

# Highlighting Project ECHO

## A model to improve patient care & build health system capacity

Presented by the External Education Focus Area Working Group

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# Presenters



**Speaker**

**Cynthia McKinney, MA**

Director of Corporate Relations  
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**Speaker**

**Jacqueline Waldrop**

Director, Oncology Team  
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**Moderator**

**Marc Sirockman**

President, MedEvoke



**Moderator**

**Patty Jassak**

Director, IME & Medical  
External Affairs, Astellas

# Agenda

## Webinar Introduction

Patricia Jassak

## The University of New Mexico's Project ECHO

Cynthia McKinney

## An industry perspective

Jacqueline Waldrop

## Question & Answer Moderator

Marc Sirockman

# Educational Objectives

## **After participating in this session our audience will:**

- Understand a proven model for remote learning that improves patient care
- Identify when to support or implement a “telementoring” program to achieve strategic objectives
- Be able to incorporate adult learning theory into educational design to ensure program effectiveness
- Utilize medical education budget resources to effectively impact healthcare professionals and their patients



# Using the ECHO Model to Democratize Medical Knowledge and Save Lives Around the World

Cynthia McKinney, MA, Presenter  
Director of Corporate Relations, Project ECHO



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Director of Corporate Relations, Project ECHO

# The Need for the ECHO Model

**Every day, thousands of variations of this story play out all over the world.**

- 1.6 million people die from tuberculosis very year.
- In Africa, respiratory tract infections such as bronchitis and pneumonia kill million people a year.
- 643,000 die every year from diarrheal diseases.
- Every single day, 15,000 children die before their fifth birthday.

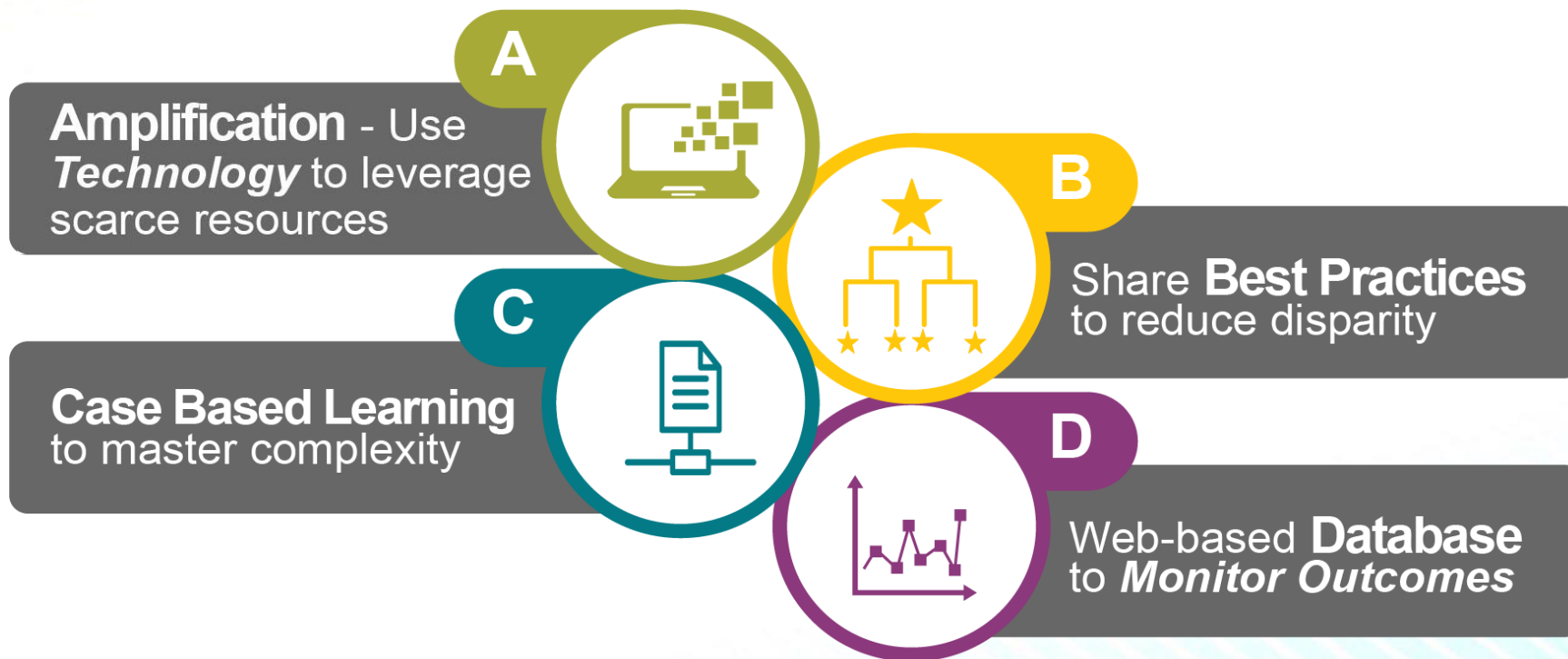




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Director of Corporate Relations, Project ECHO

