

Lessons Learned Panel: Skin Cancer Screenings

**Texas Skin Cancer/Melanoma
Screening & Prevention Summit B
M.D. Anderson Cancer Center
November 30-31, 2015**

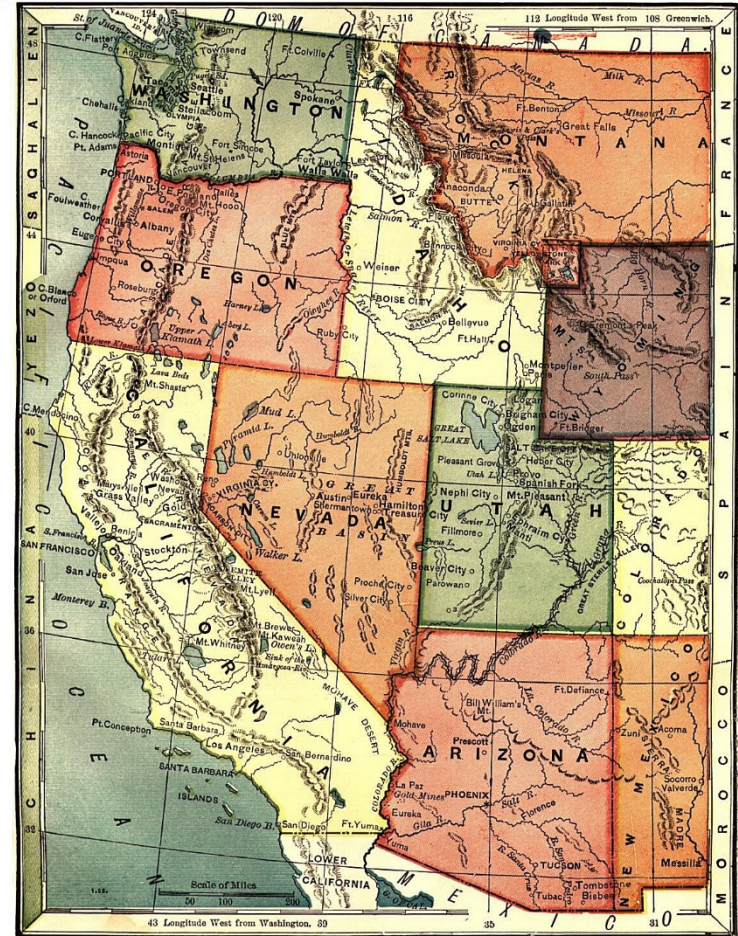
Goals

- To provide a summary of major screening efforts to date
- To learn from the experiences of previous screening programs

Overviews

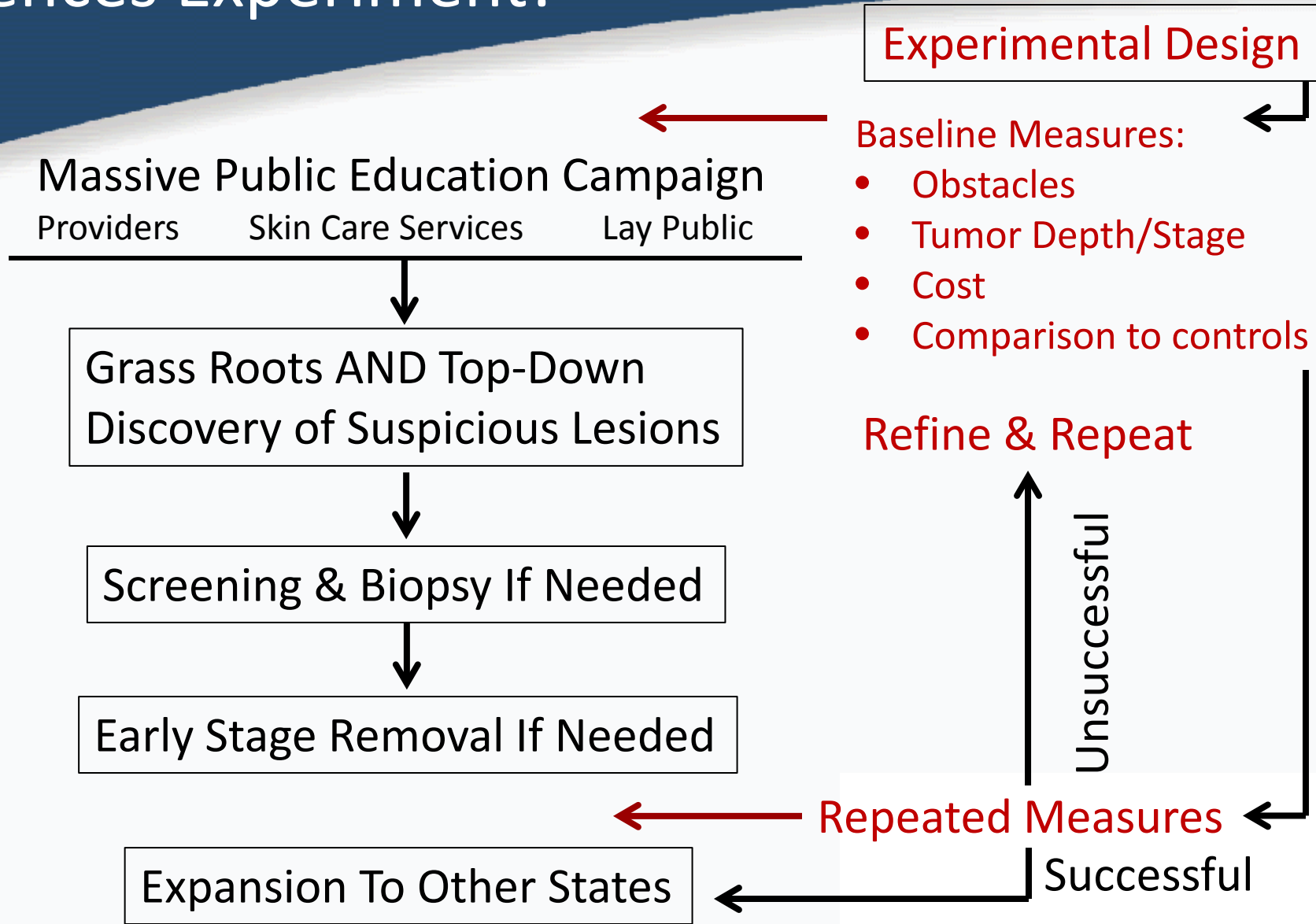
- Oregon (brief, in infancy) – Sancy
- Australia – Alan Geller
- Germany – Alexander Katalinic
- Pennsylvania – Laura Ferris
- Question & Answer session

