

# Cancer Survivorship Connection Website Process Evaluation

## Cancer Survivorship Conference: Up Close & Personal

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PUBLIC  
HEALTH



# Objectives

- To present the elements of the process evaluation of the Cancer Survivorship Connection (CSC) website:
  - Background
  - Purpose
  - Methodology
  - Results
    - Quantitative - Surveys
    - Qualitative - Focus Groups
  - Recommendations
  - Strengths and Limitations
  - Summary and Next Steps

# Cancer Survivorship Connection Website



<https://www.georgiacancerinfo.org/survivorship/>

# Background

## **Georgia CORE and Cancer Survivorship**

- In July 2014, the Cancer Survivorship Connection (CSC) website was launched
- A team from Emory University's Rollins School of Public Health (RSPH) implemented a process evaluation that examined the use and utility of the Cancer Survivorship Connection website of the Georgia Center for Oncology Research & Education (CORE)

# Purpose of Evaluation

- To validate the mission, track progress and understand the value of the website as well as information/resources obtained by individuals visiting the website and used the results of these activities to conduct continuous quality improvement.
- The process evaluation examined:
  - number and type of website user;
  - number of times the website was accessed;
  - amount of time spent on the website to acquire information and/or participate in forums, blogs, and discussions.

# Purpose of Evaluation

- Focus groups were employed to meet three major goals:
- (1) explore healthcare providers, including patient navigators, staff, board members, caregivers, and survivors' perceptions of the usability and utility of the Cancer Survivorship Connection website;
- (2) reveal supports, needs and/or challenges of the website and;
- (3) identify supports and barriers in accessing and/or remaining engaged in the website

# Evaluation Questions

1. Who were the individuals and organizations involved in designing, developing, and marketing the website?
2. How has the website been marketed? What individuals and organizations have been targeted to use the website?
3. How many hits has the website received in a 1, 3, or 6 month period?
4. Are survivors, caregivers, and healthcare providers using the website? If yes, in what ways?
5. How have the various users utilized the website?
6. What is the general impression of the website?

# Population

- Cancer Survivors (0-3 years, 3-5 years, or 5+)
- Caregivers
- Healthcare Providers
- General Users
- Rural and Urban locations across Georgia



# Methods:

## Participants and Sampling

- Mixed Method Evaluation Study (Quantitative and Qualitative)
- 6 in person focus group discussions with a range of 4 – 17 participants; Length: ~1 hour
- Demographic survey of all focus group participants and website users
- Convenience and Purposive Sampling Techniques
- Eligibility Criteria:
  - Cancer survivor, Caregiver of cancer survivor, Healthcare Provider (Physician, Physician Assistant, Nurse, Patient Navigator), CSC website Board Member
  - Interest in contributing to enhancing the CSC website and becoming familiar with the website prior to participation in focus group

# Methods:

## Data Collection & Measures

- 6 in person Focus Groups were conducted:
  - 2 in Atlanta (survivors and general users)
  - 2 in Thomasville (healthcare providers and survivors)
  - 2 in Rome (healthcare providers and survivors/caregivers)
- 57 participants completed the demographic survey

# Methods: Data Analysis

All  
interviews  
recoded for  
accuracy  
Recordings  
transcribed  
verbatim

Excel:  
Demographic  
data  
Hand  
coding:  
Qualitative  
Data

Deductive  
and Inductive  
code creation  
for codebook

2 coders  
utilized for  
inter-coder  
agreement

# Methods:

## Data Analysis

**9 Key Themes were developed across focus group discussions**

- **Website Information**
  - Finding out about website
  - Time spent on website
- **Use of Website**
  - Visual Aspects
  - Understandability
  - Ease of reading
  - Difficulty reading
  - Topics
  - Navigation
- **Preferences for Accessing Information**
  - Preferences
  - Materials
  - Literacy
  - Communication/Language
  - Race
  - Gender
  - Culture
  - Religion
  - Age
  - Sexuality
  - Search Tool