# The ECHO Model





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Director of Corporate Relations, Project ECHO

# Steps

- Train physicians, physician assistants, nurse practitioners, nurses, pharmacists, educators in HCV
- Train to use web-based software — iECHO & ECHO Health®
- Conduct teleECHO™ sessions — “Knowledge Networks”
- Initiate case-based guided practice — “Learning Loops”
- Collect data and monitor outcomes centrally
- Assess cost and effectiveness of programs



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Director of Corporate Relations, Project ECHO

## Benefits to Rural Clinicians

- No cost CMEs and Nursing CEUs
- Professional interaction with colleagues with similar interest - Less isolation with improved recruitment and retention
- A mix of work and learning
- Access to specialty consultation with GI, hepatology, psychiatry, infectious diseases, addiction specialists, pharmacists, patient educators

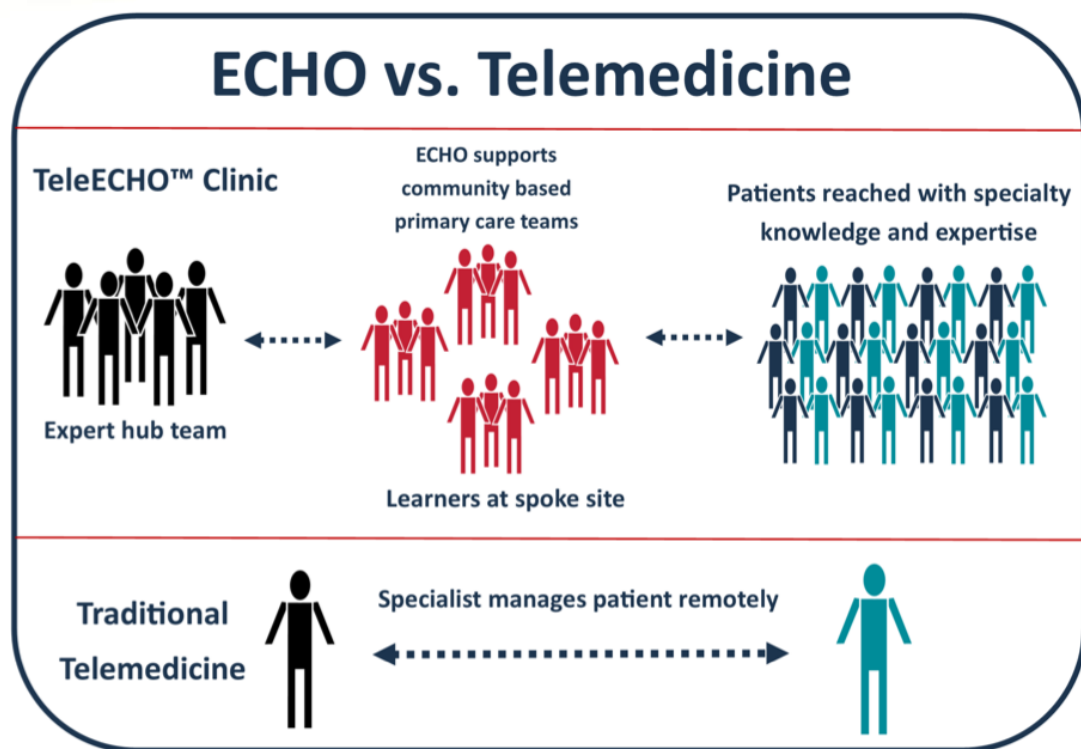




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Director of Corporate Relations, Project ECHO

# A Capacity-Building Model



- ECHO model is not ‘traditional telemedicine’.
- Treating Physician retains responsibility for managing patient.