Early Detection: Oregon vs Schleswig-Holstein



Similar Populations, Different Health Care System

The War Plan: A Statewide Population Sciences Experiment!



A Massive Campaign Requires A Massive Army

Melanoma Community Registry

Patients

Family

Friends

Education:

- Symposia
- Curriculum
- Outreach

Activism:

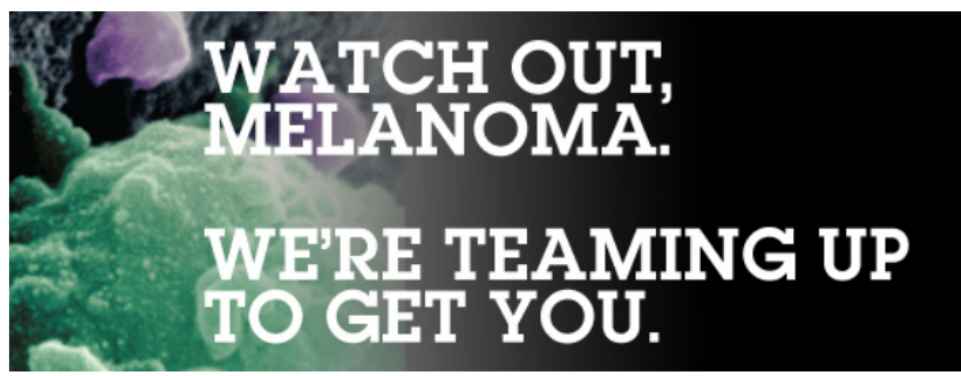
- Legislation
- Community Events
- Fundraising

Research:

- Questionnaires
- Imaging
- Phone Apps
- New Tests

Novel Application Of Volunteerism Tools

Melanoma Community Registry



- Walsh Family \$\$
- 25,000 Living Patients
- Patients, Family, Friends
- IRB-Approved
- Collaborative
- >3500 total
- >2500 Patients