# Methods:

# Data Analysis

**9 Key Themes were developed across focus group discussions**

- **Survivor, Healthcare Provider, Caregiver, General User**
  - Interest in website
  - Information presented
  - Success in their role
  - Informational support

# Methods:

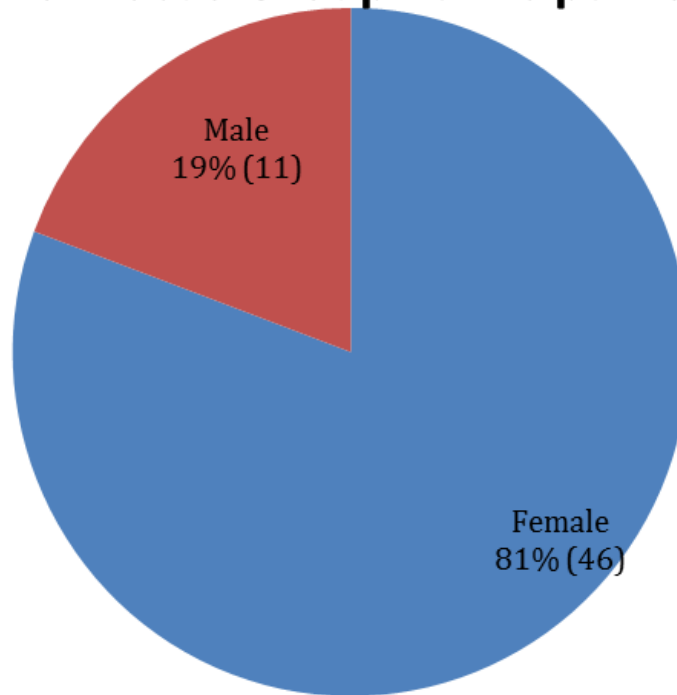
## Data Analysis

**9 Key Themes were developed across focus group discussions**

- **Information on Website**
  - Survivors' Voices
  - Survivorship Blog
  - Survivorship Videos
  - Survivorship Forums
  - Survivorship Apps
  - Commission on Cancer Centers
- **General Questions**
  - Resources Provided/Needed
  - Accessing Resources
  - Recommendations
  - Suggestions
  - Knowledgeable
  - Other

# Results: Demographics

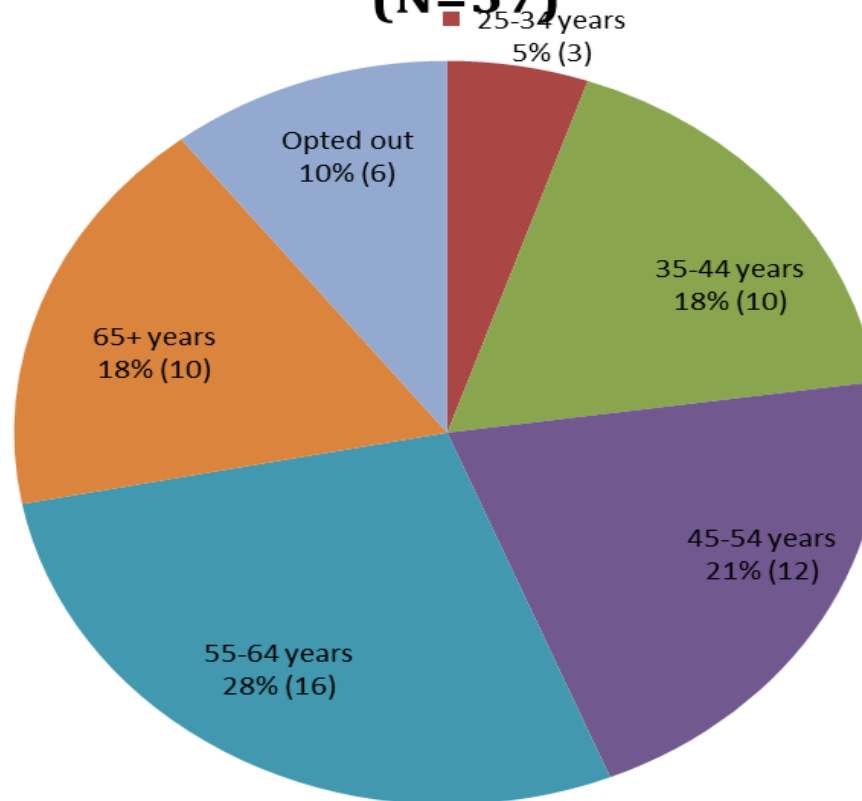
**Gender of Focus Group Participants (N=57)**