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Director of Corporate Relations, Project ECHO

## Objectives of the HCV Outcomes Study

- To train primary care clinicians in rural areas and prisons to deliver Hepatitis C treatment to rural populations of New Mexico
- To show that such care is as safe and effective as that given in a university clinic
- To show that Project ECHO improves access to Hepatitis C care for minorities
- To achieve the Principle Endpoint: Sustained Viral Response (SVR): no detectable virus 6 months after completion of treatment



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Director of Corporate Relations, Project ECHO

## Treatment Outcomes

Outcome	ECHO	UNMH	p-value
	n = 261	n = 146	
Minority	68%	49%	p < 0.01
SVR* (Cure) Genotype 1	50%	46%	ns
SVR* (Cure) Genotype 2/3	70%	71%	ns





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Director of Corporate Relations, Project ECHO

## Conclusions

- Rural primary care clinicians deliver Hepatitis C care under the aegis of Project ECHO that is as safe and effective as that given in a University clinic.
- Project ECHO improves access to hepatitis C care for New Mexico minorities.



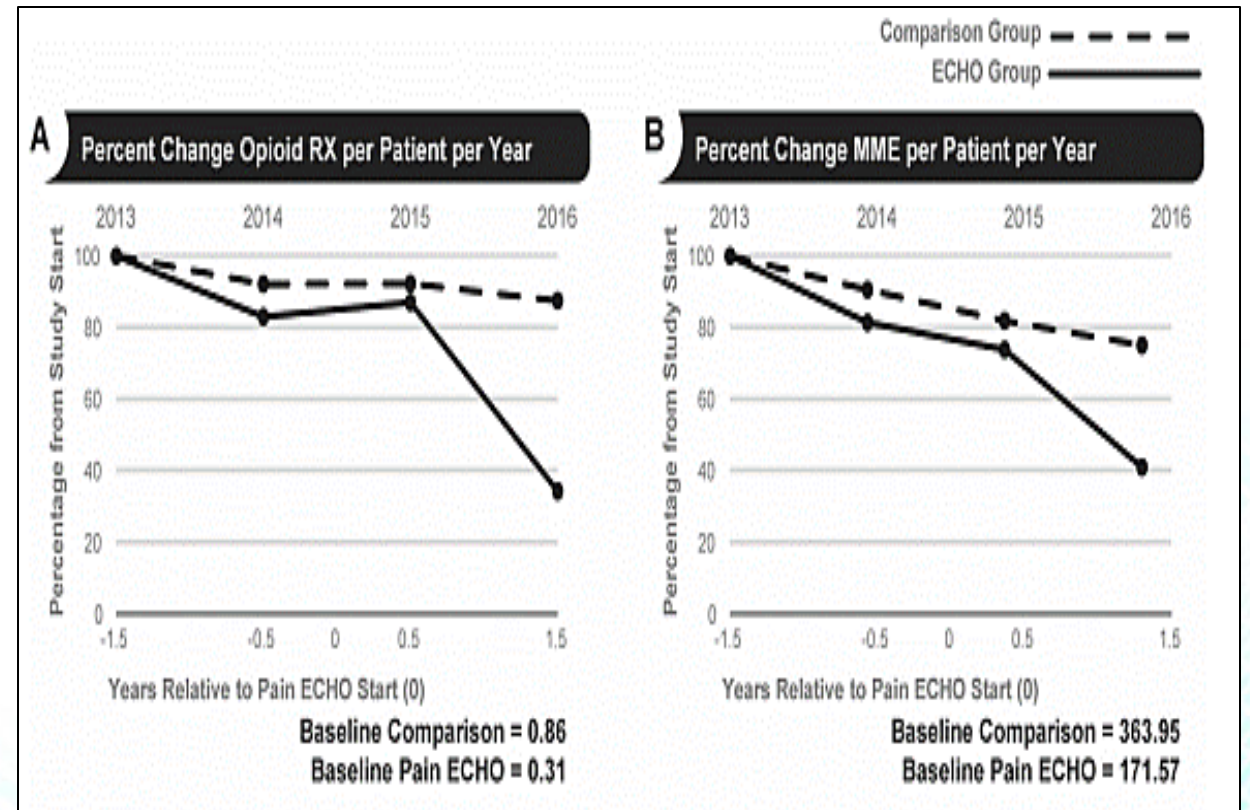
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# Case Study – ECHO Pain

- Intervention group (99 clinics participating in ECHO Pain); Control group (1283 clinics)
- Method: Rx counts for [de-identified] patients enrolled with PCC teams from FY 2013-FY 2016.
- The average annual decline of # of Rx/patient/year decreased 23% for ECHO Pain participants compared to 9.2% for non-participants (p=.004).

Katzman, J. G., Qualls, C. R., Satterfield, W. A., Kistin, M., Hofmann, K., Greenberg, N., ... & Arora, S. (2019). Army and Navy ECHO Pain Telementoring Improves Clinician Opioid Prescribing for Military Patients: an Observational Cohort Study. *Journal of general internal medicine*, 34(3), 387-395.