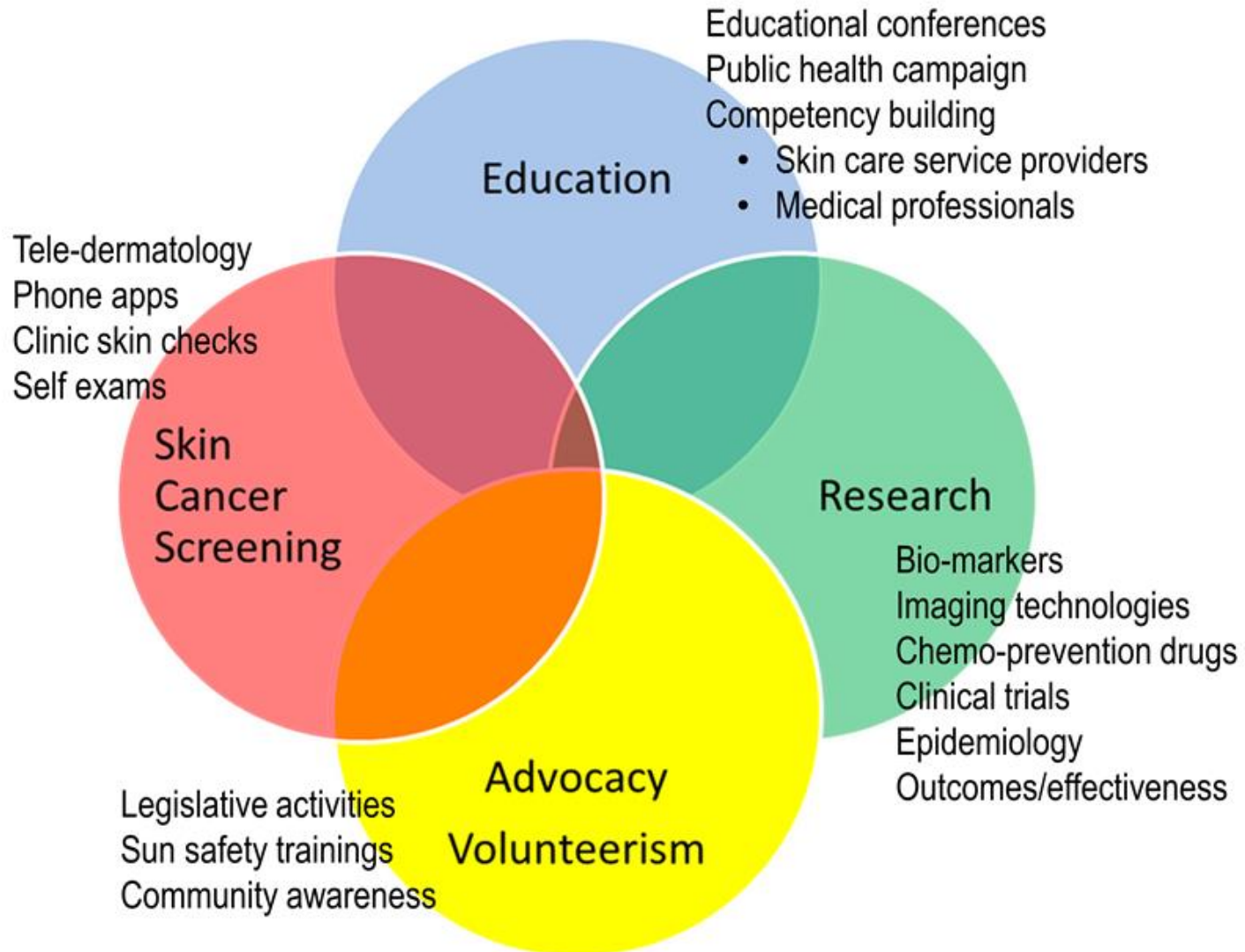
**REGISTER
HERE**

Join the new [Melanoma Community Registry](#) and help researchers figure out how best to prevent, treat and detect melanoma. Registration is completely confidential. You can answer surveys about your melanoma diagnosis or request information about upcoming events and patient resources in your community.

Sign up now and be notified about future melanoma education and research opportunities.

An enemy among us

A Pilot Project: War on Melanoma Themed Event



Skin Cancer Research Expo and Sun Safety Event, May 30, 2015

Over 800 Participants

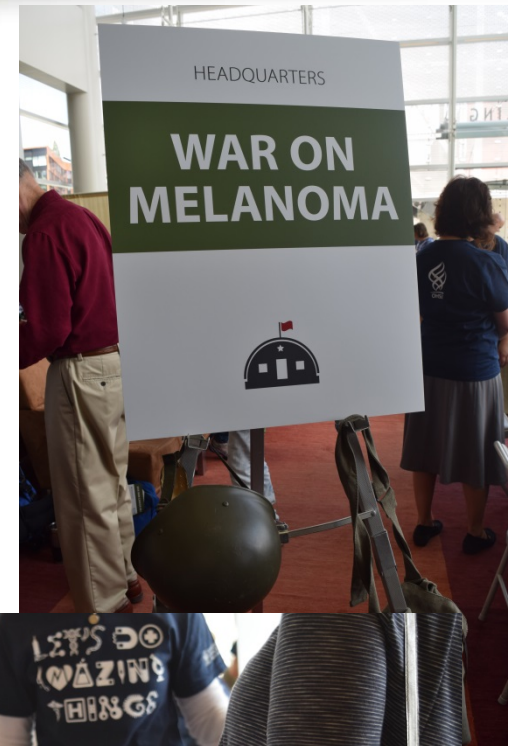
- 126 Volunteers
- 21 Providers
- 18 from registry



