricating Jelly**	Medline Industries, Inc. (formerly Triad/H&P Industries)
⊗	**Lubricating Jelly**	DUKAL Corporation
⊗	**Lubri-Gel**	Sheffield Pharmaceuticals
⊗	**Maxilube Personal Lubricant**	Mission Pharmacal
⊗	**NovaPlus**	Medline Industries, Inc. (formerly Triad/H&P Industries)
⊗	**Pro Advantage Lubricating Jelly**	National Distribution & Contracting, Inc.
⊗	**ReliaMed Lubricating Jelly**	ReliaMed

(Left vertical label: **Not Approved**[‡])

*The use of lubricants (including personal lubricants) should be avoided prior to specimen collection. Lubricants can adhere to the filter membrane and may cause poor cell transfer to the slide. If its use is unavoidable, the lubricant should be used in minimum amounts.

†Validated: Lubricants have multiple lots run through periodic testing to ensure compatibility.

‡Not approved: Lubricants have either been tested and deemed incompatible or excluded from testing because they contain carbomer.

Reference: 1. ThinPrep 2000 System Operator's Manual. MAN-02585-001. Marlborough, MA: Hologic, Inc.; 2017

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P A P   T E S T

Step 13: Patient Education

The time between cervical and breast cancer screenings and waiting for same-day test results provides a perfect window of opportunity to engage women and their families in education. See, Test & Treat leverages this wait time to persuade women to take control of their health and encourage family and members of the community to do the same. The most important factor is that education and educational materials are translated and culturally appropriate.

The CAP Foundation has developed patient education materials for use at See, Test & Treat programs. . Other organizations, such as the CDC and American Cancer Society also provide educational materials. These educational materials can be found in our online See, Test & Treat Toolkit. Ideally these materials would be handed to your patients at check-in or registration or at a health education table so that a health professional can walk them through the information and answer any questions

Educational topics that can be covered throughout your program can include:
- The importance of adopting a healthy lifestyle with healthy diet and regular exercise can lower the risk of cancer and other diseases.
- Receiving routine cervical and breast cancer screenings can detect abnormal cells before they become cancer.
- Finding cancer early can make treatment more successful.
- How pathologists are central to patients' diagnoses

Ideas for education include:
- Conducting educational presentations prior to the See, Test & Treat program to encourage target populations to register, attend and receive screenings at See, Test & Treat
- Education through press releases/radio shows/ local news pieces
- Ask a Doctor/ Pathologist table- where patients can look through a microscope to see what normal vs. cancerous cells look like. Patients interact with pathologists and other physicians along with having the opportunity to ask them questions- this is a good way to demystify the process of what happens after you get your pap test and mammogram.
- Health fair featuring vendors and community resources that your target population could benefit from
- Demonstration of self-breast exams and disease states with interactive anatomic models or posters
- Looping videos or slide shows with educational content in waiting areas (A playlist is provided on the See, Test & Treat Toolkit under "Education Materials")

Patient Program Evaluations: (See Appendix 13 –Program Evaluation)
1. In addition to a See, Test & Treat Activity Checklist, programs should provide patient evaluation forms and story cards to gather information about patient experience, knowledge/attitude changes and satisfaction.
2. Incentivize patients with a gift card for completed evaluations and vouchers. Collect forms from patients at the check-out station.

Step 14: Healthy Meals
Patients (and accompanying family members) and volunteers will be at your See, Test & Treat program site anywhere between 3 to 8 hours whether receiving screenings, participating in the health fair or waiting for results. Providing a healthy breakfast, lunch and snack provides the opportunity to introduce patients to nutritious and healthy food options along with fueling your volunteer team.

Consider the following:

- Approach local restaurants and grocery stores to donate food for the program
- Setting up a table in a main area with a volunteer assigned to manage the food station.
- Offering pre-packaged, grab and go food choices; provide culturally appropriate food based on the patient population being served
- Conducting a lunch and learn session
- Having a separate food area for volunteers

Step 15: Addressing Barriers to Care

See, Test & Treat recognizes that medically underserved women face several barriers to accessing health care, including transportation, lack of childcare, and being unaware of resources available to them. While planning your program, consider addressing some of these barriers by offering:

Children's Activities: One barrier to care faced by women is the availability of childcare. When planning your program consider a space and process for offering children's activities during the program. These can include coloring books, crafts, games, reading materials along with other activities.

Consider the following:

- Offering age appropriate activities
- Establishing an identification/matching system for each child/parent
- Determining the age range/limit for participation
- Securing volunteers who have experience working with children
- Checking with your Risk/Compliance department for guidance

Transportation: Many women lack access to transportation or the ability to pay for transportation to get to their doctor's appointments. Consider assisting your target population by:

- Providing gift cards for Uber or Lyft
- Providing tokens for your local public transportation system
- Waiving the parking fee at your hospital's parking lot
- Providing a shuttle for your patients

Lack of Awareness Regarding Local Resources Available:

Due to several factors many medically underserved women are unaware of local resources available to them to support their health. In addition to health education efforts mentioned in Step 13, also consider inviting patient navigators and local FQHCs to your health fair in order to help your patients enroll in programs that will allow them to establish a primary medical home.

Step 16: Laboratory, Laboratory Personnel and Specimen Management

- Space and personnel must meet all state/local requirements to screen for and diagnose cervical and breast cancer on the same day.
- Ensure program has licensed/certified personnel to conduct all exams, obtain and process Pap specimens, and

take and review breast images.

- Follow the rules governing your organization regarding credentialing for personnel.
- Ensure your program utilizes a CLIA-certified laboratory to perform specimen testing.
- Determine the laboratory setup that works best while remaining compliant with state and federal regulations.

Specimen Management

- Establish a protocol for specimen labeling.
- Identify a system to process specimens in the order in which they were collected.
- Establish a protocol for batching and delivering specimens to the appropriate staff for processing and interpretation.
- Avoid excessive batching of specimens, as that may result in processing delays that can impact the delivery of results to patients.
- Arrange for volunteer couriers, if necessary.

Step 17: Deliver Patient Results (See Appendix 12 - Sample Patient Discharge Form)

1. Determine how the results will be collected and provided to the clinician, and who will be communicating these results to the patient.
2. Identify a private setting for delivery of same day Pap and Screening Mammogram results.
3. Identify protocols if patient expresses need to go home before they receive their results.
4. Explain abnormal results and further testing or procedures required. Avoid using the word "cancer."
5. Triage patients to receive any further required testing available that day.
6. Provide a take-away card with contact information so patients can call post-program with any questions.
7. For further testing or treatment that is not available that day, connect patient with hospital or clinic personnel who can arrange and communicate next steps to patient (provide a take-away sheet with contact information).

Step 18: Follow-up Testing and Treatment

In instances where abnormal findings are discovered through pelvic or Clinical breast exam, Pap test, or Screening Mammogram, host site clinicians are encouraged to provide patients with additional onsite treatment whenever feasible.

1. When abnormal Pap test results are found, clinicians may find the following same-day procedures beneficial to the patient:
   a. Colposcopy
   b. LEEP
2. When abnormal breast results are found via Screening Mammogram or manual palpation:
   a. Additional mammogram views and/or
   b. Fine Needle Aspiration (FNA), often performed by a Cytopathologist.
3. In cases where further treatment is needed that cannot be performed onsite, program hosts/clinicians are required to:

    a.   Arrange follow-up, including locations, providers and financial arrangements for women with abnormal results requiring further care (provide a take-away sheet with contact information).

    b.   Explain the follow-up plan to patients both orally and in writing before they leave the See, Test & Treat program.

    c.   Provide patients with a card listing resources and contact information if they have any questions after leaving the See, Test & Treat event.

Models for Follow-Up Care

See, Test & Treat host sites have employed various methods for connecting patients with abnormal Pap and Screening Mammogram results to further care. Tactics used include:

- Hospital affiliates committing to patient follow-up for cervical and breast abnormalities.
- Partner practice committing to patient follow-up for Pap and Screening Mammogram abnormalities.
- Triage with patient navigators and physicians working in area clinics/imaging centers that have committed to patient follow- up for cervical and breast abnormalities.
- Volunteer physicians accepting patients into their private practice.
- Referral to County medical center.
- Enrolling patients in a state/federally funded women's cancer screening program, applying for Medicaid, or in a health insurance marketplace plan.