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# Case Study – Geriatric Mental Health ECHO

## University of Rochester

- University of Rochester experts in geriatric psychiatry help train and mentor primary care clinicians in NY
- Since 2014, 500 clinicians have participated in their ECHO project funded by AHRQ
- There was a 20 % reduction in ED visits
- 24 % reduction in overall costs

<https://www.ahrq.gov/news/newsroom/case-studies/201703.html>





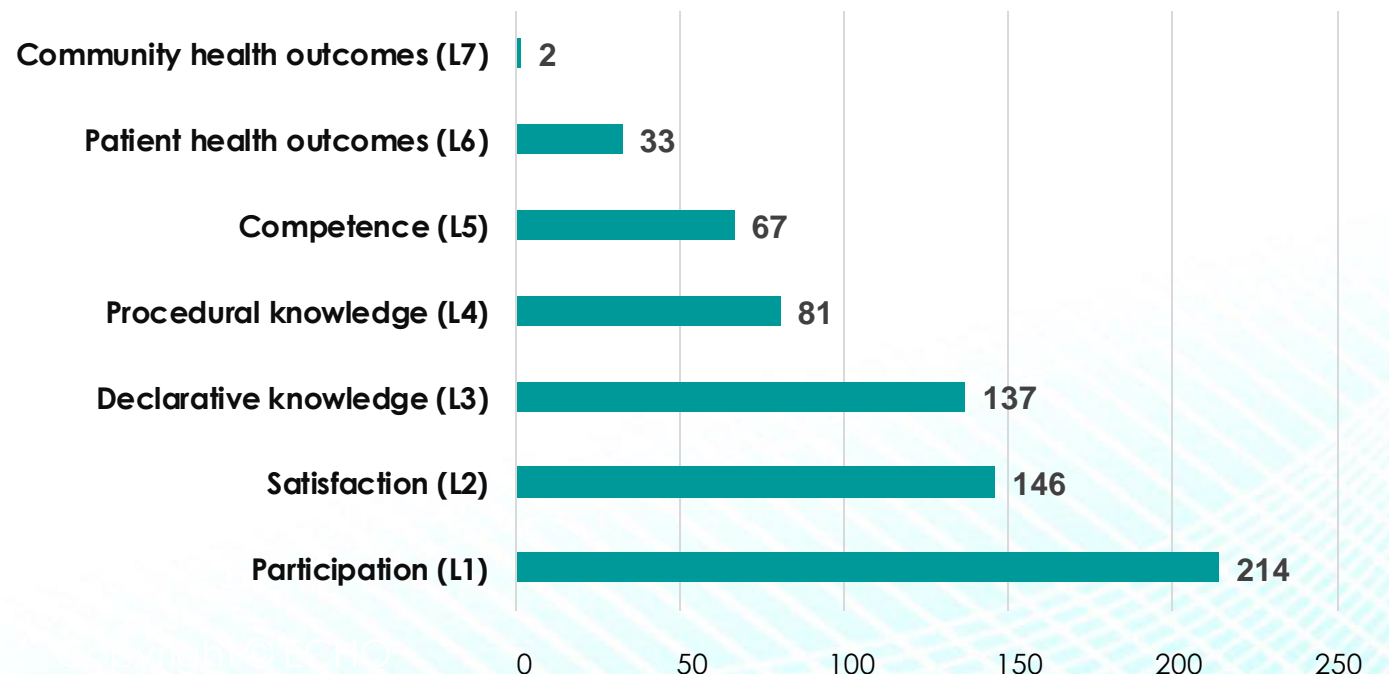
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# ECHO Publications by Outcome Levels



Peer-reviewed publications by Moore's Level  
(N=265)





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# Disease Selection

- Common diseases
- Management is complex
- Evolving treatments and medicines
- High societal impact (health and economic)
- Serious outcomes of untreated disease
- Improved outcomes with disease management



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# ECHO Now Reaching a Breadth of Areas

- Antimicrobial Stewardship
- Autism
- Behavioral Health
- Bone Health
- Cancer
- Cardiology
- Chronic Lung Disease
- Chronic Pain
- Crisis Intervention
- Diabetes and Endocrinology
- Education
- Geriatrics
- Good Health and Wellness in Indian Country
- Hepatitis
- High-Risk Pregnancy
- HIV/AIDS
- Infectious Disease
- Integrated Addictions & Psychiatry
- Laboratory Medicine
- LGBT Health
- Opioid Use Disorder
- Palliative Care
- Pediatrics
- Prison Peer Education
- Quality Improvement
- Rheumatology
- Sexually Transmitted Diseases
- Trauma-Informed Care
- Tuberculosis





