

Improving Hepatitis B Testing and Linkage to Care Among Hard-to-Reach Populations: The Northern New Jersey and New York City Hepatitis B Program

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October 30, 2018
Hep B United Webinar

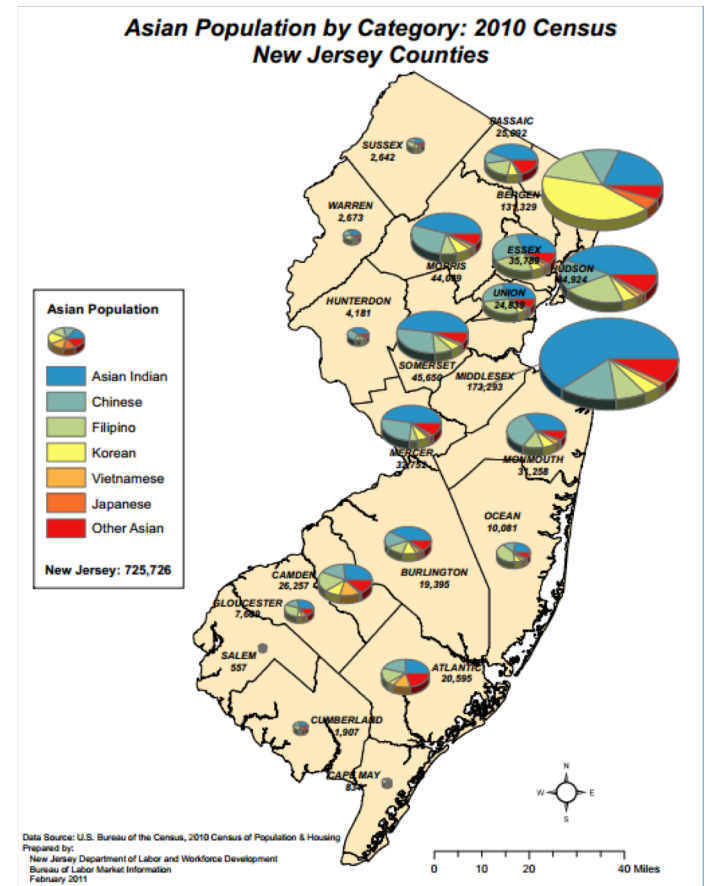
New York City/New Jersey Demographics

New York City:

- 38% of residents are foreign-born
- 13% of the population is Asian American (1.13 million)

New Jersey:

- 21% of NJ's population is foreign-born (3rd highest % in US)
- NJ has the 4th largest AAPI population in the U.S. (behind NY, CA, TX)
- NJ Chinese increased by 34% between 2000-10



Screening Approaches

- 2 sites – Northern NJ and NYC
- CBWCHC: Ongoing primary care based screening and comprehensive HBV care in FQHC setting
- SBMC: Adapt CBWCHC approaches to a community hospital model in suburban region
 - Primary care based screening
 - Community based screening
 - Online/print media campaign
 - Household contact screening
 - Train another primary care site to conduct HBV screening

Primary Care-Based Screening

Charles B. Wang Community Health Center (CBWCHC)

Non-Profit & Federally Qualified Health Center

- Established in 1971
- Level III Medical Home NCQA Certification
- 4 clinical sites across Chinatown, Manhattan and Flushing, Queens

Multidisciplinary care

- Primary care & specialists, social work, dental, mental health
- Focus on medically underserved & Asian Americans
 - Languages offered: Mandarin, Cantonese, Toishanese, Shanghainese, Fujianese, Vietnamese, & Korean

Additional Departments

- Research and Evaluation
- Health Education
- Marketing & Communications



Primary Care-Based Screening & Care

Charles B. Wang Community Health Center (CBWCHC)

- Screen all new internal medicine patients as part of preventative care (HBsAg/ HBsAb/ HBcAb)
- Some community screening events (Chinese American Medical Society, American Cancer Society, APA Medical Student Association)
- Hepatitis B Care Program for HBV+ patients
 - Primary care- based Hep B care and treatment



CHARLES B. WANG
COMMUNITY HEALTH CENTER
王嘉廉社區醫療中心

Saint Barnabas
Medical Center | RWJBarnabas
HEALTH

CBWCHC EMR Support: HBV Flowsheet (autofills completed HBV tests)

Interactions:

Forms Text

Forms Add...

Registry Form

Hep B DM Asthma HTN HighRisk PCMH Factors

Hep B Registry
 HepB Registry No data before Add
 HBCP Add Record HBCP Hep B form

HBsAg Positive (07/23/2007 12:00:01 PM)
 HBsAg Record
 HBsAb Negative (07/23/2007 12:00:01 PM)
 HBsAb Record

HBeAg
 HBeAg Record
 HBeAb
 HBeAb Record

anti-HBc
 anti-HBc Record

Vaccination History
 Hepatitis A:
 Hepatitis B:

Days

HBV DNA (IU/mL)
 HBV DNA (Cpies/mL)
 AFP tumormkr
 AFP
 SGOT (AST)
 SGPT (ALT)
 Creat
 Albumin
 Platelets
 Abd Imaging (any)
 US Abd