Step 19: Debrief and Celebrate

1. After your See, Test & Treat program it's important to conduct a debrief session within a week of your event with CAP Foundation staff, all supporting staff and volunteers. The purpose is to gain input, determine what worked well and if any changes need to be made to your program for next year

2. Celebrate your success! Host a thank you lunch the week after the event and invite the Hospital Administrators, C-Suite, and Volunteers.

3. Recognize volunteers internally on message boards, flat screens, newsletters, intranet, institution website, press releases, etc.

4. Leverage internal awards available within your institution for See, Test & Treat volunteers

5. Consider sending out handwritten thank you notes.

Step 20: Complete and Report Patient Outcomes and Patient Survey Results

1. Within 30 days post program, submit your one month outcomes data and a budget reconciliation form (with supporting documents) via Survey Monkey Apply in order to receive the balance of your CAP Foundation grant.

2. With 90 days post program submit your 3 month outcomes data and within 120 days submit your 6 month outcomes data.

   These reports ensure that CAP Foundation staff is kept up to date on the outcomes of any patients that needed additional diagnostics or treatment. We ideally would like to follow the patients until they are connected with the information they need.

3. After one year, look through medical records to see the number of See, Test & Treat patients that have visited your institution since attending See, Test &Treat, which is an indicator for the program's success in connecting

the patients to a medical home. Please submit this information through the data outcomes form provided to you by the CAP Foundation.

Rider 1

The CAP member pathologists are not employees, agents or representatives of the CAP Foundation, and have no affiliation with the CAP Foundation other than the CAP member pathologists' professional membership with the College of American Pathologists. The CAP Foundation is not responsible for the actions or inactions of the CAP member pathologists. The participating sites and clinicians are at all times solely responsible for their own conduct, and should not rely on these Standard Operating Procedures in determining whether they have complied with their applicable professional standards of care.

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The CAP Foundation offers competitive grants of up to $20,000 to support See, Test & Treat program expenses that other grants and in-kind donations do not cover. **The following table provides a description of program expenses that are allowable in your proposed See, Test & Treat budget:**

Type of Expense	Description
Medical Equipment	Costs associated with transport or rental of equipment to perform screening mammography, Pap test processing or other cervical or breast diagnostics procedures.
Testing Supplies	**Testing supplies** needed to perform the following screenings/diagnostic procedures during your See, Test & Treat program: Pelvic exam, Pap testing, colposcopy, LEEP, Clinical Breast Exam, screening Mammogram, Fine Needle Aspiration. **NOTE**: The cost to perform the test is not eligible for grant funding and should not be included in your See, Test & Treat budget. This funding may be reduced if an in-kind donation of any supplies is received.
Project Coordinator	An individual who will assist in planning/organizing all program logistics. Consider reaching out to a part-time staff person or a retired clinician who may be interested in taking on a temporary assignment; those in administrative fellowships or graduate students may value the experience in serving as a program coordinator.
Support Personnel	Hourly personnel who cannot volunteer their time to perform their normal job in support of the See, Test & Treat program. Examples of non-exempt staff include registration staff, specimen prep techs, hourly lab techs, radiology techs, housekeeping, etc. It is expected that exempt staff volunteer their time in support of the planning and execution of See, Test & Treat. Institution to follow their labor laws/ policy/ procedures specific to compensation of hourly staff supporting a humanitarian program providing a service/benefit to the community.
Marketing and Promotion	Expenses related to marketing and promoting your See, Test & Treat event to a target audience of medically underserved women residing in the community which the institution normally services.
Translation/Interpretation	Expenses associated with translation of educational and promotional materials or interpreters on the day of the event
Transportation	Funding support for the transportation of women to and from your See, Test & Treat event.
Children's activities	Funding support for the purchase of supplies to support the children's activities that will be taking place at your See, Test & Treat program. Examples include games, coloring books, Legos/building block sets, stickers, art supplies, books, etc.
Meals	Healthy meal and snack options for both patients (and their families) attending and volunteers supporting your See, Test & Treat program.
Other	Other supplies and services needed to support your See, Test & Treat program (Office supplies, cleaning services, security, etc,).

APPENDIX 2– SAMPLE PROGRAM WORK PLAN

Based on a 10-month planning process

Month 1	Action	Notes/Status
	Discuss screening needs of community (breast and cervical cancer screening, etc.) – Identify population at risk	
	Discuss market to be served (Hispanic, Chinese, African American, etc.)	
	Identify timing for the event that works best for community. Consider holidays, weather, etc.	
	Begin to identify possible locations to hold the program	
	Confirm support of your institution/organization to host a one- day screening program to provide free cervical and breast screening to underserved women	
	Confirm support from the following areas: 1. Hospital/Community Health Center Administration 2. Medical Director 3. Pathologist / Pathology Department 4. Gynecologist / Gynecology Department 5. Radiologist / Radiology Department 6. Laboratory	

Month 2	Action	Notes/Status
	Identify See, Test & Treat Working Group	
	Confirm program date with providers and Working Group	
	Hold kick-off meeting	
	• Determine meeting frequency • Develop template agenda and work plan for Working Group meetings Develop contact sheet with names and contact information for Working Group	
	Begin to identify testing services offered	
	Discuss event logistics – flow of event, timing	
	Begin to identify registration process to accommodate preregistered patients and walk-ins	
	How will the patients navigate the program	
	How will abnormal results be managed [Cervical and Breast]	
	Begin to identify vendors who could possibly provide in kind and financial donations, as well as partners (Susan G. Komen for the Cure, American Cancer Society)	
	Begin to identify possible education, food, and other activities	
	Begin to identify need for interpreters	

	Develop a list of supplies needed (e.g. gloves, gauze, etc.)	

Month 3	**Action**	**Notes/Status**
	Discuss Licensing and Credentialing	
	Discuss Insurance Advocate Position	
	Confirm rooms for program	
	Finalize list of tests that will be offered	
	Finalize the number of vendors needed for health fair	
	Begin to identify program materials needed: banner, signage, etc.	
	Identify number volunteers and roles (e.g. runner, greeters, insurance advocates, etc.)	
	Continue to contact vendors about supplies	

Month 4	**Action**	**Notes/Status**
	Begin to assign people to volunteer positions	
	Begin to create a floor plan	
	Draft template letter to invite news media, local politicians, community leaders, patient advocates or special guests	
	Begin contacting identified health fair vendors, partner, and vendors for in kind donations	
	Continue to work on program logistics	
	Begin developing program agenda	

Month 5	**Action**	**Notes/Status**
	Develop media list: magazines; newspapers, including health reporters and calendar editors; radio; television; Internet; social media outlets; in-house publications, etc.	
	Develop media alert for broadcast media	
	Finalize interpreters	
	Confirm registration telephone number and process	
	Confirm food and other activities	
	Confirm partners and in-kind donations	
	Create and send a SAVE THE DATE postcard	

Month 6	**Action**	**Notes/Status**
	Begin to develop See, Test &Treat flyers	
	Begin to develop press release for long-lead magazines	
	Continue to develop program agenda	
	Develop patient appointment reminder postcards, if necessary	

Month 7	Action	Notes/Status
	Finalize See, Test & Treat flyers (approval needed from other sponsors)	
	Finalize program signage, banners, etc.	
	Distribute press releases to magazine and any publications with a long-lead time	

Month 8	Action	Notes/Status
	Distribute See, Test &Treat flyers at local churches, schools, stores in community; weekend markets, etc.	
	Begin scheduling patient visits	
	Create volunteer schedule	

Month 9	Action	Notes/Status
	Call patients to remind them about their appointments; send reminder postcards	
	Order food	
	Distribute press releases	
	Provide full volunteer list to CAP Foundation (for certificates of appreciation)	
	Schedule day and time to hold a program debrief meeting with all volunteers and the CAP Foundation	
	Hold final planning meeting and program walk-through	

Month 10	Action	Notes/Status
	Walk through the program and patient flow with clinical partners and volunteers	
	• Confirm patient flow plan with entire team • Confirm volunteer flow; day of program check-in, roles, assignments, etc.	
	Confirm education plan and materials are prepared	
	Go through pre-program list of supplies and workflow requirements	
	Confirm food donations and that food orders are correct and scheduled	
	Final confirmation that laboratory services are secured	
	• Confirm specimen processing logistics • If applicable, ensure courier services are scheduled	

Day of Program (before patients arrive)	Action	Notes/Status
	Adhere to established patient flow plan	
	• Patient registration; patients must fill out registration forms, media release • Patient waiting areas • Pelvic and a clinical breast exam • Educational offerings • Healthy meal(s) • Results	

Post Program	Action	Notes/Status
	Obtain Volunteer feedback via survey	
	Submit outcomes data	
	Submit grant reconciliation	
	Schedule and hold Debrief	
	Send pictures and stories to CAP Foundation	
	Send Thank You letters / emails to volunteers, donors and program partners	

APPENDIX 3– MEDIA KIT

See, Test & Treat Media Kit – suggested press materials for host sites (with templates and guidelines).

