

# Optimizing Patient Care in the Era of Novel Therapies for Renal Cell Carcinoma



UNIVERSITY of NORTH TEXAS  
HEALTH SCIENCE CENTER  
AT FORT WORTH

## Activity Summary

- Satellite Symposium at the Oncology Nursing Society (ONS) 34<sup>th</sup> Annual Congress
- San Antonio, Texas
- Thursday, April 30, 2009
- 11:15 am – 12:45 pm
- San Antonio Marriott Rivercenter Grand Ballroom

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## Printed Ad, Poster, Door Drop and Web Ad

The image displays four promotional materials for a satellite symposium. On the left is a printed advertisement with a colorful abstract background. It features the title "Optimizing Patient Care in the Era of Novel Therapies for Renal Cell Carcinoma" and lists the date, time, and location. In the center is a poster with a similar design. To the right is a door drop, a smaller version of the printed ad. On the far right is a web ad, a small square graphic with the same title and key information.

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## Brochure Invitation, Page 1

The image shows a two-page brochure invitation. The left page is the front cover, featuring a colorful abstract design and the symposium title. The right page is the back cover, which lists the agenda for the event. The agenda includes sessions on "The Changing Landscape in RCC", "Clinical Advances in Novel Therapies for RCC", "Diagnostically Assessment for Renal Cell Carcinoma", "Managing Strategies in Managing Patients with Renal Cell Carcinoma", and "Summary and Conclusions".

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## Objectives

- Describe the risk, diagnosis, and current treatment options in patients with RCC
- Identify the key angiogenic pathways involved in the pathophysiology of RCC
- Critique the results of recently presented trials of novel therapies in RCC
- Identify symptom-management strategies for patients receiving novel therapies
- Delineate a nursing care plan for the assessment and management of potential toxicities related to RCC treatment

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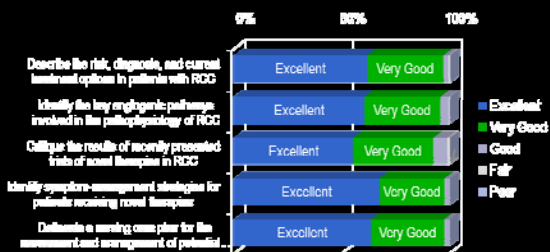
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## Learning Objectives Accomplished




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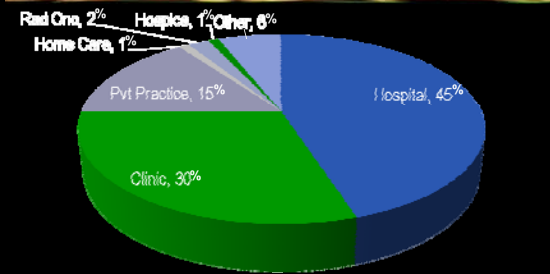
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## Practice Setting (% of participants)




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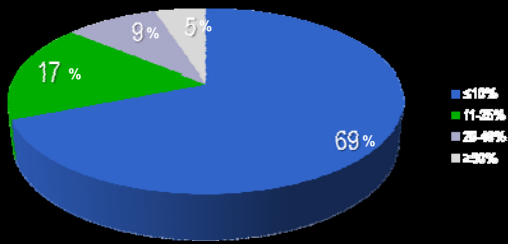
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## % of Practice Focusing on GU Tumors



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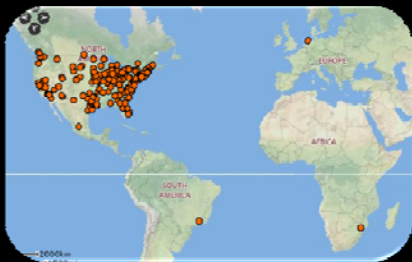
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## International Impact



Note: One "dot" may indicate several attendees

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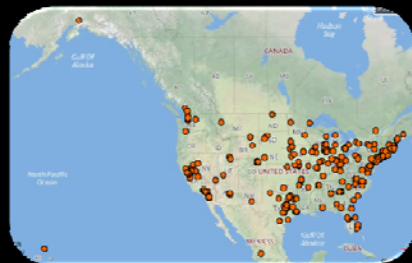
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## US, Canada, Mexico



Note: One "dot" may indicate several attendees

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## Continental US



Note: One "dot" may indicate several attendees

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## Was Activity Goal Achieved?

