The Reducing Cancer Disparities by Engaging Stakeholder (RCaDES) Initiative

Cancer screening rates are relatively low and persistent in minority populations. Importantly, these disparities result in unnecessarily high rates of late-stage cancer diagnosis and cancer mortality.

The RCaDES Initiative, which is led by the Center for Health Decisions at Thomas Jefferson University, has formed a Learning Community that is dedicated to increasing screening rates and reducing cancer disparities among minorities in southeastern Pennsylvania.

The RCaDES Learning Community includes health systems, insurers, public health organizations, organizations involved in health communications, employers, community organizations, health care providers, and patients who represent the populations experiencing cancer disparities.

Mission Statement:

Our mission is to identify strategies that increase cancer screening rates in minority populations and translate those evidence-based interventions into routine practice in health systems that care for minority populations experiencing disparities. We invite you to learn more about the RCaDES initiative, and encourage you to support the RCaDES Learning Community.

Invitation:

Please contact Melissa DiCarolo (melissa.dicarlo@jefferson.edu) to request an RCaDes Executive Summary. Corporate sponsors are invited to respond to the Opportunities for Support described here.

Steering Committee:

Co-Chairs:
Beth Careyva, MD, Lehigh Valley Health Network

Jenne Johns, MPH, AmerihealthCaritas

Cheryl Bettigole, Philadelphia Department of Health

Patricia Bradley, PhD, RN, FAAN, Northeastern Regional Network

Vic Carabillo, MD, Independence Blue Cross

Tom Croyle, Lehigh Valley Business Coalition on Health Care

David Delgado, PhD, Jefferson

Oralia Garcia Dominic, Highmark

Neil Goldfarb, Greater Philadelphia Business Coalition on Health

Humberto Guerra-Garcia, MD, MPH, FACP, Aetna

Joseph Hill, Jefferson

Mitchell Kaminski, MD, Delaware Valley ACO

Michael Kornhauser, MD, United Health Care

Reetika Kumar, MD, Health Partners

Edith Mitchell, MD, Jefferson

Suresh Nair, MD, Lehigh Valley Health Network

Peggy Payne, Cigna

April Reilly, MSW, American Cancer Society

Val Slayton, MD, Humana

Sharon Sowers, Pennsylvania Department of Health

Project Administrators:
Ronald Myers, DSW, PhD, Jefferson Center for Health Decisions

Melissa DiCarlo, MPH, MS, Project Manager, RCaDES, Jefferson
Opportunities for Support

The Center for Health Decisions at Jefferson is seeking corporate sponsorship to support further work in three areas not covered by current funding provided by the Patient Centered Outcomes Research Institute (EAIN 2471).

Annual Conference
On December 2nd, we will convene the RCaDES Initiative’s first annual conference that will involve Learning Community members and supporters to share experiences, report outcomes, and develop future funding objectives. Funding for the Annual Conference will be used to cover costs for bringing national and regional speakers, convening expert panels, providing scholarships for attendees, and creating conference educational materials.

Pilot Projects
We plan to support pilot projects aimed at setting the stage for implementing evidence-based interventions that increase cancer screening into health care settings that serve African-American, Hispanic American, and Asian American populations. Funding would cover pilot study intervention development, implementation, evaluation, and dissemination.

Publication
We plan to publish a special supplement in a leading journal, Population Health Management (PHM). The article will describe RCaDES Learning Community activities, document annual conference proceedings, and share information of our accomplishments to broader health care community. Timely dissemination of this information will foster growth of the RCaDES Learning Community and catalyze the formation of such learning communities elsewhere. Readers of PHM (hundreds of thousands of academicians, clinicians, health related corporations, government organizations in the U.S. and 108 developing countries) are eager to learn about new pilot projects, models and studies, particularly collaborative efforts.

Silver Sponsor $5,000 - $9,999
- Exhibit table at the Annual Conference
- Recognition in the conference program materials and conference signage
- Insert in conference registration packet

Gold $10,000 - $19,999
- Exhibit table at the Annual Conference
- Recognition in the conference program materials and conference signage
- Insert in conference registration packet
- Logo link in conference e-newsletter
- Featured acknowledgement in conference e-newsletter

Platinum >$20,000
- Exhibit table at the Annual Conference
- Recognition in the conference program materials and conference signage
- Insert in conference registration packet
- Logo link in conference e-newsletter
- Featured acknowledgement in conference e-newsletter
- Recognition on RCaDES Initiative website
- Acknowledgement in publications

Help to close the disparities gap in cancer prevention control by becoming a supporter of the RCaDES Initiative.

Checks can be made payable to
Thomas Jefferson University and mailed to:
Ronald Myers, DSW, PhD
Division of Population Science
834 Chestnut St., Suite 314
Philadelphia, PA 19147

For questions about the RCaDES Initiative:
Melissa DiCarlo, MPH, MS RCaDES Project Manager
215-503-9348
melissa.dicarlo@jefferson.edu