- CAP Foundation See, Test & Treat Program Media Relations Timeline
- Pitching pointers
- CAP Foundation fact sheet
- CAP Foundation See, Test & Treat key messages
- Media alert template
    - o Print
    - o Electronic
- Press Release template
- Social Media guidelines (Twitter and Facebook)
    - o Job Aid: Boosting Content on Facebook

CAP Foundation See, Test & Treat Program Media Relations Timeline

Month	Activity	Status
5 months pre-event	Identify/Secure Photographer	Communicate as host action item on monthly conference calls
	Explore broadcast opportunities in regional and local markets	Communicate as host action item on monthly conference calls
	Contact regional ethnic media and public health outlets about possible placements	Communicate as host action item on monthly conference calls
	Develop press materials: • Team contact list – host, CAP • Pitch letter • Multimedia press release • Fact sheet • Talking points • Media alert (to be distributed 3 weeks prior to the event, as well as the day before and day of event.)	
	Compile media list	
4 months pre-event	Continue to develop/finalize press materials CAP and Host Site Communications	
3 months pre-event	Distribute pitch letter and press release to long-lead publications and calendar of events editors	
	Make follow-up calls to the long-lead publications	
2 months pre-event	Continue to follow-up with the long-lead publications	
1-month pre-event	Explore possible pathologist interviews to record, distribute local radio stations.	
	Distribute press release to: • Local newspapers • Television stations • Radio stations • Social media outlets (e.g. CAP or host web sites, Twitter accounts, etc.)	
	Make follow-up calls to the media outlets which received the press release	
2 weeks pre-event	If produced, ensure pre-recorded radio interviews with pathologist are distributed to local radio stations	
	Distribute media alert to local television stations. Offer to do an on-air interview to educate the community about the importance of cancer screenings.	
	Continue to follow-up with local media outlets to see if planning to attend or cover the event.	

Month	Activity	Status
	Issue tweets, social media postings	
Day Prior	Re-distribute media alert. Continue to follow-up with local media	
EVENT DAY	Conduct media interviews with outlets that attend the event.	
	As budget or resources permit, select two photos to distribute via AP Photo Express. Develop captions	
	Engage social media from event: "tweets;" CAP and host Facebook postings; event photos	
1 – 2 weeks following	Media follow-up; results reporting	

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PITCHING SEE, TEST & TREAT® TO LOCAL MEDIA

Pitching Pointers:
1. Personalize your letter or email to the local journalists you have identified.
2. Keep your message short and simple (aim for no more than 200 words.)
3. Propose doing a story approximately 1 week prior to the program so that it helps get the word out into the community
4. When emailing a pitch, consider splitting your effort into two emails:
   a. An initial 150-word introduction highlighting newsworthy specifics. For example, is it the first See, Test & Treat for the facility, city, or region?
   b. Follow up two to three days later with a more detailed email that includes some narratives; consider including one sentence about a patient experience from a previous See, Test & Treat at your facility. Paste your final Media Alert in the bottom of the email.
5. Use bullet points to speed the editor's ability to review.
6. Have a clear next step. For example:
   a. State the time and date you plan to call the journalist to follow up with more details.
   b. Include contact information and encourage reporters to respond and provide you a preferred time for you to call them.
   c. Offer to send a media kit or feature a link to a press release posted on your website.

Additional Fast Facts: Include as Needed to Support Your Pitch
- Include local cervical cancer and breast cancer statistics: https://gis.cdc.gov/Cancer/USCS/DataViz.html or

  https://www.kff.org/state-category/health-status/cancer/

  Include local uninsured and underinsured statistics.

  https://data.census.gov/cedsci/?intcmp=aff_cedsci_banner
- Include the number of women that you anticipate serving
- Highlight what services will be offered at the program, the organizations that you are partnering with, and the sponsors of the program
- Include a quote from one of your physicians supporting the program and talking about the importance of breast and cervical cancer screenings
- Include the story of one of your previous See, Test & Treat participants (if applicable) who had a positive experience or outcome.

Key Messages for Speaker, Interviewee Reference
- The CAP Foundation's See, Test and Treat program aims to provide free cervical and breast cancer screening, **same-day results,** and connection to follow-up care all in one visit, for vulnerable women in communities around the country.
  o Women receive a pelvic exam, along with a Pap test to screen for cervical cancer, and a Clinical Breast Exam along with a screening mammogram to screen for breast cancer.

- As the philanthropic arm of the CAP, the CAP Foundation funds the See, Test & Treat program.
- Pathologists who are members of the CAP volunteer their time and expertise to lead a team of volunteer gynecologists, radiologists, and other clinicians to provide See, Test & Treat screenings.
  - Pathologists are medical doctors who specialize in laboratory medicine in order to diagnosis diseases, evaluate patient health, and identify potential treatment options.
- Support for See, Test & Treat helps improve access to care to foster community health. Moreover, it removes barriers to care that many women face. For example, See, Test & Treat:
  - Uniquely screens and provides women with test results in one day, which helps women who cannot take time off work for doctor visits.
  - Often includes language interpreters, supporting women who have limited English language fluency.
  - While women wait for their test results, they enjoy free nutritious meals, receive translated education materials from a variety of allied health organizations, and they grow comfortable with health care resources in their community.
- See, Test & Treat shines a light on the pathologist's essential role in collaborative, coordinated patient care.
- Through 2020, the CAP and CAP Foundation have sponsored 97 See, Test & Treat events and helped screen nearly 7,000 women in underserved communities across the nation.
- The CAP Foundation plans to expand the See, Test & Treat program over the next few years so that more pathologists can coordinate and provide essential screening services to more vulnerable women across the US.

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MEDIA ALERT

FOR IMMEDIATE RELEASE
[insert distribution date]

MEDIA CONTACT:
[Insert Your Media Contact Information Name, Title Phone, Email]

Catherine Dolf
Senior Manager, Media Relations
College of American Pathologists
800-323-4040 ext. 7472

PROGRAM SEEKS TO REMOVE BARRIERS TO EARLY CANCER DETECTION

For [Insert your service area or region] Women: See, Test & Treat® free cervical and breast cancer screening program delivers same-day test results to uninsured and underinsured women

WHAT: With a grant from the College of American Pathologists Foundation, **[Insert your organization and facility's name]** will provide free cervical and breast cancer screening, same-day results, and – more importantly- access to follow-up care for local women in need. Other services that will be offered at the program are:

WHEN: **[Insert day, date, and event start and finish times]**

WHERE   **[Insert site facility's full street address, ZIP code; Include contact name and number if preregistration is offered]**

WHO: **[insert lead pathologist first + last name],** MD, FCAP, the **[insert pathologist's title]** leads the collaborative screening. **[Insert brief biographical detail, e.g., a board-certified pathologist, Dr. X specializes in etc.]**

Name of Institutions who are leading/supporting the program

WHY: Because no women should EVER die of cervical or breast cancer because they don't have access to life-saving screenings.
- Every year in the United States 42,000 women die from breast cancer. 4,300 die from cervical cancer.
- Those numbers are 25% higher in many underserved groups.
- The good news: Five year-survival rates are 98% when breast cancer is diagnosed early and in its localized stages.
- The CAP Foundation's See, Test &Treat program gives all women the opportunity to put themselves first, particularly when it comes to their health.
- Women often forget to go to the doctor and get those vital preventative screenings.
- The See, Test & Treat program allows women to take care of themselves and gives them piece of mind so they can continue to take care of their loved ones.

The **[insert facility name]** See, Test & Treat program targets local uninsured and underinsured women**].** Multilingual outreach includes **[if appropriate detail language services provided.]**

ABOUT CAP FOUNDATION: The CAP Foundation is the philanthropic arm of the College of American Pathologists, the leading organization of board-certified pathologists, which serves patients, pathologists, and the public by fostering and advocating excellence in the practice of pathology and laboratory medicine worldwide. The CAP Foundation supports patient-centered and humanitarian initiatives lead by pathologists, striving to connect people in underserved communities with the specialized skills of pathologists.

