

July 21, 2025

Planning Committee, Prostate Cancer Webinar

Attendees:

Brenda Anastasio, Patrick Loftus, Isabel Martin, Jennifer King, Pam Schauer, Peg Rosenzweig, Jim Williams, Charnita Zeigler-Johnson, Dennis McCune

Introductions for all attendees

Meeting Notes

Pam: Reviewed the *Change the Odds* Pfizer/ACS initiative. Sherri (Pfizer) absent today. Possible partner resources: ZERO Prostate, Urology Care, Men's Health Network, ACS/CAN, and Sherri's contacts.

Isabel: Shared how she built her detailed county-level PA heat map for a colorectal project—potentially adaptable for this effort.

Call to Action: Previously used successfully with providers, payers, and MCOs. Patrick has a strong draft with embedded resource links.

Planning for Webinar/Outreach:

Format: Panel discussion with possible moderator, plus a Call to Action featuring direct resource links. We can share this out through the PCC network and contacts identified through Isabel's heat map.

Webinar Structure (Pam):

- Open with purpose of addressing prostate cancer and screening in PA.
- Show heat map.
- Highlight Pfizer/ACS initiative.
- Discuss available resources and how to get involved (possibly through PCC).
- Consider using Pfizer's platform/moderator—Patrick will check with Sherri and explore examples from other states.

Focus Areas:

- Burden of prostate cancer in PA, low screening rates, overview using heat map.
- Coalition/community outreach efforts and challenges in provider engagement.
- Audience action steps, including policy (include House Bill on screening).
- Before next meeting: define target audience, recruit speakers, focus on stakeholders.

Jim: Raised provider hesitation due to liability concerns—need to address this during panel. In past, public screening events were common but aren't happening now.

Peg & Jim: Barrier may be lack of follow-up capacity due to insurance issues. Providers may avoid screening without a system to support next steps.

Brenda: Sherri may offer insight; shared that past work (with Dr. Owens of UPMC) showed primary care often isn't referring. Need to educate PCPs on shared decision-making and integrating screening into EHRs.

Suggested examining other states' care continuum models. Peg recommended involving Katie Noss (PA FQHCs).

Patrick: We had a call with Katie several months ago- NY's approach was shared in the chat; Medicaid may play a role. **Patrick:** Will follow up with Sherri for insights from other states.

Pam: Will connect with ACS staff and the National Prostate Cancer Roundtable for resources.

Brenda: Epidemiologist here in the DOH, Jennifer Burroughs, is interested in contributing; Data Advisory Committee can also lend support.

Jim: Announced PA Cancer Coalition's Patient Action Day at the Capitol on **September 9**.

Next meeting: August 11, 2 p.m.