# Results: Demographics

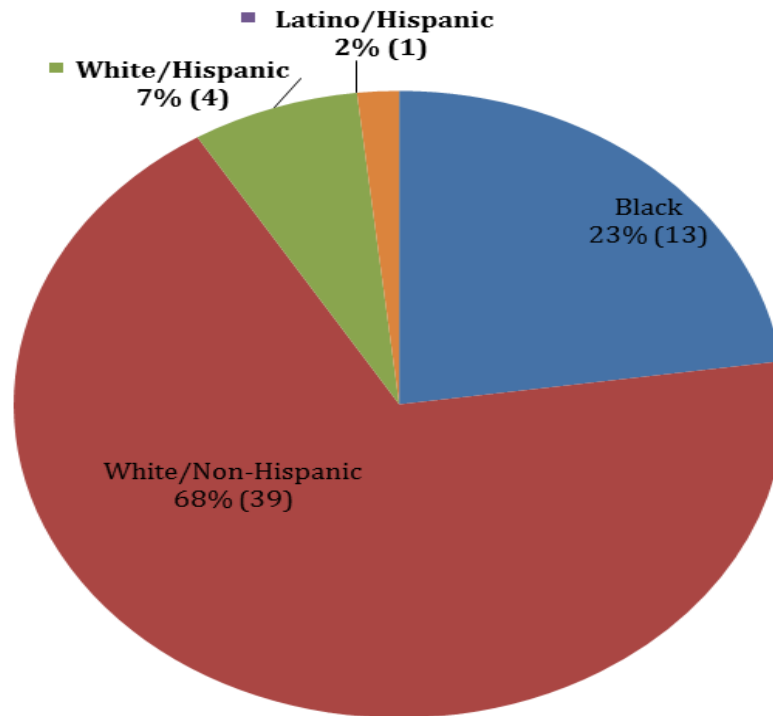
## Age range of Focus Group Participants

(N=57)