[Insert your boilerplate statement here]

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PRESS RELEASE

FOR IMMEDIATE RELEASE
[insert distribution date]

MEDIA CONTACT:
[Insert Your Media Contact Information Name, Title
Phone, Email]

Catherine Dolf
Senior Manager, Media Relations
College of American Pathologists
800-323-4040 ext. 7472

**[Insert short headline. *Please include See, Test & Treat in headline*
Note*: For electronic or wire service distribution, delete logos above*]
—insert subhead as needed —**

[Insert Dateline] — [**Sample copy:** Backed by a grant from the College of American Pathologists (CAP) Foundation, pathologist **[insert first, last name]** MD, FCAP, [**insert title**] leads clinical volunteers to deliver a See, Test & Treat cancer screening program [**insert date, times, location.**] The program serves area uninsured and underinsured women and represents a partnership between **[name additional organizations, as appropriate.]** See, Test & Treat will provide women with a free Pap test with same-day results and screening mammogram with same-day or prompt results. Other services that will be offered at the program will be [list services].

[Insert a quote. Refer to the example below; edit and use as needed]
"We hope that this program will allow women who have had trouble seeing a doctor in the past get connected with services they need to stay healthy," Dr. [insert pathologist's last name] said. "It is so important that women get screened early for breast and cervical cancer because catching these cancers in their early stages can literally save their lives- both of these cancers are easier to treat earlier on than in later stages ."

[Insert other quotes, details of your event and its participants, as well as any location or registration information.] **[Insert other quotes, details of your event and its participants, as well as any location or registration information.]**

[See the See, Test & Treat Key Message document to include, if desired, available cervical and breast cancer incidence data.]

About **[insert your organization's boilerplate]**

About the College of American Pathologists and CAP Foundation
The CAP Foundation, its philanthropic arm, supports patient-centered and humanitarian initiatives led by pathologists, striving to connect people in underserved communities with the specialized skills of pathologists. Find more information about the CAP Foundation visit www.foundation.cap.org. Contact the CAP Foundation at capfnd@cap.org. Follow the CAP Foundation on Facebook at facebook.com/capfndn or follow us on Twitter at @capfndn.

LEVERAGING SOCIAL MEDIA FOR SEE, TEST & TREAT®

Twitter Guidelines
- Please include the CAP's Twitter handle in your tweets: @capfndn
- Use ideal length to increase likelihood of a retweet: 150-300characters, include photos
- Remember that spaces, dashes, and everything else count as characters
- Character-saving tips:
  - Use a semicolon (;) or ampersand (&) instead of the word "and"
  - Use lab instead of laboratory
  - Don't worry about Dr.'s first names or FCAP
- Additional Tips:
  - Compose your tweet in long form, and then edit out adjectives, articles, and any unnecessary words and characters. Think: "clear, concise, and compelling, and then be even more concise."
  - If possible, post a tweet that "tags" the hospital and any other organizations involved in event. You can do a search at the top of the Twitter homepage to find these handles. For example:

Facebook Guidelines:
- Like and post your See, Test & Treat event highlights and status updates to the CAP Facebook page (facebook.com/capfndn)
- While Facebook status updates can accommodate thousands of characters, aim to be concise
- Accompany each post with a photo.
- Just like Twitter, tag your institution if it is on Facebook and be sure to tag the CAP Foundation.

**Using Boosted Content to Boost
See, Test & Treat® Registration**

Intro to Targeted Data on Facebook
Facebook uses the demographic information that users provide to help advertisers reach audiences. Without realizing it, we provide detailed information to Facebook in order to help paid advertisers reach us and segment us into audiences. See, Test & Treat host sites can use this affordable means to reach a bigger audience of potential patients by using even the most basic information users provide to Facebook:

- Geographic
- Interests/Likes
- Demographic

Boosting Your Post
You can boost a new or existing post from Facebook by clicking the blue "Boost" button that shows up at the bottom of each post. A pop-up will open for you to navigate the Boost options and start targeting your audiences.

- Currently, boosts are only available for Pages on Facebook. An individual person will not be able to boost their personal posts. Host sites will need to create a post on their Institution's page, Community page, etc.

Boost on an Existing Post
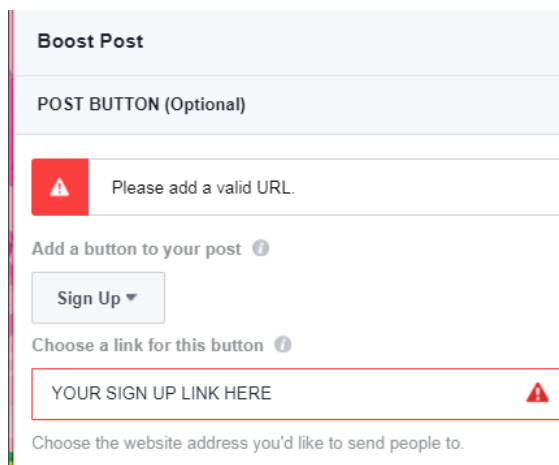
Boost on a New Post
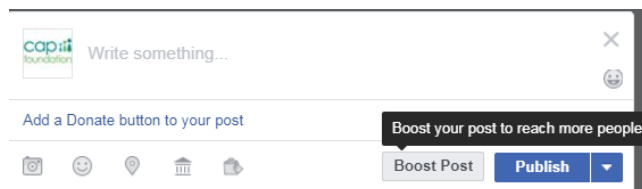
Choosing What to Include

The boosted post should be detailed, but to-the-point. Use the image associated with the post to include some information to supplement the text that will be added. Stay within 100-150 words of text and 100 words or less on the image (see below for example post).

Facebook allows you to add a button to the post as a "call-to-action," prompting viewers to click a button that allows them to learn more, sign up, etc. This is a great place to direct people to a survey or event page where they can RSVP and you can collect contact information.

Collecting Information and Links

Survey Monkey is a survey collector to ask pre-screening questions and collect contact info, preferred appointment times, etc. Eventbrite is an event-based website that can help pre-register women and also collect pre-screening and contact info.

Does your Boosted Post have:
- ☐ An eye-catching image
- ☐ A link to a landing page
- ☐ Who qualifies?
- ☐ When is the program?
- ☐ What screenings?
- ☐ Where is the program happening?
- ☐ How to register?

Example post:

Next Saturday (9/16), Central Hospital will be offering FREE breast and cervical cancer screenings to women ages 30-64 who are uninsured. Screenings are by appointment only. Call 888-584-7888 to make an appointment and verify eligibility, or visit www.test.link.com/STT

Selecting a Target Audience

Pages are able to target by gender, location and age range, as well as demographic and personal information by selecting "People you choose through targeting" as the audience. Other options include those who like your page, and those who like your page and their friends.

Females of a certain age living in a small radius from the site may yield a large audience; there are more than 1 million 30-64-year-old women living 10 miles from Maywood, IL. By selecting more than just geographic and demographic information, this boosted post is able to reach a more specific audience.

The audience above could encompass a 31-year-old African-American woman from Maywood who likes the hip-hop and R&B radio station in Chicago. Additionally, it could capture a Polish mother who has liked a Polish grocery store in the surrounding area. Additionally, these people might be likely to share the post themselves with their personal Facebook networks.

Choosing a Budget & Duration

Facebook will prompt you to enter a budget and a desired timeframe for the boosted post to show up. Choosing *when* to boost a post is definitely audience-specific and may differ from site to site. Additionally, settling on a budget may depend on how many people you want to boost the post to, how close to your target registration you are, and how far out from the program you are.

BUDGET AND DURATION

Total budget ⓘ

$100.00 USD ▾

Estimated People Reached ⓘ

7,600 - 20,000 people   of 570,000

Refine your audience or add budget to reach more of the people that matter to you.

Duration ⓘ

| 1 day | 7 days | 14 days |

Run this ad until   📅 Sep 12, 2017

You will spend an average of **$14.28** per day. This ad will run for **7** days, ending on Sep 12, 2017.

Suggested Boost Time & Duration

Boost 1: Capture the early-birds and get the word out about the program, at least 6 weeks in advance of the program.

- Boost for the one week or two-week option to get a wide spread of users.

Boost 2: Boost registration toward the end of the registration period and overbook the program to account for no-shows.

- Boost for a shorter time frame to ensure that the message is being seen often by many people.
- Select your audience based on any gaps in registration numbers so far; segment to a younger or older audience if many people from one age group have already registered and the program needs older/younger patients as well.

Resources

www.eventbrite.com - Create and list your program; use the registration feature to capture pre-registration information from potential patients.

www.surveymonkey.com - Design a survey or pre-screener to collect information about potential patients.