Skin Cancer Research Expo and Sun Safety Event, May 30, 2015

Melanoma Community Registry

- 127 New Registrants Enrolled
- 244 Risk & Phenotype Questionnaires Completed



Skin Cancer Research Expo and Sun Safety Event, May 30, 2015



Knight BioLibrary

- 162 blood draws
- 810 - 26 ml vials
- 2,400 aliquots

Skin Cancer Research Expo and Sun Safety Event, May 30, 2015

Skin Checks and Sun safety

- 247 screened
- 55 recommended biopsies
 - 4 possible melanoma
 - 5 possible SCC
 - 13 possible basal cells
- 55 toured DermSpectra



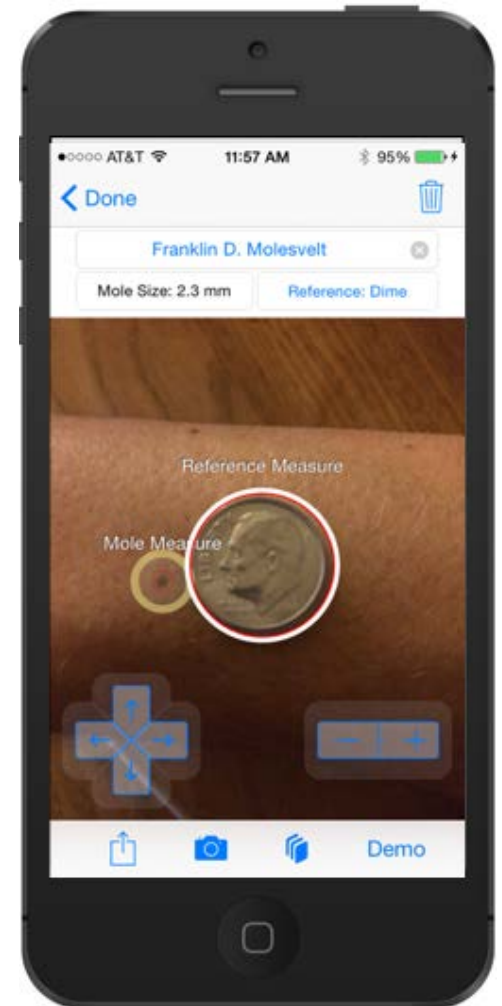
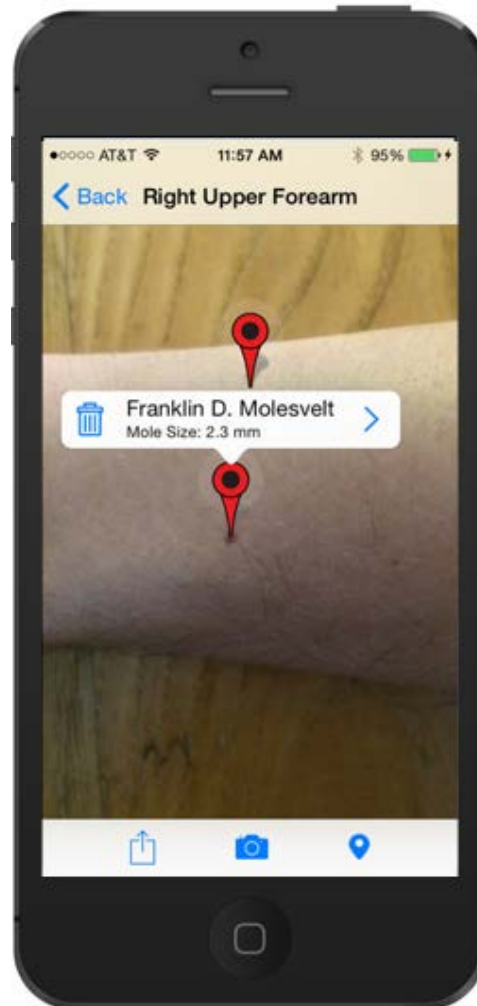
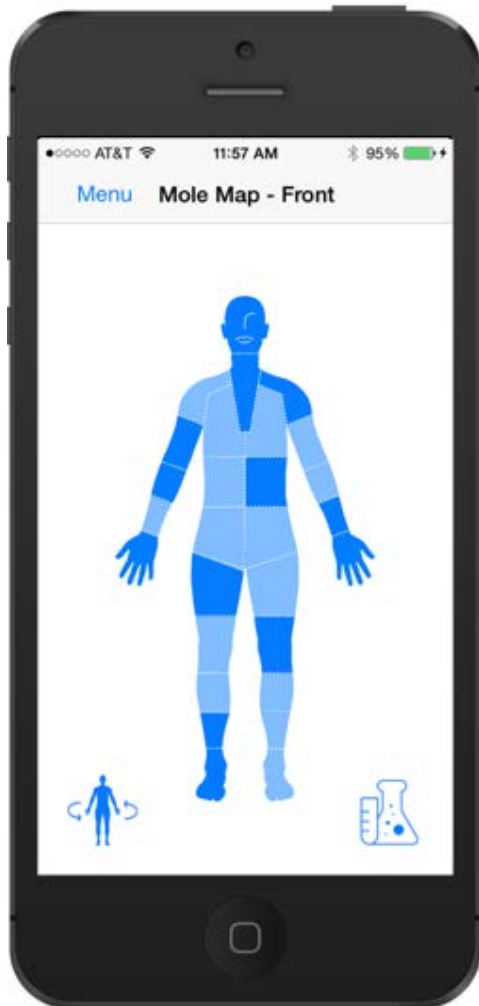
Skin Cancer Research Expo and Sun Safety Event, May 30, 2015