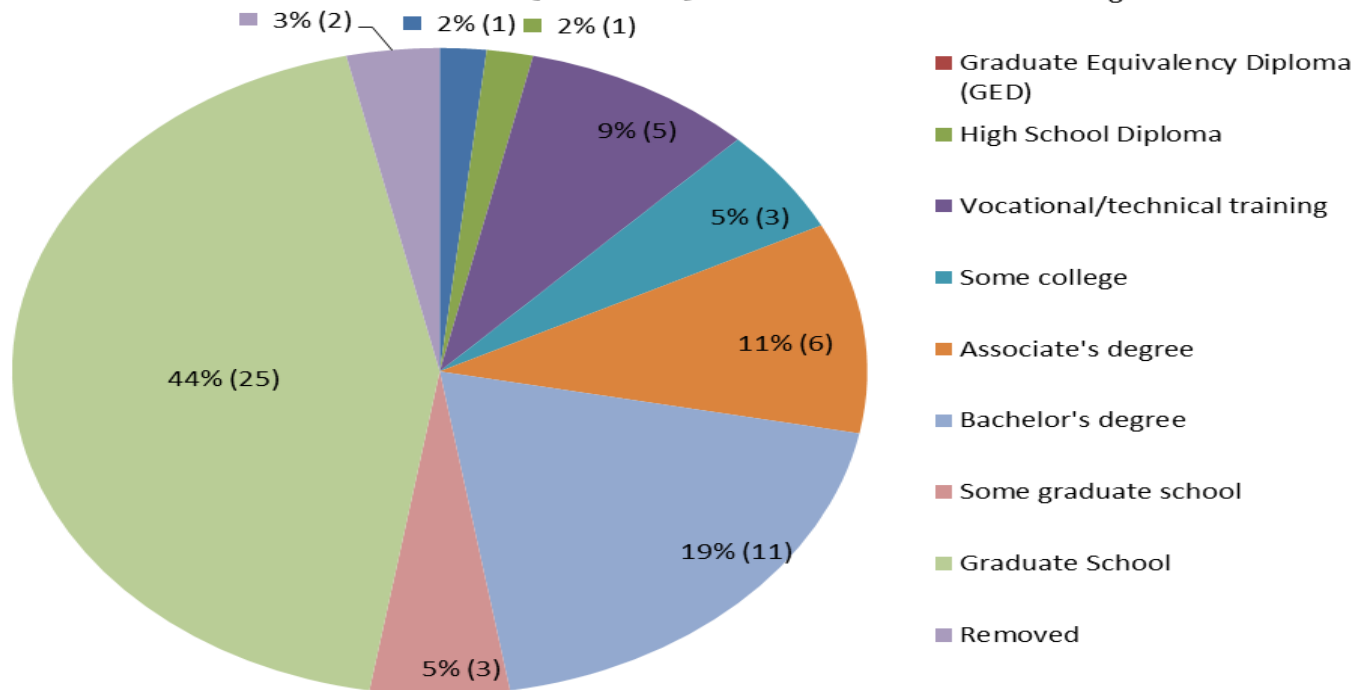
# Results: Demographics

**Race of Focus Group Participants (N=57)**



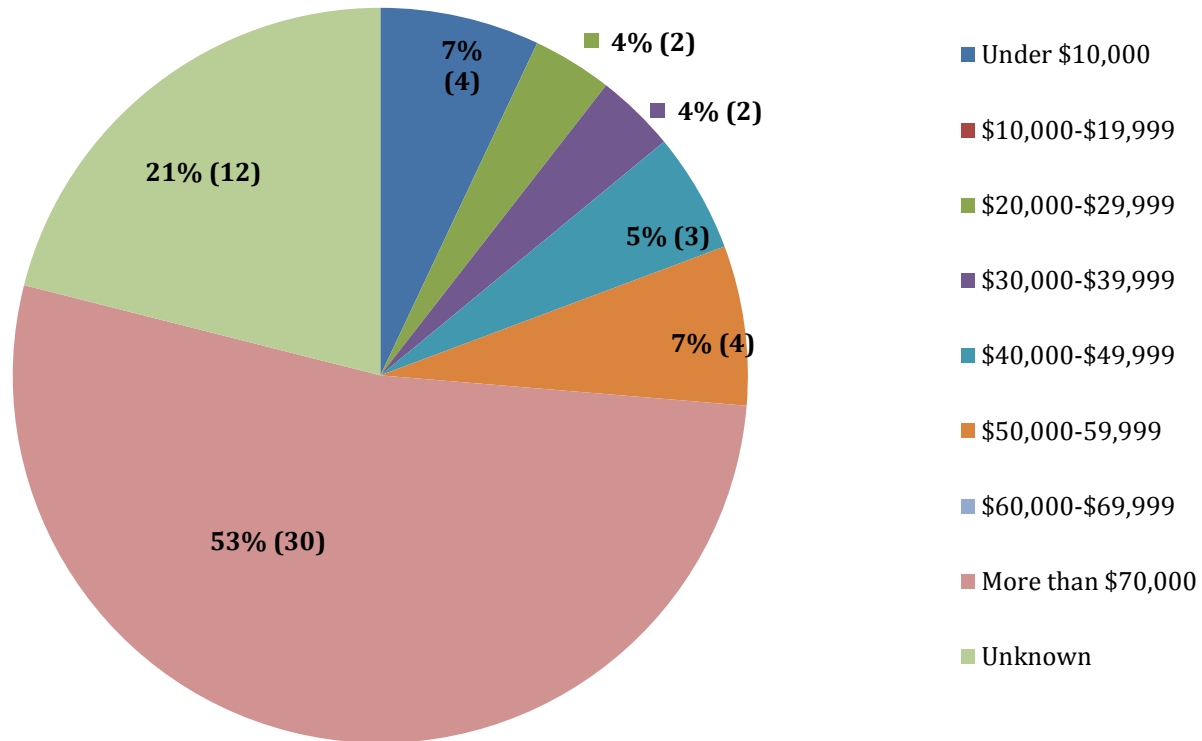
# Results: Demographics

**Education Level of Focus Group Participants  
(N=57)**

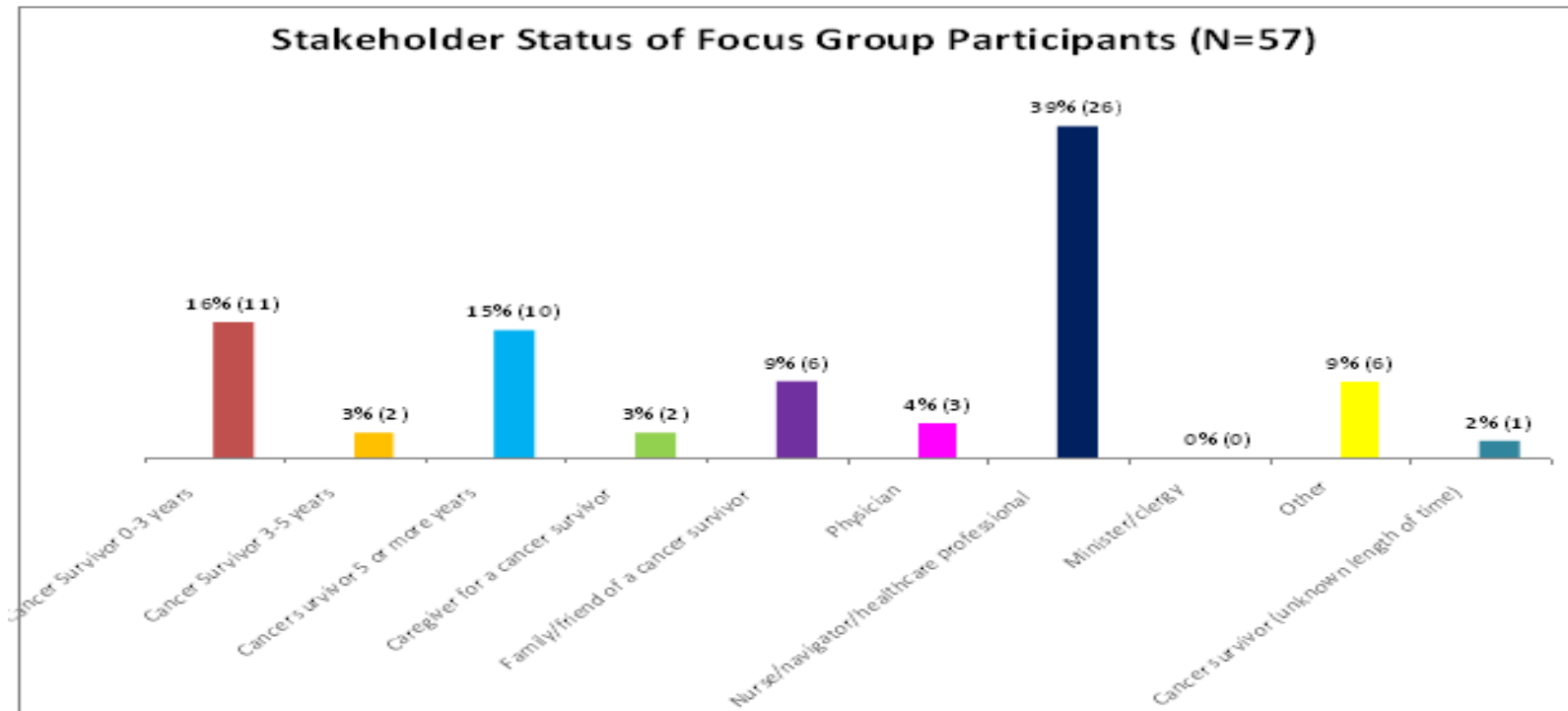


# Results: Demographics

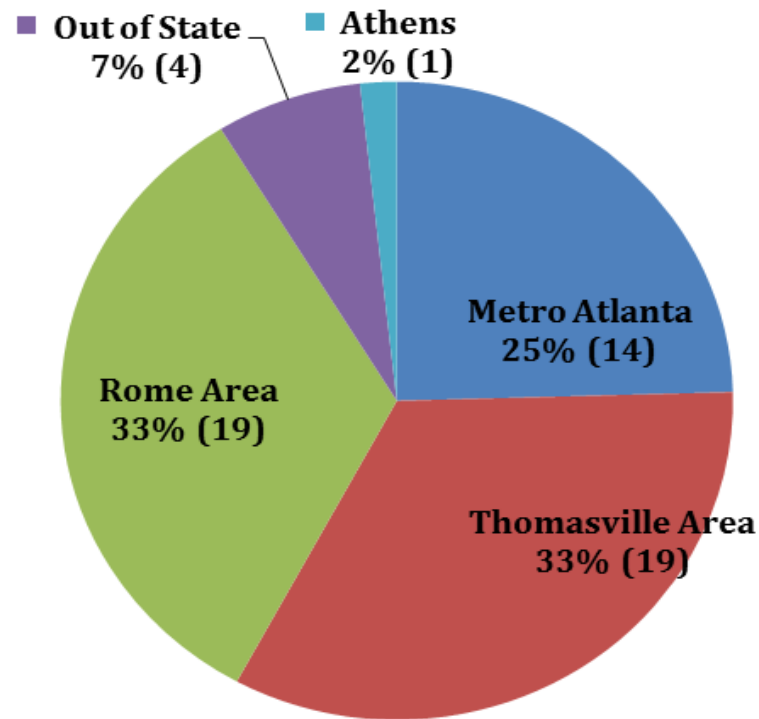
Income level of Focus Group Participants (N=57)



# Results: Demographics



# Results: Demographics



**Location of Focus Group Participants (N=57)**

# Survivor Information

## **Interest in website**

“Because you got sexuality—to me, that's not—that don't fit in here, in my opinion. Mental health is good. Spirituality is good. The economic employment concerns—I'm talking about survival. I need to know different—I'm not really too worried about the economic side at this moment, especially—I tell my people, you're flying at 45,000 feet. Who's thinking about sex?

You've got the same thing here. In a health issue, I don't see that. To me, it doesn't fit.”

(10.27.14 Survivor Focus Group)

## **Information presented**

“Is there a page that would outline to a patient, that says, “Oh, I’m a 45-year-old male. I need to get PSA checked,” or, “If I’m a 50-year-old male, I need a colonoscopy,” in layman’s terms that they could understand?” (11.12.14 Healthcare Provider Focus Group)

## **Success as a survivor**

“A treatment summary and care plan....think that should be specifically underneath the survivors section and not just the healthcare providers.”(11.11.14 Survivor Focus Group)

# Caregiver Information

## Interest in website

“(Information on) Taking care of yourself.” (1.20.15 Caregiver & Survivor Focus Group)

## Information presented

“I can say as a caregiver it’s (website information) pretty accurate. The stages it lists. The fear of cancer coming back, the time you spend as a caregiver, needing a support system, all that stuff. Very, very accurate.” (1.20.15 Caregiver & Survivor Focus Group)