CAP Foundation Operations Manager DKainra@cap.org 847-832-7718

CAP Foundation Facebook- https://www.facebook.com/capfndn/

CAP Foundation Twitter- https://twitter.com/CAPFndn

APPENDIX 4– TEMPLATE DONATION REQUEST LETTER

[Date]

[YourName]

[Institution]

[Address]

[City, State Zip]

Dear [**Contact at Community Business**],

I am writing you to today to invite you to join **[Institution]** and show support for the women of [**City**] community. On **[Date] from [Times]**, **[Institution]** will be hosting our **[1st/2nd/3rd/etc.]** annual See, Test & Treat® program at **[Address].**

At this program, we will be providing FREE breast and cervical cancer screenings with same day results to more than **[target number]** uninsured and underinsured women in the [**City**] community, along with **[any other key services]**. Furthermore, any women who are in need follow-up care will be connected with it immediately. (If applicable: Last year we provided __ patients with free breast and cervical cancer screenings and connected __ patients to follow up care and treatment)

This program, which will be staffed by over **[number]** volunteers from **[Institution]**, aims to provide local **[City]** women with cancer screening services, education and a connection to care to better enable them to care for their own health and that of their families.

The services provided at See, Test & Treat are completely free and led by volunteer medical staff- therefore we need your help to make our efforts go even further! All program supporters will be recognized via [insert how they will be acknowledged]. Here is how **[Business]** can help (NOTE TO PROGRAM: Please evaluate these asks and choose those that are most appropriate for the business that you are approaching). :

   o   Spread the word to your customers, employees and network about the program – we have attached a copy of our See, Test &Treat flyer to this letter

   o   Patients will be onsite for 2 to 3 hours waiting for screening results and would benefit from learning about area resources, having refreshments, healthy snacks and/or lunch. Consider participating our See, Test & Treat health fair, and/or donating food, gift cards, giveaways, services or educational items that support a healthy lifestyle.

   o   Sponsor our program monetarily with a tax-deductible gift. Any funding would be used to directly support the program, encouraging women attending to continue seeking preventative services in order to support a healthy lifestyle.

   o   Provide volunteers for the program- we are seeking individuals who can **[anything you are seeking volunteers for].**

We hope that **[Business]** will support the See, Test & Treat program as we aim to improve breast and cervical cancer screening rates in the **[City]** Community. Please contact me at [**email and number**] for more information.

Thank you again!
Sincerely,

SEE, TEST & TREAT FREQUENTLY ASKED QUESTIONS (FAQ'S)

Event date:

Event time:

Location:

Transportation/Parking:

What is the See, Test & Treat program?
See, Test & Treat is a free cervical and breast cancer screening program for uninsured and underinsured women who face barriers to health care. In a single-day, culturally appropriate program, women receive a pelvic and Clinical Breast Exam, a Pap test with same –day results, a mammogram with same-day or prompt results, connection to follow-up care plans, interpretive services, translated educational sessions and materials and a healthy meal.

Through community and culturally appropriate education, individuals, families, and entire communities learn to navigate through the health care system. They also learn about the positive impact of healthy lifestyle and behaviors for prevention of disease and improved health.

Will I need to show that I'm a resident or citizen of the United States?
No

Is there an age limit to attend to program?
Yes, 21-65 yrs. old.

I do not speak English; will an interpreter be present?
Preferred language will be asked during registration in order to schedule interpreters.

Any costs for services?
No, all services on the day of the event are free of charge.

What services will be provided?
> Pap test by a physician
>
> Clinical Breast Exam by a physician
>
> Mammogram if over 40 yrs. of age
>
> Health education

SHOULD I PREPARE FOR TESTS IN ANY WAY?
What is a Pap test?
The Pap test also called a Pap smear, checks for changes in the cells of your cervix. The cervix is the lower part of the uterus (womb) that opens into the vagina (birth canal). The Pap test can tell if you have abnormal (unhealthy) cervical cells, or cervical cancer.

How can I prepare for a Pap test?
For two days before the test do not:
- Use tampons
- Use vaginal creams, suppositories, or medicines
- Use vaginal deodorant sprays or powders
- Have sex
- Douche

Should I get a Pap test when I have my period?

No. Doctors suggest you schedule a Pap test when you do not have your period. The best time to be tested is 10 to 20 days after your period.

How will happen if my Pap test is abnormal?

The physician will inform you if need to have further testing on the day of the event. If you need further testing or treatment on the day of the event, a physician from xxxxx will provide follow-up care.

What is a Screening Mammogram?

A mammogram is a low-dose x-ray exam of the breasts to look for changes that are not normal. The results are recorded on x-ray film or directly into a computer for a doctor called a radiologist to examine.

A Screening Mammogram allows the doctor to have a closer look for changes in breast tissue that cannot be felt during a Clinical Breast Exam.

How can I prepare for a Screening Mammogram?

If you are 40 years of age or older and haven't had a mammogram in the last year, the physician may ask you to have a mammogram. Do not wear deodorant and bring the films from the last mammogram with you.

Will there be a cost for any abnormal results or follow-up treatment?

Women that are eligible will be enrolled in a state cancer screening program or can meet with a health insurance marketplace navigator to enroll in a plan.

Do I need to be present for the entire event?

Additional activities are available to engage you and your family members (**mention activities available for patients at your event**). You must stay until you have received all results and if you require follow-up treatment. Expect a 2-3 hr. wait.

When will I receive my results?

Waiting times for final results will be available anywhere from 2 to 3 hours after your screening.

Will my results be shared with anyone?

No, the clinical information will be kept at xxxx

Will food be available?

Yes, healthy light refreshments will be available.

Can I bring my child/children on the day of the event?

Yes, we will have children's activities available.

I do not have a primary care doctor; will I be able to find a primary care appointment or a doctor at this event?

We will have representatives available at the event to connect you with information to access a doctor.

Will you offer this event on another date aside from INSERT DATE?

No, not at this time. Services will be provided only on this date; an appt. can't be scheduled for a future date.

Once See, Test & Treat appt. slots are full, women interested in obtaining a pap, Clinical Breast Exam and/or Screening Mammogram may call the INSERT NAME at: xxx-xxx-xxxx

see*test*&*treat*

Today's date: _____

1. Are you between the ages of 21 – 65? Yes or No (if no, not eligible for the program)
2. Do you have health insurance? Yes or No (if no, eligible for the program. If they do have health insurance, are they underinsured? The definition of underinsured should be predetermined by the program. It can be that they have prohibitively high co-pays and deductibles, or their insurance does not cover screenings)

Name **(last, first)**		
Age & DOB **(mm/dd/yyyy)**		
SS# **(if no SS#, patient is still eligible for services)**		
Address **(street, city, zip)**		
Phone: Alternate Number:		
Preferred Language	Interpreter Needed? ☐YES ☐NO	If YES, language:
Marital Status	☐ Never Married ☐ Married ☐ Widowed ☐ Separated ☐ Divorced	
Have you or a family member ever been diagnosed with cervical cancer? If **YES**	What treatment did you have? Where did you have the treatment? What was the result? If a family member, who?	
Have you or a family member ever been diagnosed w/ breast cancer?		
Race	☐ White ☐ Black ☐ Asian ☐ American Indian ☐ Pacific Islander ☒ Two or more races ☐Other	
Emergency Contact	Name	
	Relationship	Phone Number
When was your last Pap test?	**PAP Testing Eligibility** - Women ages 21 to 65 who: - Never had a Pap test - No Pap test within the last three years (INSERT MONTH/YEAR) - Abnormal Pap test result **Additional Question:** Have you had a hysterectomy? ☐ Yes or ☐ No	

