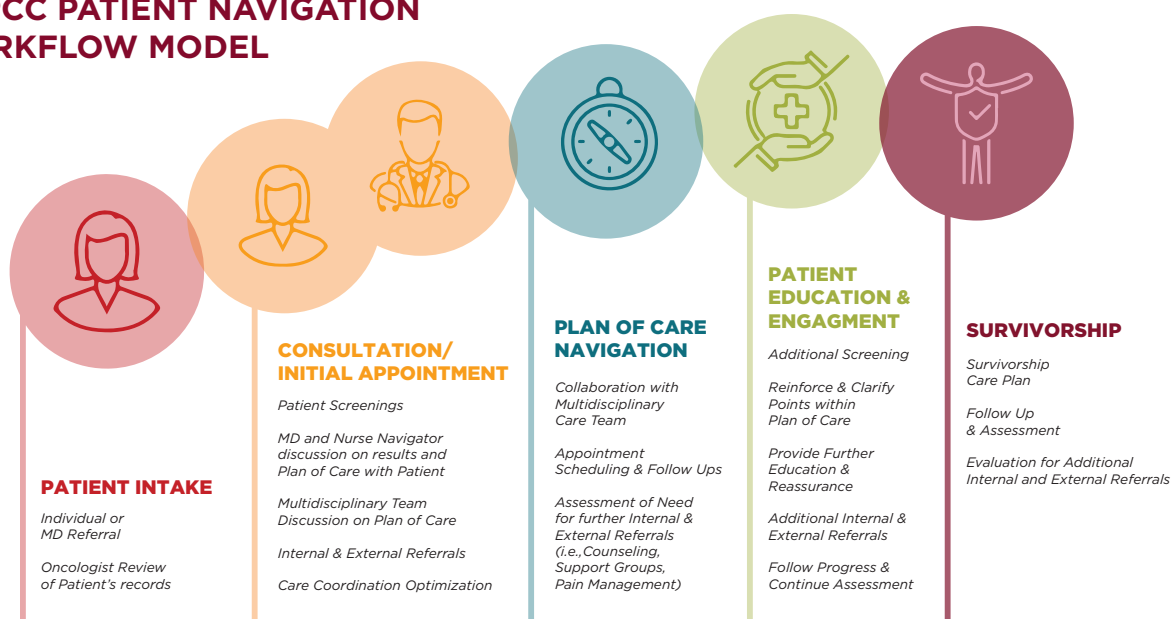


ENSURING CANCER CARE EQUITY FOR NORTH BATON ROUGE

Mary Bird Perkins Cancer Center's Alliance project, Ensuring Equity in Cancer Care for North Baton Rouge, has demonstrated steady progress toward reducing disparities in cancer care and improving outcomes for underserved populations. Our Patient Navigation program serves as a catalyst for fulfilling our mission to improve survivorship and lessen the burden of cancer. By expanding patient navigation program services that address not only clinical needs, but also social drivers of health (SDOH), and engaging collaborative cross-sector partners, we are fulfilling our mission to improve survivorship and lessen the burden of cancer for underserved patients in North Baton Rouge.

MBPCC PATIENT NAVIGATION WORKFLOW MODEL



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 4 HIGHLIGHTS

(July 1, 2025 - June 30, 2026)



OPTIMIZING PATIENT OUTCOMES

- 620+ patients enrolled
- 100% of patients engaged with patient navigation
- An average 4-day reduction in time from diagnosis to treatment
- 98% psychosocial support screening & referral fulfillment rate
- 89% treatment completion rate



IMPROVING PATIENT-PROVIDER COMMUNICATION

- 90% of clinicians utilize patient navigation program
- Annual cultural competency clinician training



ENGAGING THROUGH COMMUNITY OUTREACH & EDUCATION

- 43 events held in targeted community
- Engaged Community Advisory Board



DISSEMINATING IMPACT

- Inaugural Dr. Harold P. Freeman One Team Award recipient
- Journal of Oncology Navigation & Survivorship publication
- Academy of Oncology Nurse & Patient Navigators and National Comprehensive Cancer Network conference abstracts

MARYBIRD.ORG/HEALTH-EQUITY

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



SCAN HERE
to see our patient
navigation video!