

PROSTATE CANCER RESOURCE (PCR) PROJECT:
Saving Lives and Delivering High-Quality Care for All

MISSION: Prostate Cancer Resource (PCR) Project's mission is to save lives and deliver high quality care to any Massachusetts man, aged 40 and older.

Our priority focus is on Black, Hispanic, and Latino men, who are at greater risk of prostate cancer, delayed diagnosis, poor quality care and death.

FOUNDERS AND COLLABORATORS: PCR Project has been launched by AdMeTech Foundation in March 2022 in collaboration with Mass General Brigham and University of Massachusetts Medical School, and more recently, Beth Israel Deaconess Medical Center. Supporting organizations include NAACP New England Area Conference, Latino Health Insurance Program, and other clinical and community organizations. For more information, visit www.admetech.org.

INFORMING MEN ABOUT THE MOST ADVANCED APPROACHES TO PATIENT CARE AND ADDRESSING ANY QUESTIONS ABOUT PROSTATE HEALTH: Our goal is to empower each man to make patient care choices that are right for him.

PCR Program expedites access to the leading experts who inform men about the most advanced options in preventing, finding, and treating prostate cancer available today. Our experts address any questions or concerns regarding prostate health – before and after screening, biopsy, and treatment. This makes it possible to develop a plan of care tailored to each man's needs and preferences:

- 1) Assess an individual man's risk of developing cancer, based on screening and personal history;
- 2) Determine if invasive interventions (such as biopsy and/or treatment) can be avoided safely; and
- 3) Designing the most effective and the least invasive clinical care.

SUPPORTING MEN DURING EVERY STEP OF THEIR MEDICAL JOURNEY: We developed a streamlined VIP-style process for patient referral and care to ensure that men are supported during their medical journey every step of the way. This includes any aspect of care - from expediting medical appointments to ensuring appropriate next steps (e.g., testing or treatment), when recommended by doctors.

This process was created for several reasons:

- 1) To follow a model of patient care used by the participating doctors for their families and friends;
- 2) To make sure men are not struggling alone or left behind; and
- 3) To address concerns of many men and their caregivers about the difficulties navigating health care systems.

VIP-STYLE PROCESS FOR PATIENT REFERRAL AND CARE: All men are served in the following manner -

- 1) An administrative coordinator at AdMeTech Foundation collects basic information and determines if a referral to a patient educator and/or health care system is needed;
- 2) If a man is referred to a health care system, a designated patient navigator works with multiple schedulers to expedite medical appointments (in-person or virtual), and, if needed, to resolve issues related to health insurance, financial assistance, or transportation needs; and
- 3) If the clinical expert recommends further testing or treatment, AdMeTech's staff works with the designated healthcare system's patient navigator and men to ensure the appropriate next steps.

MEN WHO DO NOT HAVE MEDICAL INSURANCE: Massachusetts offers universal health coverage. Latino Health Insurance Program (LHIP) assists men who reside in Massachusetts and are interested in obtaining [MassHealth](#). Please contact Christy Rodriguez, LHIP's Manager of Patient Navigator, Care Coordination Program by phone 508-875-1237, fax 617-875-1261 or email help@lhiprogram.org. For more information about LHIP, visit here: <https://lhiprogram.org>.

WHAT IS ADMETECH FOUNDATION'S ROLE: Our leaders and staff members do not provide or bill for health services. We stand ready to provide any educational, administrative and logistical support men, their primary care doctors or caregivers may require, including –

- a) Patient education and/or expediting a virtual or in-person visit with a clinical expert; and
- b) Assistance with any next steps, as recommended by an expert.

RATIONALE AND BACKGROUND: Prostate cancer, striking as many as 1 in 8 American men, is the most common and the second most lethal male malignancy. Prostate cancer is a leading health disparity. Compared to White men, Black (including Hispanic) men are -

- 1) 2.5 times more likely to die, even though early detection saves lives;
- 2) At a higher risk of unnecessary procedures (e.g., biopsies and treatment); and
- 3) Less likely to get high-quality care, including a life-saving treatment.

AdMeTech Foundation has been leading groundbreaking prostate cancer programs in public awareness, medical education, research, advocacy and reducing health inequalities for over 25 years.

In September 2021, our Annual Global Summit on Precision Diagnosis and Treatment of Prostate Cancer brought together the key opinion leaders, representing every clinical expertise involved in patient care. In addition to providing medical education, this Summit developed recommendations on the best emerging clinical practices and reducing health inequalities.

The Summit's Health Disparities Panel highlighted equal access to high quality care as the key pathway to health equity. This Panel underscored the importance of equal access to the recent advances in patient care, which are currently available to a limited number of experts and include:

- 1) Accurate diagnostic tools for improving early detection of aggressive prostate cancer, reducing unnecessary procedures, and ensuring personalized approach to patient care; and
- 2) Novel treatment, making it possible to administer less invasive and/or more effective interventions.

FOR MORE INFORMATION: Please contact coordinator@admetechfoundation.org or visit www.admetech.org.

*Prostate Cancer Resource Project has been established by AdMeTech Foundation
in collaboration with Mass General Brigham and UMass Chan Medical School*



the manogram project
precision prostate care for every man



Supporting Organizations include Latino Health Insurance Program and NAACP Branches in Massachusetts