Research Demos/Info

- Knight Clinical Trials – 50 ppl
- Tan Meter – 175 ppl
- Mole Mapper – 20 downloaded app
- OCTRI – 65 healthy controls



Mole Mapper: Maps App For Your Skin



More discussion tomorrow!

Download it now on the Apple App Store or visit www.molemapper.org



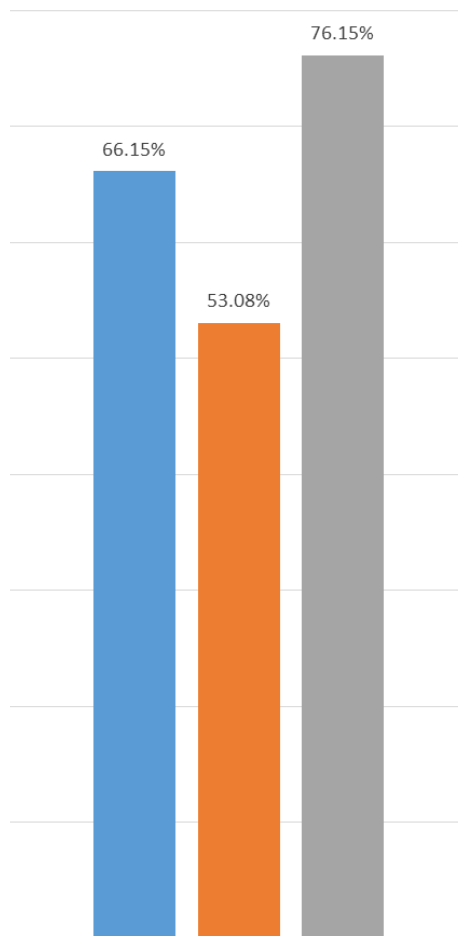
Skin Cancer Research Expo and Sun Safety Event, May 30, 2015

Social Media

- 45 social posts on Facebook, Twitter, & LinkedIn
- Reached 105,608 users across all Platforms
- 15,000 saw our top Post
- 1500 “re-engagements” (re-tweets, comments, shares, etc.)
- 1400 clicks to our registry & sites
- 600 YouTube views



Preliminary Data: The Registry Wants to Participate



Opportunities to Participate:



I want to attend educational conferences



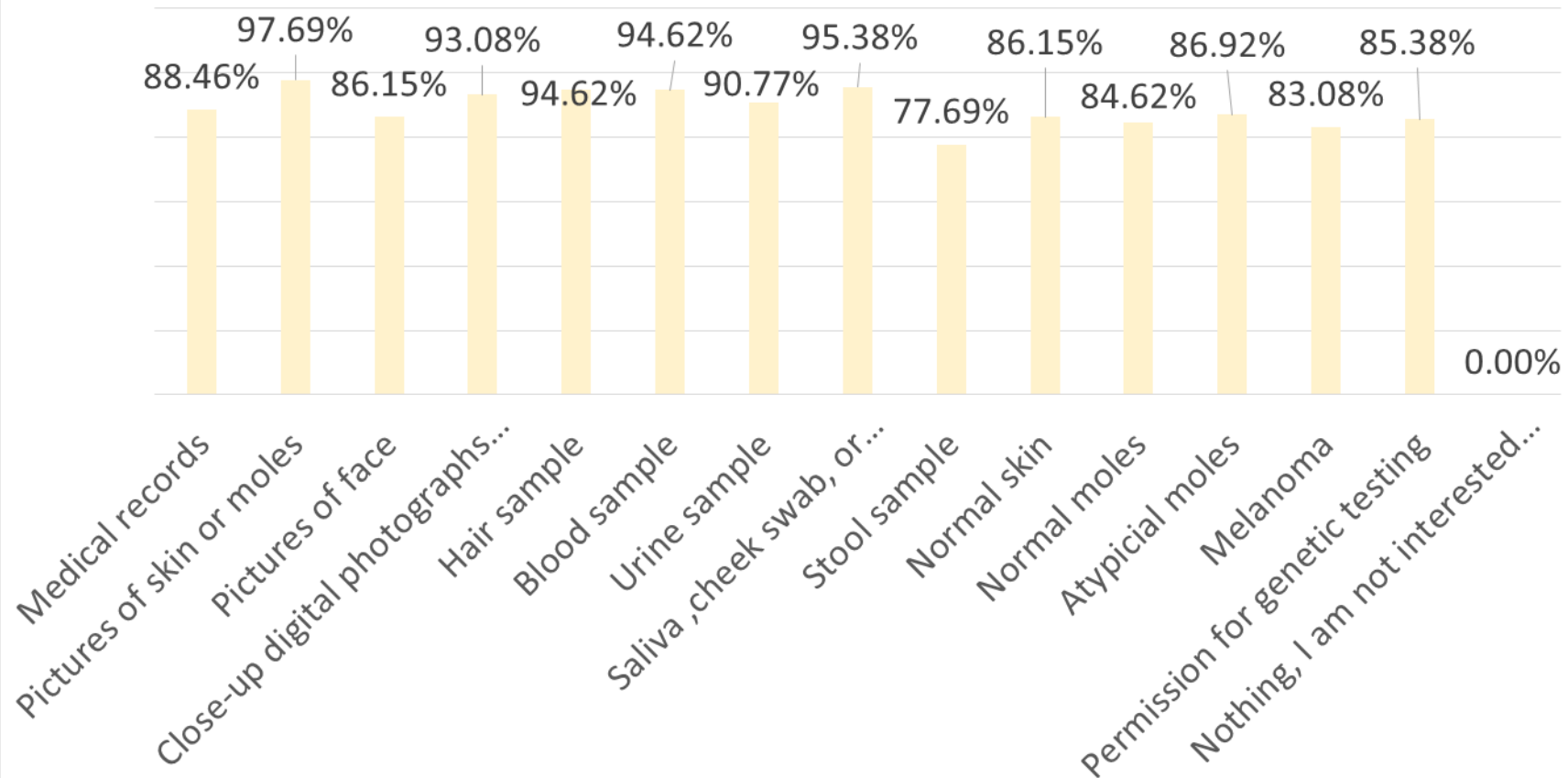
I want to attend focus groups to provide my opinion about questionnaire development or other documents for participants.



I want to attend melanoma-centric events

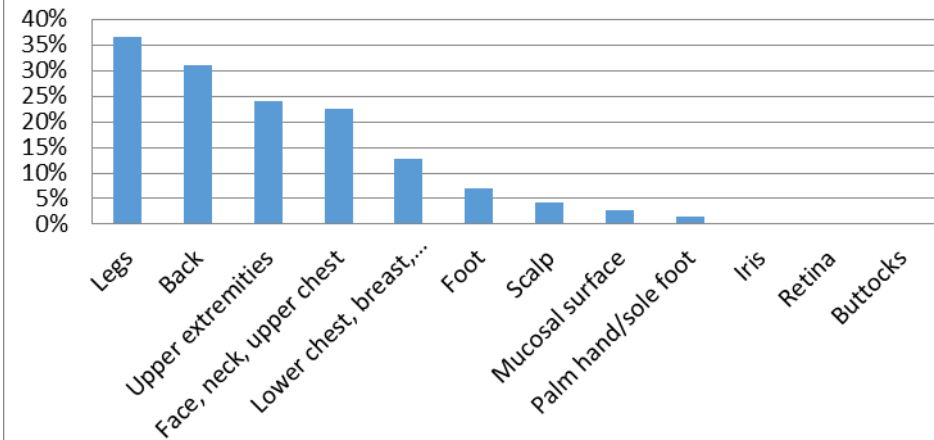
Preliminary Data: The Registry Will Participate In Research

Q5. What information and/or samples might you be willing to let our researchers collect?