The goal of this activity is to enhance the nurses' knowledge of advancing treatment options, and the optimal management of side effects, to help avoid unnecessary dose reductions, treatment interruptions or even early treatment terminations, as well as to minimize patient discomfort during cancer treatment.

Did We Achieve this Goal?



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## Other Activity Components

In your opinion, how conveniently was this activity scheduled within the overall program?

Please rate to what extent this location was conducive to an educational activity

Overall, to what extent did you find this activity to be useful to your clinical practice?

How well did the learning objectives relate to the activity's goal?



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Laura Wood, RN, MSN, OCN  
*Clinical Summary of Novel Therapies*




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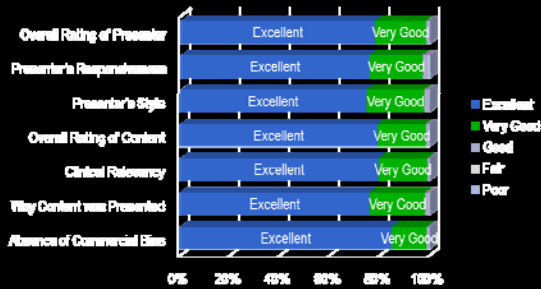
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Susan Chon, MD  
*Dermatologic Assessment for Nurses*




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Laurie Appleby, NP, RN, MSN, OCN  
*Nursing Strategies in Managing Patients with Renal Cell Carcinoma*




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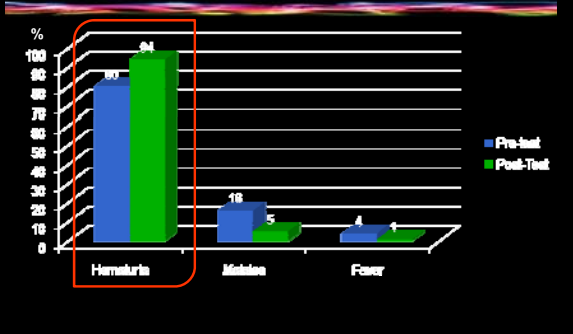
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### Pre-Test vs. Post Test

The most common presenting symptom with RCC:




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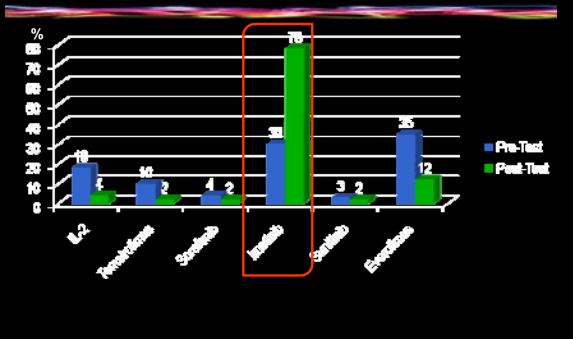
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### Pre-Test vs. Post-Test

The following are FDA-approved treatments for RCC except:




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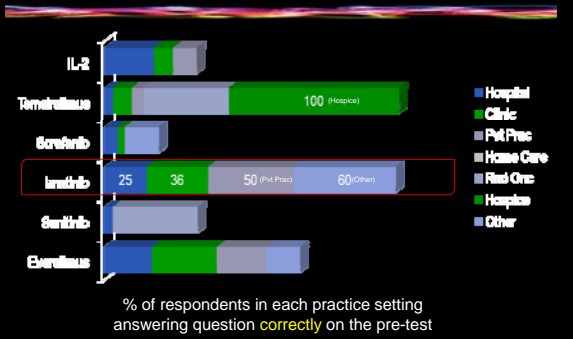
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### Pre-Test Crosstab Result: Practice Setting vs. FDA-approved treatments for RCC except:




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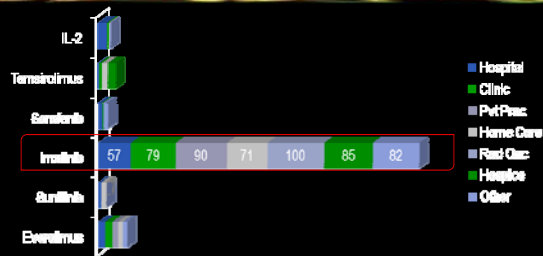
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## Post-Test Crosstab Result: Practice Setting vs. FDA-approved treatments for RCC except:



% of respondents in each practice setting answering question correctly on the post-test (significant ↑ in correct responses)

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## Why did you choose to attend this session instead of other sessions offered at the same time?

- Most frequent responses (241 responses)
  - Seeing increases in RCC
  - Don't see much RCC and needed update
  - Difficulty treating patients with RCC
  - Increase in use of RCC meds and needed update
  - Needed more info on oral meds, new meds
  - Interest area
  - Knowledge in area deficient
  - Emphasis on derm

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## Comments and Suggestions (aggregated and summarized) (87 Responses)

### Comments

- Excellent presenters and presentations, well organized
- Great photos
- Appreciated the keypads and panel
- All speakers received high marks, but Dr. Chon (derm) was noted by several as exceptional
- Appreciated pictures and less study data
- Meal was good
- Room set-up good and flowed well

### Suggestion

- Some slides were busy
- Treatments discussed, but not dosages
- Difficult to listen and eat
- Maybe cut down on material (seemed rushed) (1 comment)

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## Any Other Comments? (actual comments)

- This is the 1st talk that really addressed the derm SE- it's good to know there is more info on exactly how they get the rash & exciting to see increase in tx options - wow renal ca pts finally have options
- Decaf coffee needs to be perked not instant
- Please use double sided paper
- This was exceptional - setting, meal, CEUs, speaker, extremely knowledgeable
- Loved the nursing applications

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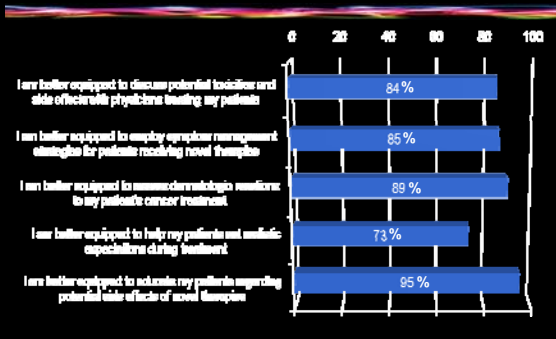
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## Assessment of Competence – The Bottom Line: *After attending this activity...*




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## Future Topics

### From Evals (summarized)

- More in-depth pathway info
- Patient Ed Strategies
- Head/Neck cancers
- More derm – rashes, hand/foot, full session on derm
- Prostate/ovarian/melanoma/sarcoma

### Additional Gap Analysis

- Derm side effect management is a needed topic area
- While increases in knowledge of approved medications increased, we suspect additional activities related to medication and dosages are needed
- Patient education materials for home monitoring and management are needed

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## Lessons Learned

- Working with designated planners for associations can be challenging and require a significant time commitment
- An early mailing is preferable
- Always have the most visually appealing invitation and on-site signage
- Select an experienced educational partner (we did!)
- No matter how much planning is done, something will happen that requires a last-minute MacGyver-style plan



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## Next Steps

- Online activity currently under development
- Scheduled to launch in July 2009
- [www.QuestMedEd.com](http://www.QuestMedEd.com) (also available on every CEMedicus.com/CECity.com portal)



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