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## Growth of the ECHO Movement

### Active Today

Hubs  
**435**

Programs  
**960**

Countries  
**45**

### Reach Metrics

7/3/2006 to 1/6/2021

Learners	Organizations	Communities	Countries
168,589	34,461	8,368	168
Learning Hours	Attendances	Sessions	Programs / Cohorts
1,949,117	1,289,869	46,606	2,686

### Average Session

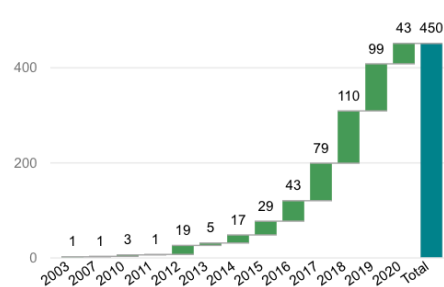
Learners	Cases	Duration
28	1.1	91 minutes

### Average Learner

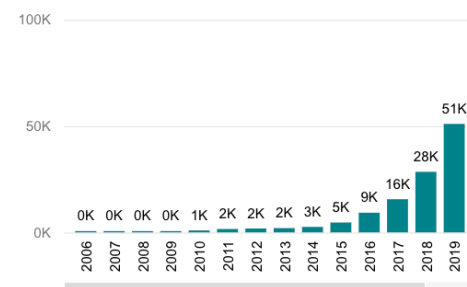
Attendances
6

- 435 Hubs, with 960 Programs in 45 Countries
- 168,589 Learners in 168 Countries
- Exponential Growth of the ECHO Movement