## Informational Support

“I think that there should be more testimonials from caregivers as well cuz I think that the caregivers are an underserved population in the whole battle against cancer.” (1.20.15 Caregiver & Survivor Focus Group)

“Let people know that there’s no guidebook to go by and what to expect. Just be ready. Expect the unknown ‘cause you don’t know. He lost his sight in 30 seconds in 1 of his eyes a couple months ago. I mean you just never know what’s goin’ to happen and it was because of the chemo. Permanently. You never know from day to day what’s goin’ to happen, so be prepared for the unknown. The uncertainty of it.” (1.20.15 Caregiver Survivor Focus Group)

# Healthcare Provider Information

## **Interest in website**

“From my standpoint, resources interest me the most ‘cause that’s usually what I’m doing day to day, the resources for patients.” (Healthcare Provider Focus Group)

“I think for me it’s just helpful to know that it’s coming from more of a statewide perspective. Make sure we’re all on the same page and we’re all looking at the same resources, and we’re all driving towards the same standards and expectations. And so for me, it’s just sometimes trying to figure out where everybody else is or maybe reading about something else going on, I can try to tap in and be inspired or find that knowledge about what somebody in south Georgia might be doing. Are we doing it here? Are we doing it the same way? And making sure that we are all talking about the same things, offering data that’s quality.” (Healthcare Provider Focus Group)

## **Success as a healthcare provider**

“Well, I think that, you know while I've been on the website and have used it, a lot of people just probably don't. So I mean I just think more people knowing about it and knowing that those resources are there will make people more successful. I mean the information seems to be there. It's about knowing it's there. Knowing that it could be helpful...more advertising.” (Healthcare Provider Focus Group)

# General User Information

## Interest in website

- “All of the options...with the headers up above, you could look at anything you wanted to relative to your cancer or to your friend’s cancer. At different times, you’re looking for different types of things, and it gave you plenty of choices, very visible, easy to find, easy to navigate.” (12.3.14 General User Focus Group)
- “I like that it has survivors, caregivers, and healthcare professionals.” (12.3.14 General User Focus Group)

# Recommendations

- Change the gray background color to a more “vibrant color that connotes more energy”
- Reduce the amount of text on each page of the CSC
- Add more Latino/Hispanic individuals to the website
- Add younger aged individuals to the website
- Add more cancer statistics
- Add organ donation information
- Add spirituality/religious information
- Add information pertinent for military and/or veteran cancer survivors
- Add a “survivors in the news” section
- Include more “common folk” survivor stories

# Recommendations

- Add Spanish language
- Add Care Plan and Treatment summary information from the HCP section to the survivors section
- Add a section for questions that patients can ask their physician
- Include national , region, and local resource information (e.g., support group meetings, financial assistance, transportation, organizations, mammography services, and activities, etc.)
- Add resources and frequently asked questions (FAQs) that will be useful for newly diagnosed patients
- Add a cancer glossary of terms
- Add general and region specific FAQs that will be useful for newly diagnosed patients
- Add a list of “model” survivorship programs and provide a name associated with each program so that others can contact this person with questions
- Highlight survivorship programs that have best practices

# Strengths and Limitations



## Strengths

- Reached Saturation
- In-Depth Answers
- Variety of Background and Location



## Limitations

- Need for additional caregiver information
- Sample Size, recruitment & availability
- Non-cancer audience

# Summary and Next Steps

Great foundation for enhancing the CSC Website



Findings suggest an interest and need of cancer survivorship information for the state of Georgia



Definite need for follow-up of website survey data and outcome evaluation

# June 2016 CSC Website Updates

- Colors updated
- Responsive Technology Function
  - Full functionality on any size device
- Added “Survivorship Help/FAQ” to assist with navigation of the site
- Cancer Survivorship Connection is more prominent on the Homepage

# Acknowledgements

- Georgia CORE
- Focus group participants  
(Caregivers, Healthcare Professionals,  
Survivors, and General Users)