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	Comments
	Pap test eligible? ☐ Yes or ☐ No
Have you received HPV test / screening? (*Note*: This is different from the HPV vaccine)	**HPV screening eligibility** • Women ages 30 to 65 who: • Never had an HPV test/screening • No HPV test/screening within the last five years (INSERT MONTH/YEAR) • Abnormal Pap presenting with ASCUS results **HPV test eligible?** ☐ Yes or ☐ No
When was your last mammogram? Criteria? Exclude those presenting with visible lumps or lesions	**Mammogram Eligibility?** • Women 40 and over • No mammogram within the last year (INSERT MONTH/YEAR) • No visible lumps or lesions **Additional Questions:** **1.** Are you 40 years of age or older? Yes – eligible No – if less than 40; must have an order from a doctor. Otherwise – not eligible **2.** Has it been at least a year since your last mammogram? Yes – eligible No – not eligible **3.** Do you have breast implants? Yes – not eligible No – eligible **4.** Are you pregnant or breastfeeding? Yes – not eligible No – eligible **5.** Are you having any problems such as lumps or dimpling? Yes – refer to a doctor for diagnostic exam* No – eligible *Diagnostic exam is free if they qualify for financial assistance **6.** Have you ever had breast cancer? No – eligible Yes – Have you received a mastectomy or a lumpectomy? If Yes to a mastectomy – the healthy breast can be screened If Yes to lumpectomy – cannot be screened **Mammogram Eligible?** ☐ Yes or ☐ No **Mammogram only (no Pap):** ☐ Yes or ☐ No If Yes, must bring old films (where done), do not wear deodorant or powder on day of event.
Appointment Time	AM ☐ 8:00 ☐ 8:15 ☐ 8:30 ☐ 8:45 ☐ 9:00 ☐ 9:15 ☐ 9:30 ☐ 9:45 ☐ 10:00 ☐ 10:15 ☐ 10:30 ☐ 10:45 ☐ 11:00 ☐ 11:15 ☐ 11:30 ☐ 11:45 ☐ 12:00PM

Determine eligibility for state /federal cancer screening program criteria?	Eligible for state/federal program? ☐ Yes or ☐ No Reminder: Patient can still receive services if not eligible for state/federal program

APPENDIX 6 – SAMPLE FLOW- Program, Patient Registration, Screening Mammographies, Pap Test Processing, and Children's Activities.

SAMPLE Patient Flow Chart

Check-In /Register
• Clinical Pelvic and Breast Exams

Pap
• No Pap - Go to Mammogram

Mammography
• No Mammogram - Go to Education

Education
• Patient Engagement
• Education

Results
• Results
• Program Evaluation

Check-Out

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See, Test & Treat – Sample Program Flow

Patient Check In:
- Start
- Patient Enters Clinic
- Patient Directed to Main Registration; Determine if pre-registered or walk-in
  - Determine need for interpreters
- Patients to complete registration paperwork; Registration staff to confirm screenings and give instruction about program flow and education/activities. Registration packet to include forms, map, tour guide, bag.
- Patient scheduled for screening mammogram?
  - YES
  - NO
  - A – mammogram results

Breast Center:
- Patient provided with an appt via pre-registration or assigned for walk-ins.
- Patient to provide health history to registrar;
  - Determine need for interpreters
- Patient goes into changing room.
- Patient directed to waiting room.
- Tech calls for breast history intake form and imaging
- Patient undergoes screen mammogram; tech reviews for technical completeness
- Patient directed to next area – OB/Gyn or Education

OB/Gyn:
- Patient to OB/Gyn
- Patient escorted to OB/Gyn exam room.
  - Determine need for interpreters
- Patient goes into exam room; undresses, vitals, brief gyn history, Exam: CBE/pelvic/ Paps
- Patient redresses and is directed to next area – Breast Center or Education.
- Next Patinet room ready?
  - YES
  - NO
- Turn/reset exam room
- Pap specimen and paperwork couriered to mobile cytology van
- Specimens processed and read. Results available in 1 to 1 ½ hours.
- B – Pap Results
- Patient to Mammogram?
- Patient to Education?
- Down time/ waiting for results. Patient to participate in education.
- Voucher/program evaluation forms
- 2

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See, Test & Treat – Sample Patient Registration Flow

Patient Registration

```
How will patients register.
  │
  ├── Pre-Registration ──▶ Patients pre-registered via phone ──▶ Patient Request - 1:1 meeting to discuss options for financial assistance.
  │                                                                        ▲
  │                        Questions to ask:                               │
  │                        1. Insurance status                             │
  │                        2. screenings needed                            │
  │                        3. child care needed          Financial aid
  │                        4. need for interpreter/       assessment to be
  │                           language                    performed onsite
  │                                                              │
  └── Onsite ──▶ On-site registration ─────────────────────────▶│
                                                                 ▼
                                                        Guide patient to
                                                        Financial Assistance
                                                        onsite information
                                                        area.
```

Finance

Financial review of See, Test & Treat grant

Establish special guarantor accounting

1

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See, Test & Treat – Sample   Screening Mammography Flow

Patient Results

A – mammogram results → screening mammogram image read onsite by radiologist; → Breast reports run over to Clinic

Results to Patients (hard copies of all results provided to patient)

—Normal→ Patient given opportunity to ask questions; provider to discuss annual screening recommendations.

Patient to participate in other education/ activities or directed to check out (complete program evaluation)

→ Patient to Check Out area

→ Patient turn in of voucher and program evaluation

Abnormal

Scheduling of patient for further screenings? → Patient given opportunity to ask questions; provider to explain and coordinate additional screening recommendations.

Patient to participate in other education/activities or directed to check out (complete program evaluation)

End

3

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See, Test & Treat – Sample   Pap Test Processing Flow

Pathology/Laboratory

B – Pap Results

Patient Screening guidelines:
Pap
> 21 yrs
+HPV >30 yrs
21 to 30 HPV if ASC

Courier of specimens

HPV
> 30 on all
21 – 30 reflex (not same day)

Results to clinic; enter into EMR; call out patient id

Provider discusses results with patient

Normal; patient counseled and provided with screening recommendations

Abnormal; patient counseled; provider discusses results with patient

Patient to participate in other activities or directed to check out (complete program evaluation)

End

Patient provided with further onsite screenings/treatment or a connection to care.

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See, Test & Treat – Sample flows for Marketing / Education / Children's Activities

Promotional /Marketing Matrix

Develop promotion plan and tactics	Identify essential elements for flyer/ post card	Begin program promotion 6-8 weeks in advance	Printed materials (ACS – translated); guides to take patients throughout event	Languages: Spanish, Vietnamese, English	Onsite logistics: signs (informational and directional)

Education

Non Clinical activities happening throughout the day	Connect with Community Partners; and provision of education (Breast Health, GYN Health (cervical and bone health; what is a Pap), skin safety.

Kids Area

Kids activity area –	Determine a sign in/ sign out process	Activities: TBD...

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APPENDIX 7 – LIABILITY AND MEDIA RELEASE

LIABILITY

The CAP Foundation assumes no, and hereby disclaims all, liability for the testing, diagnosis, or treatment of women participating in the See, Test & Treat program (see Rider 1). Participating sites should engage their Compliance and/or Risk Management Department to gain an understanding of and address any liability issues. It is expected that the care, testing, and treatment to be provided in the See, Test & Treat protocol by the participating gynecologists, cytologists, radiologists, pathologists, and mammography technologist shall be consistent with the standards of care applicable to such specialties.

CAP Foundation does not need a separate waiver of liability form signed by the patient. However, here is sample language that your team can use to develop your own liability waiver in conjunction with your compliance and/or risk management department:

Waiver of Liability *(Sample Language for Sites)*

I understand, acknowledge and agree to the following:

• I am voluntarily participating in the See, Test & Treat program taking place on INSERT DATE.

• I understand and agree that the screenings I am participating in treatment rendered are being conducted by volunteer physicians and other health care professionals/assistants in my best interest, for the benefit of my health, and are preliminary in nature only.

• I understand that the Sponsors and the participating volunteers make no claims or guarantees with respect to the accuracy of these screening evaluations due to the limited nature of the services provided.

• I agree that it is my responsibility to follow up on any recommendations or diagnoses that are made during these screenings, and obtain follow up treatment from my personal physician.

• I agree to indemnify and hold harmless the participating Sponsors and volunteers from any and all claims, liability and expenses (including attorney fees and other costs) arising out of advice given or not given, tests conducted or any other action or inaction on the part of the participating Sponsors or volunteers, before, during or after this health screening event.

• HIPAA Notice Acknowledgment: I have received or I have been provided the opportunity to receive a copy of the "Notice of Privacy Practices" that explains when, where and why my confidential health information may be used or shared. I acknowledge that the Sponsors, affiliated organizations and their staff may use and share my confidential health information with others in order to treat me or to arrange for payment of my bill, and for issues that concern the Sponsors operations and responsibilities.

By reading this waiver of liability; I understand the provisions and my waiver is made knowingly and voluntarily.

_____

Name   Date

_____

Signature

PHOTOGRAPHY / VIDEOGRAPHY/INTERVIEWS

Interviewing, taking pictures or filming of the participants and volunteers during the program is a visible way to tell a program's story and capture the faces of the community you serve. The pictures, videos and stories may be used to showcase the program's and the facility's outreach to the community.