Hubs Launched per Year



Learners per Year

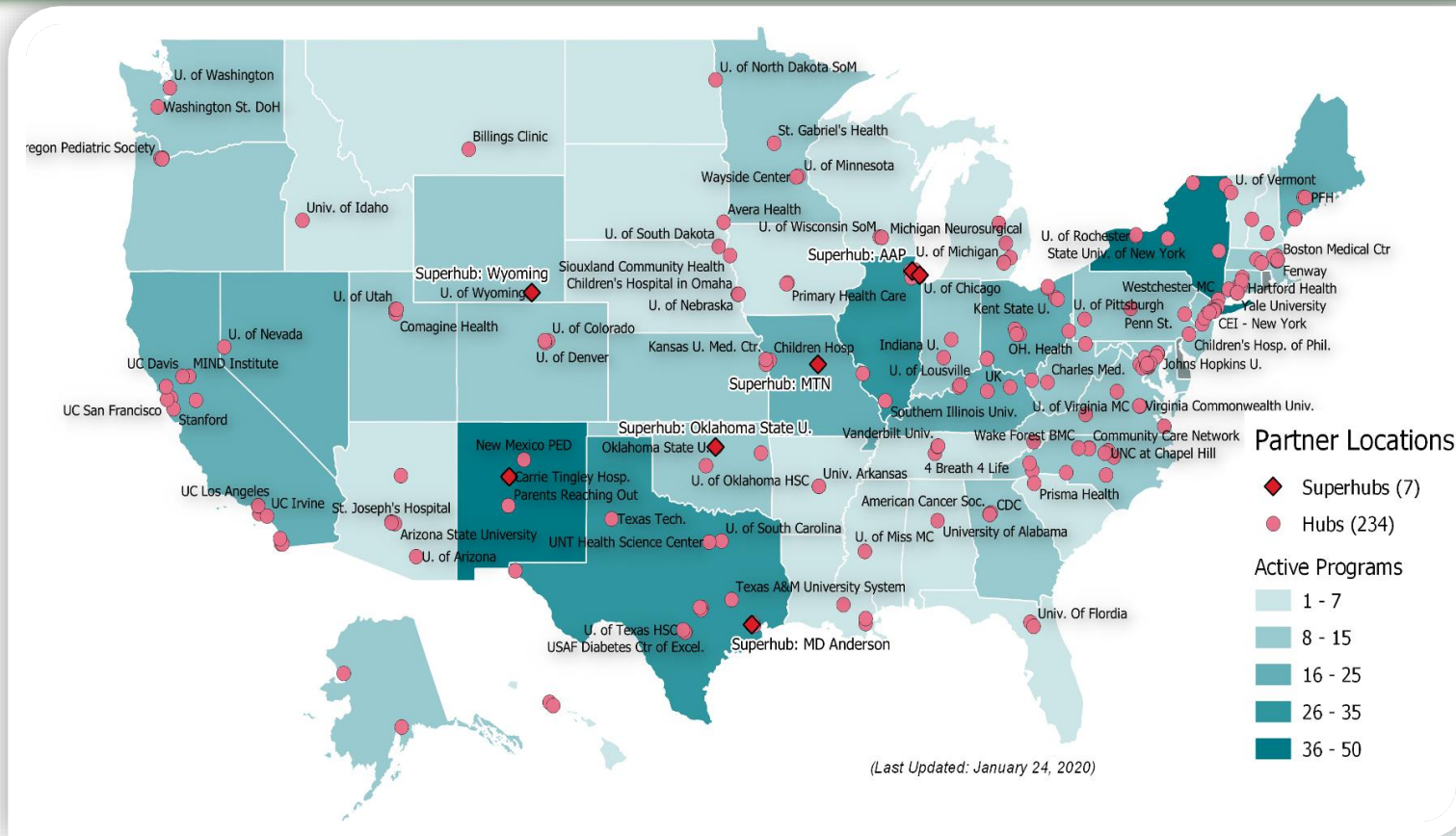




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# United States Hubs and Superhubs

