

## ENSURING EQUITY IN CANCER CARE FOR NORTH BATON ROUGE



*“The Alliance has served as a catalyst for organizations coming together to support the North Baton Rouge community by collaborating on outreach and educational events and providing access to needed resources to improve health outcomes.”*

*-Courtney Hunt, AECC Advisory Board Member*

*“Through the Alliance, Mary Bird Perkins is transforming the patient experience, reducing disparities and fostering hope for those affected by cancer.”*

*-Nicole Honoré, Program Manager*

Mary Bird Perkins Cancer Center (MBPCC) is the state’s leading community cancer care organization, serving patients throughout the Gulf South. Through the Alliance for Equity in Cancer Care (AECC), an initiative funded by Merck Foundation, MBPCC is committed to driving progress towards health equity in underserved communities to increase survivorship and lessen the burden of cancer. *This project targets individuals residing in zip codes 70802, 70805, 70806, 70807, 70811, 70812, 70814 and 70815.*



The Ensuring Cancer Care Equity for North Baton Rouge project, a \$2 million effort, is enabling the organization to address cancer disparities throughout the continuum of care and advance health equity for the medically underserved. With a predominately African American/Black population (77%), the North Baton Rouge community is significantly impacted by social determinants/drivers of health (SDoH), resulting in fragmented care. Through this project multi-level intervention strategies to improve the delivery of culturally competent, patient-centered cancer care will be implemented

# YEAR 3 HIGHLIGHTS

The following milestones were accomplished during grant Year 3 (July 1, 2024 - June 30, 2025)



Implemented a comprehensive Patient Navigation workflow model reflecting services and support provided through the continuum of cancer care.

A 30% increase in the total patients enrolled between year 2 and year 3.



Expanded reach within targeted community via Community Advisory Board (CAB) and coalition of partners to provide 130+ outreach and educational events.

A commitment to growing and sustaining the Patient Navigation program across the network - 189% increase in staffing since Year 1.



100% of clinicians educated on Patient Navigation program, with 90% actively utilizing the program.

An 82% reduction in the amount of time between patients' diagnosis to treatment.



1,800+ patient referrals for psychosocial support services coordinated during year 3.

100% of clinician trainings and patient communication platforms are sustained.



Scan here to see our new patient navigation video!

[MARYBIRD.ORG/HEALTH-EQUITY](https://marybird.org/health-equity)

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The Alliance for Equity in Cancer Care and Genentech has had no input into the development or content of these materials.