- Work with your Public Relations/Communications department to determine a patient media strategy to capture stories and interviews.
- All volunteers, clinicians, and patients are to complete a CAP/CAP Foundation media/photo release form.
    - **GUIDANCE: The following statement can be used to summarize the purpose of the form.** We suggest that you use it to make participants and volunteers comfortable with signing the media release form. It can be translated into any languages necessary:

        "This is a media release form. We would like to take pictures and videos today that can be used to tell the story along with getting additional funding and support for the See,Test & Treat program. By signing this form you give us your permission to use your picture or video for our website and publications. This form also gives us permission to use information from any interviews in our website and publications. You are not required to sign this form to have treatment. Please let us know if you have any questions about this form."

- Participants and volunteers may request not be interviewed or photographed. For those who do not / will not complete this form, there must be a procedure in place to identify them to the interviewer and photographers.
- Any and all photographs/videos captured by the CAP/CAP Foundation or a representative of are the property of the organization.
- Written permission is required before reproducing any CAP/CAP Foundation photographs for any purpose.
- If a host site engages its own photographer, this individual must follow all See, Test &Treat branding guidelines. This information will be provided upon request.

CAP FOUNDATION MEDIA RELEASE FORM

Host Institution: _____

Date: _____

I authorize the **College of American Pathologists (CAP)**, **the College of American Pathologists Foundation**, and **HOST INSTITUTION** (hereinafter collectively referred to as the **"Sponsors"**), the absolute right and permission to take photographs, films, audio and/or video, interview me, or publish article(s) or information about me for the purpose of:

*   Publications, fundraising, publicity, promotion, web site or advertising for the Sponsors or affiliated entities.
*   "Marketing" as defined in the Federal Privacy Regulations.
*   Research/education programs.
*   Publication and newspapers, printed media, radio, television, web site and all types of electronic communication media.
*   Placement in a central repository for the use by the Sponsors, i.e. reuse.

I understand that my likeness, which may or may not include my name and other identifiers, may be the **Sponsors**' websites, publications, promotional materials and in a VNR, SMT, print ad, direct-mail piece, electronic media (e.g. video, DVD, Internet), or other form of promotion.

I hereby waive any and all rights to inspect or approve any of the finished version(s), including a written copy that may be created in connection therewith.

I understand that if my photograph is posted on the **Sponsors'** websites, the image can be downloaded by any computer user. I agree to waive any claim I may have against the following entities:

*   The College of American Pathologists
*   The College of American Pathologists Foundation
*   The photographer and/or producer
*   All staff of the College of American Pathologists and the College of American Pathologists Foundation
*   **(PLEASE ENTER HOST INSTITUTION NAME HERE)**

I am of full age. I have read this release and give the College of American Pathologists and the College of American Pathologists Foundation permission to use my likeness as it deems appropriate.

_____

Name   Date

_____

Signature

_____

Address   City   State   Zip

_____

Telephone Number   Email Address (internal use only)

seetest&treat®

Passport

Name: _____ **Birthdate:** _____

To receive your gift, please visit areas listed on this card and get stamps at each spot. Remember to turn in your passport at the end of your visit, pick up your gift and enter our raffle. **Note: You must get stamps from all the areas in blue to get your gift.**

Pap and Breast Exam
CHA Women's Health – 3rd Floor

_____
APPOINTMENT TIME

Mammogram
CHA Breast Imaging Center – 1st Floor

_____
APPOINTMENT TIME

Health Insurance – Meet with Patient Benefits
CHA Financial Assistance – 1st Floor

Health and Wellness Fair
More screenings and health education

Lunch and Nutrition Information
Atrium, Nutrition Table – 2nd Floor

Wellness Activity
Conference Room C/D – 3rd Floor

Results
Women's Health – 3rd Floor

Before you leave, please check out. Remember to return this form to be entered into the raffle.

GR18_109

Directory

1st Floor	Check In
	Financial Assistance
	Breast Imaging Center
	Check Out

2nd Floor	Lunch
	Nutrition Demonstration
	Child Care

3rd Floor	Women's Health
	Health and Wellness Fair
	Wellness Activity

APPENDIX 9: Guide for Determining Volunteer Need

Category (Personnel)	Number of Suggested Volunteers		Notes
	Screening 50 Women	Screening 100 Women	
Patient On-Site Registration (Check In / Out)	4	4	
Patient Navigators	3	6	
Patient Greeters	5	10	
Staff Project Manager	1	1	
On-Site Coordinator	1	1	
Children's Activity Coordinator	1 to 2	1 to 2	Based on need
Food Coordinator	1	1	
Supply Coordinator	1	1	
Cytotechnologist and Cyto Prep Tech	4	6	
Cytopathologist	2	2	
Pathologist	2	2	
Pathology Residents	6	6	Assist with education; engage patients in viewing healthy and unhealthy cells via two-headed microscope
Specimen Runners/Couriers	2	3	
Pathology/Laboratory Volunteers	3	6	
OB/GYN Administration	4	6	
OB/GYN	6 attending physicians	10 attending physicians	Perform exams and provide patient results
OB/GYN Residents	6	6	Assist with patient prep/exam; taking patient history
Nurse (NA/RN/MA)	6	10	
Colposcopy/LEEP (Provider)	TBD	TBD	Based on need
Colposcopy/LEEP (Nurse)	TBD	TBD	Based on need
Mammography Registration	1	3	
Radiologist	1	1	
Radiology Technician	2	3	
Phlebotomist	1	1	
Financial Aid	2	3	
Insurance Navigators	1 to 2	1 to 2	
Education	TBD	TBD	Based on education offered
Interpreters	TBD	TBD	Based on need
Total	**58**	**82**	

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SAMPLE VOLUNTEER RECRUITMENT FORM

ABOUT THE SEE, TEST, & TREAT

See, Test, & Treat event brings together a team of pathologists, providers, health care professionals, and volunteers in order to deliver no-cost cervical and breast cancer screenings. The patient population to be screened includes those that are uninsured/underinsured, unable to qualify for any state program, and in need of cancer screenings. As a valuable member of our community, we would like to invite you to join us in participating in this year's See, Test, & Treat event.

DATE
Location
Time

Our goal is to provide (screening goal) qualifying individuals a Pelvic Exam, Pap test, a clinical breast exam, screening mammography, same-day results, health education and a connection to care. **We need your help!** Your participation will directly support event participants with their journey towards health and wellness.

VOLUNTEER ROLES

1. **Greeters:** Greet participants when they walk in and briefly explain the overview of the day. Direct each patient to check in.
2. **Event Navigators:** Help navigate patients through the entire event. Be available to answer any logistical questions including the event flow, where things are located, when things are happening, transportation to mammogram process, food location, and where they will get their results.
3. **Food Volunteers:** Help set up food when it arrives, keep food/water stocked, help hand out food to participants, and make sure that all trash is picked up.
4. **Kids Activity Volunteers:** Interact with children in the kid's zone, bringing out different activities and monitoring play. Will NOT be responsible for any children and may not let parents leave their child alone.
5. **Volunteer Check-In:** Runs check-in and check-out for volunteers, assists with anything volunteers need, ensures all areas are covered with a volunteer, and alerts CDHC staff to any needs.

PLEASE FILL OUT THE ATTACHED VOLUNTEER APPLICATION When you have completed and signed the Volunteer Application form, please return it by DATE to:

Volunteer Coordinator
name and contact
information

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See, Test, & Treat
DATE
LOCATION
TIME

VOLUNTEER APPLICATION

1. **Contact Information**

   Name: _____

   Cell Phone: _____

   Work Phone: _____

   Email: _____

2. **Availability** *Please mark one*

   ☐ Morning 7:30am – 12:00pm

   ☐ Afternoon 12:00pm – 4:00pm

   ☐ All Day 7:30am – 4:00pm

3. **Interests** *Please mark all areas you are interested in volunteering*

   ☐ Event Navigator   ☐ Kids Activity Volunteer

   ☐ Food Volunteer   ☐ Volunteer Coordinator

   ☐ Greeter

4. **T-shirt Size** *Small – 3XL*

   ☐ Small   ☐ XL

   ☐ Medium   ☐ 2XL

   ☐ Large   ☐ 3XL

5. **Training Session** *Please select the one you will attend*

   ☐ DATE/TIME

   ☐ DATE/TIME

   ☐ Cannot Attend Either Training Session

6. **Agreement and Signature**

   Name (printed): _____

   Signature _____

   Date: _____

7. **Return This Volunteer Application by DATE to:**

Volunteer Coordinator
name and contact
information

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Include the following information in your See, Test & Treat Volunteer Packet

1. Date/Time/Location for Volunteer Orientation

2. See, Test & Treat Program Location and Date

3. Program Description and Goals

4. Any Program Highlights (program flyer, article/press release, special guests, activities, etc.)

5. Volunteer Arrival Time

6. Volunteer Check In and Check Out areas

7. Volunteer Lounge location

8. Core Contact Team – Contact List

Name	Role/Area of Expertise (who to call for what)	Cell Phone

9. Program Map (where things are taking place – screenings, education, food, results, etc.)

10. Schedule of Events (activity, time and location)

11. Volunteer Expectations/Roles/Responsibilities (for example):

    - Act as a program ambassador at all times.