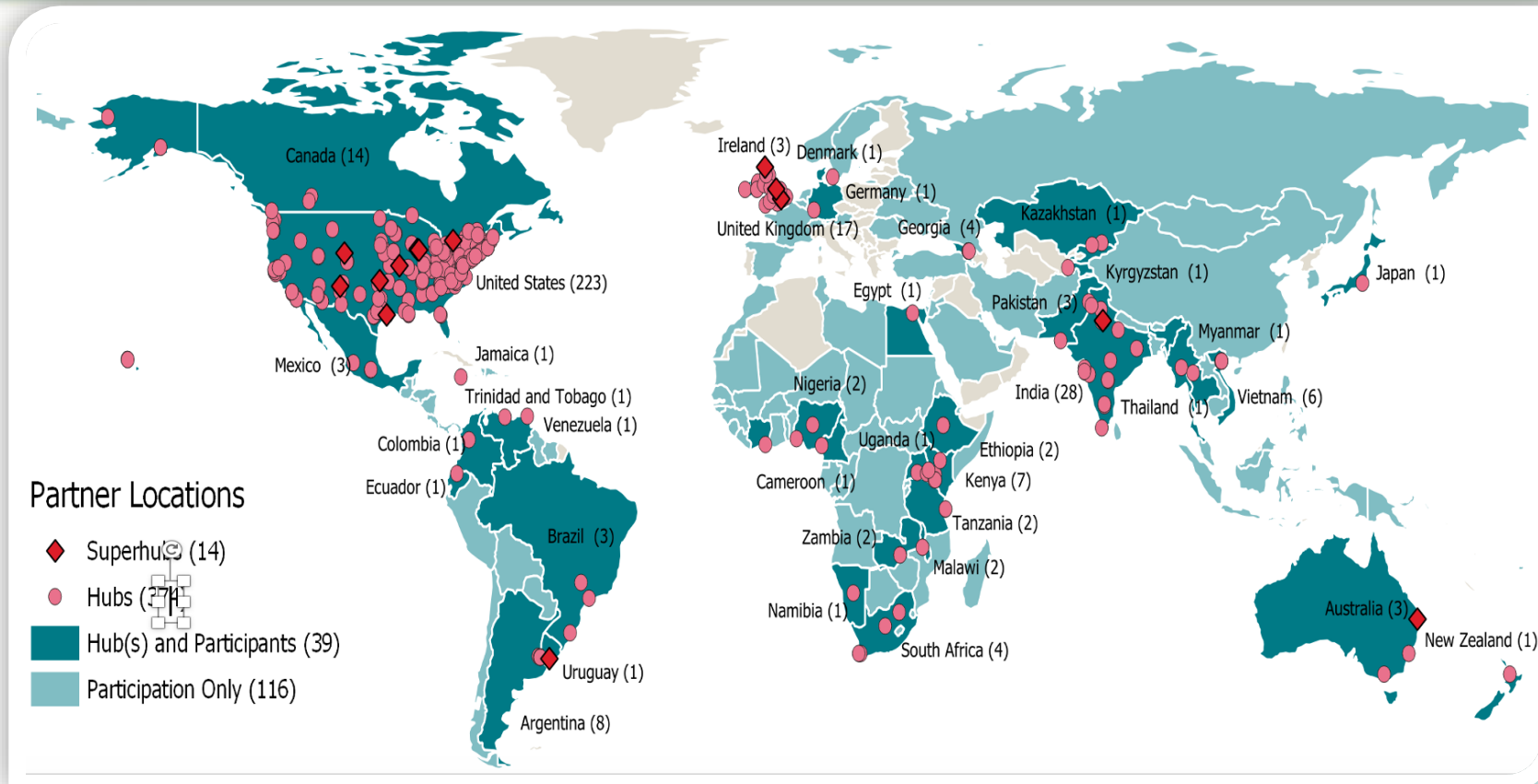




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# Global Hubs and Superhubs



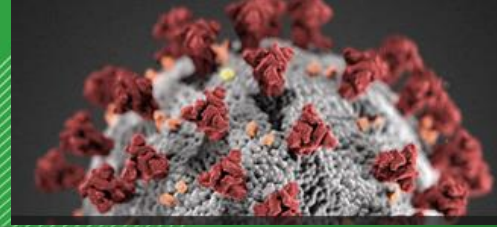




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Director of Corporate Relations, Project ECHO

# ECHO COVID-19 Response



## Activating the ECHO Movement:

- With almost 400 Hubs, 850 Programs in 39 countries pre-pandemic, Project ECHO was poised to leverage its global network and swiftly pivot to address COVID-19.

## Strategic Priorities:

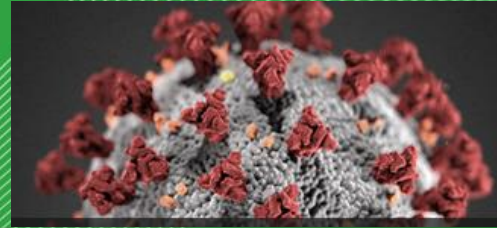
- Amplify the Public Health Response
- Amplify the Care Response



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Director of Corporate Relations, Project ECHO

# ECHO COVID-19 Response



First ECHO COVID session was held on February 28th



**700,000+**  
Clinicians



**140+**  
Partners



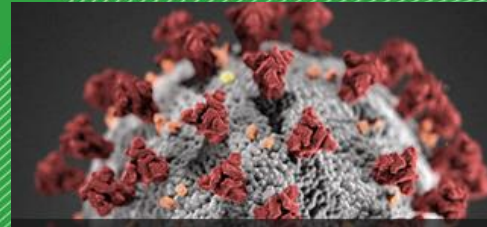
**158+**  
Countries



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# Global COVID-19 Response



COUNTRIES ECHO COVID-19 RESPONSE







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Director of Corporate Relations, Project ECHO

# ECHO India: A Case Study in Replication

**Using the ECHO Model to Democratize Medical Knowledge and Save Lives Around the World**



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Director of Corporate Relations, Project ECHO

# Partnering with ECHO

### Typically Provided by Partner

1. Shared vision to save as many lives as possible by amplifying and accelerating Covid 19 response in one or more countries.
2. Shared philosophy to democratize knowledge and dramatically increase the capacity to provide right expert care at right place at right time. Understand and endorse the ECHO all-teach all-learn model.
3. A large network of healthcare professionals they want to train/teach with email addresses.
4. Curriculum and experts. ECHO often supports this work.

### Typically Provided by ECHO

1. Highly experienced staff who are experts in ECHO and will work with the partner to provide all the support services needed to design, run, and follow-up each ECHO session.
2. Experts in IT and Zoom to support to partner ECHO Programs
3. Help partner source subject matter experts and curriculum from highly regarded international, regional and local organizations.
4. Zoom licenses for all ECHO programs.
5. Software and tools for tracking and reporting each session.
6. Cloud-based shared document repository (Box).
7. Online ECHO Resource Library.
8. Over time ECHO also trains and provides technical assistance to partner staff so the partner learns how to run their ECHO programs without assistance from the ECHO Institute.