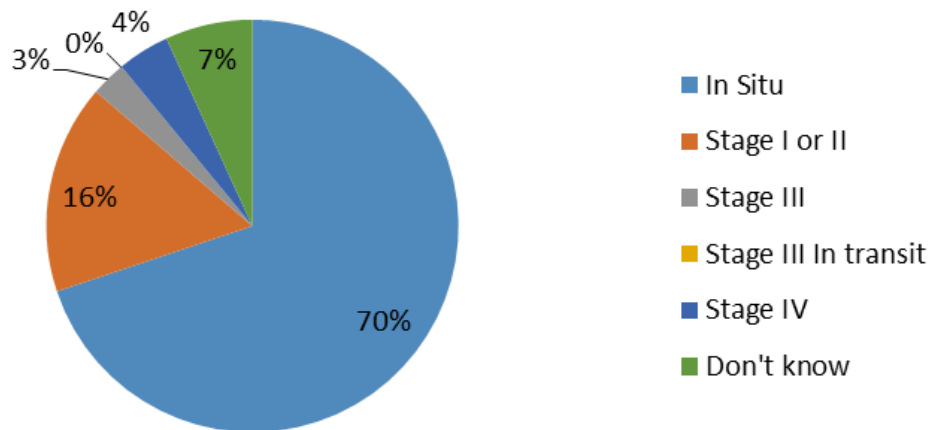


Preliminary Data: The Registry Population Is Fairly Typical

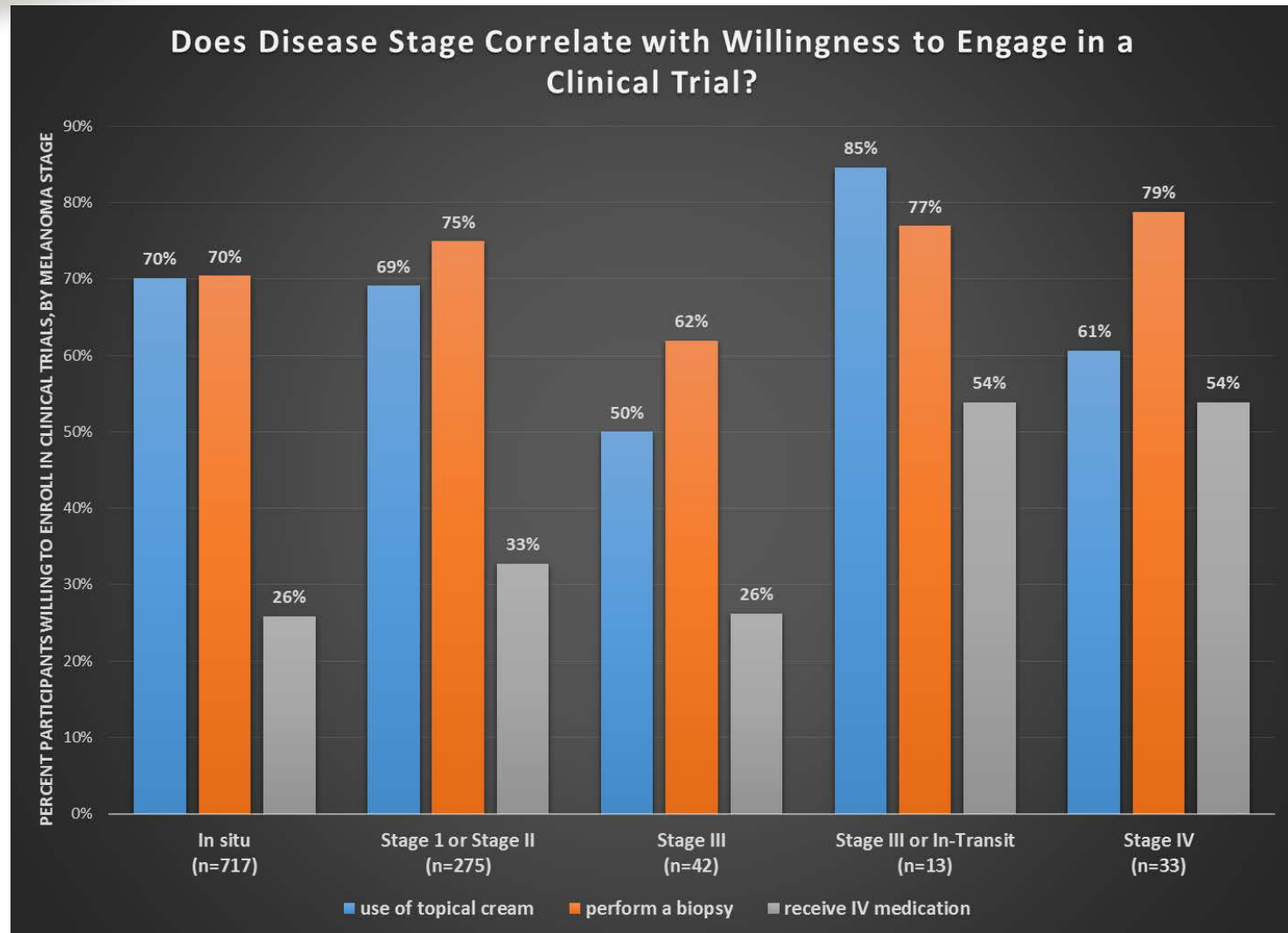
Location of Melanoma (n=71)