    - Wear dark color pants, scrubs or jeans for the event and comfortable shoes. You will be provided with a t-shirt.

    - Wear a name tag if you have one; otherwise one will be provided.

    - Introduce yourself to patients. Explain who you are and why you are here.

    - Approach all patients, volunteers, program partners with respect. A gentle approach with patients works best; ask a volunteer to help you have a conversation with a patient if needed.

    - Refrain from discussing patient information in public (HIPPA); patients may volunteer more information than you need/want to know. Always be professional.

    - Pitch in as needed; you may be asked to do something outside of your normal role.

    - Communicate with your colleagues – share information about what is happening during the day.

12. List of General Rules for Volunteers to follow (for example):

    - Leave your area as originally set up, not removing or replacing equipment or supplies.

    - Use only main door to enter and exit the clinic, not using any other doors within the clinic

    - DO NOT USE any of the computers in the clinic, if you need internet services please find key personnel in your area.

APPENDIX 12 - SAMPLE DISCHARGE TEMPLATE

Today you underwent screening for cervical cancer. The cervix is the opening of the uterus or womb. Cancer of the cervix can be prevented by screening to look for abnormal cells that, if left untreated, could become cancer. Today you underwent the following tests:

☐ Pap smear – a scraping of cells that is reviewed under the microscope; your Pap smear result was:
   ☐ Normal

   ☐ Abnormal and you need to have further follow-up. You have an appointment scheduled on

      _____ at _____ am/pm at _____

   ☐ Abnormal and you have had your follow up colposcopy already. Results will take 2 weeks to

      return and we will contact you. If you have any questions or problems please call _____ and

      ask for _____ .

☐ HPV Testing – testing to see if you have been exposed to the HPV virus that is the cause of most abnormal pap smears and most cervical cancers. The results of your HPV test will take 1 – 2 weeks and we will contact you with the results. If the test is positive you may need to come in for further testing; even if your pap smear is normal.
   ☐ Your final results will be sent to the address you provided

Today you underwent screening for breast cancer by having a screening mammogram.
A mammogram is a low-dose x-ray exam of the breasts to look for changes that are not normal. The results are recorded on x-ray film or directly into a computer for a doctor called a radiologist to examine.

A Screening Mammogram allows the doctor to have a closer look for changes in breast tissue that cannot be felt during a Clinical Breast Exam.

☐ Breast Imaging – Screening Mammogram:

   ☐ No findings of concern; routine screening recommended

   ☐ Follow-up mammogram or ultrasound recommend in 6 months – call _____ to schedule

   ☐ Abnormal – Biopsy is schedule on _____ at _____

   ☐ Exam not yet interpreted; your final results will be sent to the address you provided

Depending on the results of all of your tests, we will recommend either further testing or a repeat screening in 1, 3 or 5 years. We will let you know when you should follow up when all of your testing is complete.

Questions: Please contact us at:

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APPENDIX 13 – SAMPLE PARTICIPANT PROGRAM EVALUATION

Visit the Health Fair and get a stamp at each table.

Turn in the completed Activities Log and Program Evaluation at checkout and receive your free gift.

Patient Activities Log

Activities	To Be Initialed	Did you like the information and activities at this booth?				
First Floor – Health Fair						
American Cancer Society		Yes	/	No	/	Not Sure
Ask the Doctor		Yes	/	No	/	Not Sure
College of American Pathologists Foundation		Yes	/	No	/	Not Sure
Dermatology		Yes	/	No	/	Not Sure
Gastroenterology		Yes	/	No	/	Not Sure
Neurology		Yes	/	No	/	Not Sure
Nutrition		Yes	/	No	/	Not Sure
View slides with a pathologist		Yes	/	No	/	Not Sure
Access to Care Clinic		Yes	/	No	/	Not Sure
First Floor-Relaxation Room						
Chair Massage		Yes	/	No	/	Not Sure
Yoga Demonstration		Yes	/	No	/	Not Sure

1. **Did you get information about low cost or free medical care options?**   *Yes / No*

2. **Is this the first See, Test, and Treat event you have attended?**   *Yes / No*

3. **As a result of this program and what you learned today, do you feel more comfortable with the thought of going to the doctor?**   *Yes, definitely   /   Somewhat   /   No, not at all*

4. **As a result of this program and what you learned today, do you feel you will go to the doctor every year for a medical check-up?**
   Yes, definitely   /   Somewhat   /   No, not at all

5. *As a result of this program and what you learned today, do you know how often you should have a* **pap smear and screening mammogram?**
   Yes, definitely   /   Somewhat   /   No, not at all

6. **As a result of this program and what you learned today, do you know why it is important to have a pap smear?** *Yes, definitely / Somewhat / No, not at all*

7. **As a result of this program and what you learned today, do you know why it is important to have a screening mammogram?** *Yes, definitely / Somewhat / No, not at all*

8. **As a result of this program and what you learned today, do you feel you know where to go to obtain medical care in the future?** *Yes, definitely / Somewhat / No, not at all*

9. **How did you hear about this event? (circle all that apply)**

   a. *Saw a ST&T Flyer Posted:*
      a. *At Hospital 1*
      b. *At Clinic 1*
      c. *At School 1*
   b. *Saw it on Social Media:*
      a. *Institution's Facebook*
      b. *Institution's Twitter*
      c. *Institution's Instagram*
      d. *Friend's Facebook*
      e. *Friend's Twitter*
      f. *Friend's Instagram*
      g. *Other Social Media:_____*
   c. *Friend or a family member told me about it*
   d. *Friend or a family member that works at Loyola told me about it*
   e. *Saw it posted at a:_____*
   f. *Other, please tell us so we can reach out to more women next year*
      a. *_____*

0. **Additional comments:**

_____

_____

_____

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Sample Volunteer Survey

1. How did you hear about this volunteer opportunity? (Choose all that apply)
   a) Website (**Specify**: _____)
   b) Volunteered previously
   c) Friend or Family
   d) A flyer
   e) Recruited by colleague
   f) Other: _____

2. What area of the See, Test & Treat program did you work in?

For questions 3-8 please choose the answer that best reflects your opinion of the statement.

3. The event was well organized.

Strongly Disagree 1	Disagree 2	Undecided 3	Agree 4	Strongly Agree 5

4. I received all the information I needed to adequately perform my role in a timely manner.

Strongly Disagree 1	Disagree 2	Undecided 3	Agree 4	Strongly Agree 5

5. Volunteering for See, Test & Treat helped me strengthen my relationships with my colleagues and others in my community.

Strongly Disagree 1	Disagree 2	Undecided 3	Agree 4	Strongly Agree 5

6. Volunteering for See, Test & Treat helped me make an impact on the community.

Strongly Disagree 1	Disagree 2	Undecided 3	Agree 4	Strongly Agree 5

7. Volunteering for See, Test & Treat was good networking opportunity for me.

Strongly Disagree 1	Disagree 2	Undecided 3	Agree 4	Strongly Agree 5

8. I would volunteer for See, Test & Treat again if it is held in my community.

Strongly Disagree 1	Disagree 2	Undecided 3	Agree 4	Strongly Agree 5

9. Describe the highlights/strengths of the area that you worked in:

10. Describe the challenges that you experienced in your area.

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11. Describe the strengths of the See, Test & Treat program:

12. Describe any opportunities for improvement at the event:

13. Describe any interactions that you had with participants or any stories that you heard that you found remarkable and illustrate the impact that See, Test & Treat is having in the community.

14. Please provide any additional comments/ feedback here:

Name (Optional)_____

Email (Optional)_____

I would like to be contacted for additional feedback _____ **Yes** ___**No**