## **Project ECHO<sup>®</sup> (Extension for Community Health Outcomes)**

Cynthia McKinney, Director of Corporate Relations

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610-283-2225

<https://hsc.unm.edu/echo/>



# Industry Perspective

Jacqueline Waldrop



>> NOW SPEAKING: **Jacqueline Waldrop**

# Take-Aways from Project ECHO overview

- ECHO incorporates adult learning theory
  - Learning from experience
  - Problem solving
  - The model incorporates actual patient cases
  - Physicians are motivated to learn and improve when faced with problems and patient challenges in their daily practice
  - Sessions are much more than a lecture with Q&A. The participants take turns to present an actual patient case and receive support/answers from the expert and the group
- ECHO is cost-effective
  - Uses technology that is low-cost (ZOOM etc.)
  - Motivation to lead/teach a Project ECHO can come from an academic center with a mission to improve care in their state/community (with or without commercial support)
- ECHO is an example of optimized virtual-learning (even pre-COVID) – not requiring any in-person interaction
- ECHO builds a community of practice (all teach, all learn)



>> NOW SPEAKING: **Jacqueline Waldrop**

## How can industry support Project ECHO (or similar)?

- University of New Mexico team – now interested in receiving support from our industry
- Many organizations have attended the Project ECHO training at UNM and are now leading their own Project ECHO programs (or similar versions)
- Innovative collaborations are also evolving where medical education companies are partnering with “Hubs”/Expert Organizations and facilitating Project ECHO/Project ECHO-like programs





>> NOW SPEAKING: **Jacqueline Waldrop**

# Industry Example – Supporting Project ECHO (or similar)

## Pfizer RFP released Sept 3, 2020

“Through this RFP Pfizer Global Medical Grants will support academic institutions or professional societies interested in using the Project ECHO model to provide education and support to community oncologists caring for patients with Renal Cell Carcinoma (RCC)”

**5 proposals received and all 5 funded:**

Organization Name	Project Title	Notes/Geography
University of Kansas Medical Center	Using Tele-Mentoring to optimize quality of care and quality of life for patients with metastatic kidney cancer	Project ECHO program covering <b>Kansas</b>
UMA MLG, LLC	Insights to Manage Renal Cell Carcinoma with First-line Immuno-oncology/Tyrosine Kinase Inhibitor Combination Therapies: Which of Your Patients Can Benefit?	Modified Project ECHO program covering the <b>U.S.</b> 10 sessions plus enduring plus activity, poster download and publication.
Medical Learning Institute Inc/PeerView	Masterclass & Case Workshop Series in Advanced RCC: Optimizing Patient Outcomes Through Safe & Efficacious Use of Immuno-Oncology & Targeted Approaches	Modified Project ECHO program covering the <b>U.S.</b> 5, 1-hour workshops; video on demand, practice aids.
The France Foundation	Optimizing RCC Therapy - Project Echo Hub	Project ECHO program with <b>Kidney Cancer Association</b> with 2 "Hubs", covering <b>Louisiana and Tennessee</b> .
Research To Practice	Ask the Expert: Clinical Investigators Provide Perspectives on the Management of Patients with Renal Cell Carcinoma — A Remote Mentoring Initiative in Conjunction with a Large Regional Oncology Provider	Modified Project ECHO program with <b>Florida Cancer Specialists</b> ( <b>Florida plus broader U.S. coverage</b> )



>> NOW SPEAKING: **Jacqueline Waldrop**

# Industry Example – Supporting Project ECHO

Through a joint RFP with ACCC, Pfizer grant provided to:  
University of Kansas Medical Center (Jennifer R. Klemp, PhD, MPH)

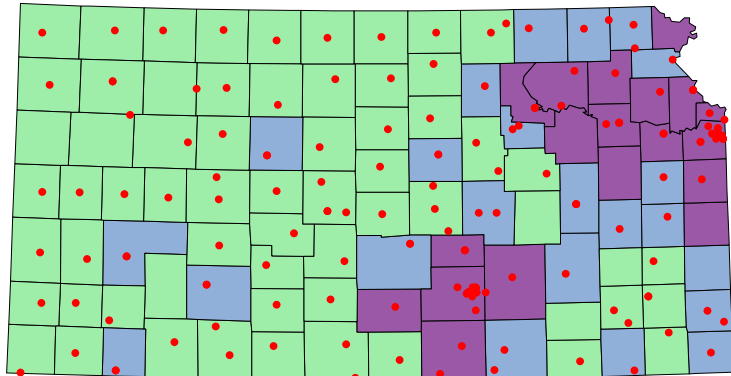
## Challenge: Access to Genetic Counselors

Goal: Increase the number of eligible patients with breast cancer who undergo genetic counseling and testing



Efficacy of Point of Service Testing in Breast Cancer (ePOST BC)

Cancer Genetics:  
Meeting the Needs of KUCC Catchment Area



**58% of participants reporting an increase in genetic testing in their practice as a result of the training**

Results presented at the ASCO Quality Care Symposium, Oct 2020

<http://www.masoniccanceralliance.org/epost-breast-cancer-genetics.html>



**Thank you!**  
Questions?