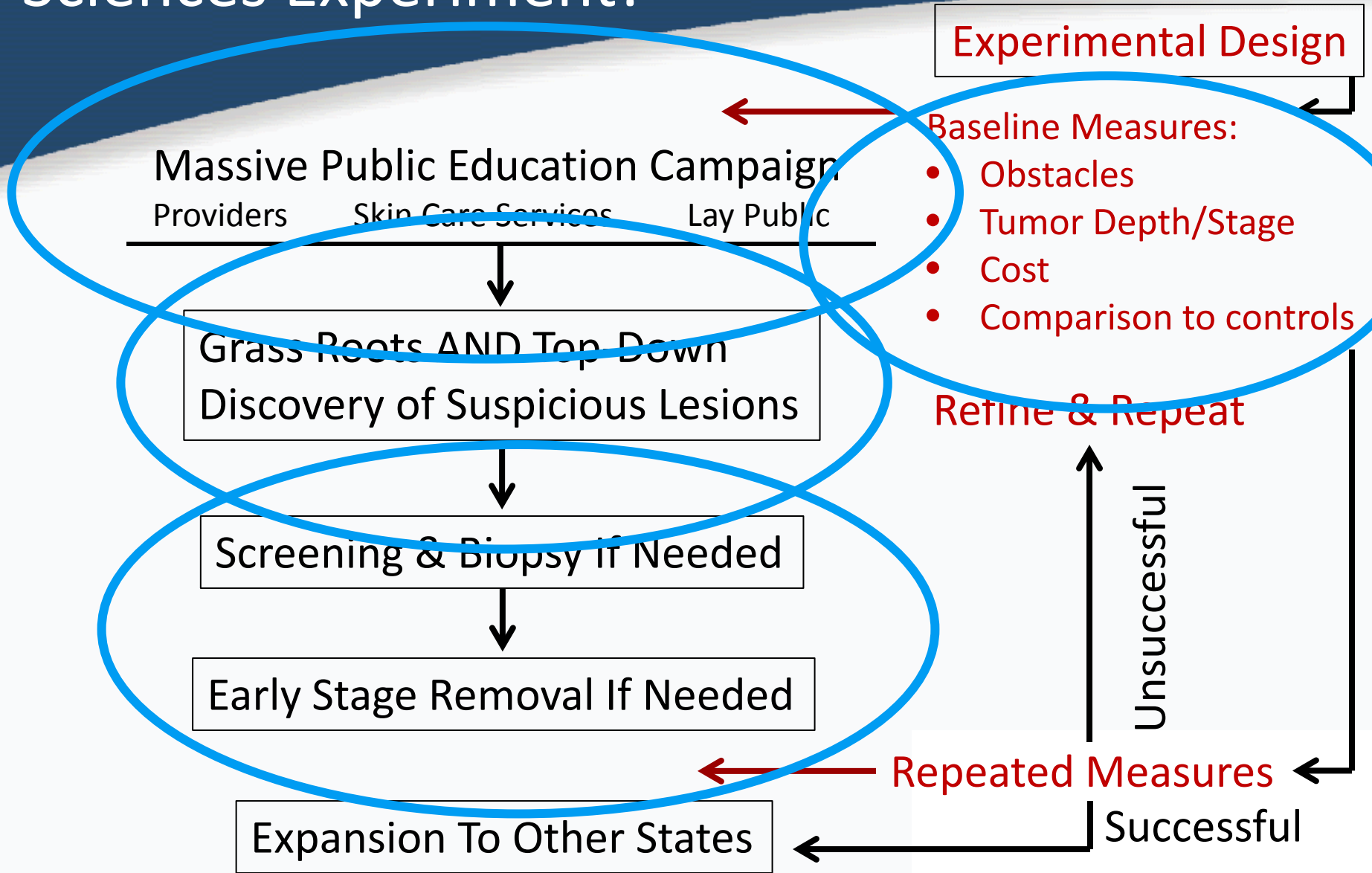
Stage of Melanoma (n=71)



Recent Data on Intent to Participate in >1000 Participants



The War Plan: A Statewide Population Sciences Experiment!



Acknowledgements

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OSCaR

OCTRI

Knight Biolibrary

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Participants