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PID: PHQ2: Lang: H:
 (DOB:) PCP: HepB INS-1:

blems

Enter search text Active Only

| Description | ICD-9 | ICD-10 | Onset Date | End |
|-----------------------------------------|--------|--------|-------------|-----|
| Screening for Colon Cancer | V76.51 | Z12.11 | 07-Jan-2017 | 02- |
| OVERWEIGHT | 278.02 | E66.3 | 14-Oct-2014 | |
| CHEST WALL PAIN, ANTERIOR | 786.52 | R07.89 | 24-Mar-2014 | |
| HELICOBACTER PYLORI GASTRITIS | 041.86 | B96.81 | 14-Jun-2013 | |
| VACCINE AGAINST DTP, DTAP | V06.1 | | 24-May-2013 | |
| SCREENING FOR COLON, MALIGNANT NEOPLASM | V76.51 | Z12.11 | 24-May-2013 | |
| ALLERGIC RHINITIS | 477.9 | J30.9 | 16-Feb-2013 | |
| HEPATITIS B, CHRONIC | 070.32 | B18.1 | 24-Jan-2009 | |

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New Jersey: Community Hospital + Primary Care

Saint Barnabas Medical Center

- Extensive resources for medical care
- Community Outreach
- Marketing & Public Relations

+

Center for Asian Health

- Can reach to the Asian community
- Partner with community groups
- Access to ethnic media (newspapers)
- Patient navigation

=

Population based health



華人健康日活動 Chinese Health and Wellness Fair

4月23日(周六) Saturday, April 23rd 9 am-2 pm
(8時30分報到Registration & Sign-In 8:30 am)

Ambulatory Care Center
200 South Orange Avenue,
Livingston NJ 07039

免費篩檢 Free Screenings

- 血壓 - Blood Pressure
- 頸部超音波頸動脈 - Carotid Artery Ultrasound
- 骨密度檢查 - Bone Density with Heel Screening
- (B)型肝炎篩檢 - Hepatitis B Testing
- 皮膚癌篩檢 - Skin Cancer
- 身體質量指數及脂肪百分比 - BMI (Body Mass Index) & Body Fat Percentage/Balance Screening
- 肺癌初步篩檢 - Lung Cancer Screening
- 視力檢查 - Vision Screening
- 青少年運動震動篩檢 - Concussion baseline assessments for Youth. There is a fee for the results.

特別專題演講 Health Talks

When to go to the ER - Dr. Peter Lee
Common Gastrointestinal Conditions in Asians - Dr. Larry Liu
Breast Cancer: Screening & Prevention - Dr. Janet Yeh
What You Need to Know About Heart Health - Dr. Sarah Fan
Colorectal Health - Dr. Renee Huang
Hepatitis B & Liver Health - Dr. Su Wang
Be Smart About Your Medications - Kevin Chien, PharmD
Health Insurance: Medicare, Medicaid, & Health Insurance Marketplace - Frank Winters & Jerry Zee from CMS
Relationships and Your Mental Health - Dr. Pei Hsu

專科醫師門診 Meet with Doctors

| | |
|-----------------------------|---------------------------|
| Internal Medicine/內科 | Family Practice/家庭科 |
| Cardiology/心臟專科 | Anesthesiology/麻醉科 |
| Gastroenterology/腸胃專科 | Breast Surgeon/乳房外科醫師 |
| Hepatology/肝病專科 | Emergency Doctor/急診專科 |
| Ophthalmology/眼科 | Psychiatry/Psychiatry/精神科 |
| Hematology/Oncology/血液科/腫瘤科 | Colorectal Surgeon/結腸科 |

健康生活示範 Demonstrations

- 如何應用物理治療改善背部及膝蓋
- How Physical Therapy Can Help You (Back & Knee Demo)
- 健康飲食
- Healthy Eating, Healthy You Cooking Demo
- 居家安全 避免燒傷
- SBMC Bum Truck: How to Keep Your Family Safe
- 孩童遊戲區
- Child Life Activity Table

您在找尋適合的醫生嗎? Looking for a Doctor?

社區許多專科醫師和家庭醫生都在這裡 Many Primary Care and Specialist Physicians Will be There
"您想要成為一名醫生嗎?" "So You Want to be a Doctor?"
讓醫生和醫學院學生來分享他們的經驗 A panel of physicians and med students will share their experiences

Saint Barnabas Medical Center
Barnabas Health

詳情請洽 For questions, contact:
The Center For Asian Health
電話: 973-322-6888

B1 地方 地方日報
新澤西州/賓州/德拉瓦州
2014年3月8日 星期二, MARCH 4, 2014

聯合新設立的愛迪生亞裔資訊中心為 Medicare 紅藍卡受益人提供聯邦醫療保險 Medicare 計劃, 歡迎前來諮詢。
1784 Route 27, Edison, NJ 08817 (H Mart 對面)
1-800-801-1900

聖巴拿巴亞裔醫療中心開幕

位於新州北部 解決亞裔就醫難題 為患者預約門診、進行醫學翻譯 作為醫患橋梁

記者謝雅潔、新澤西州報導
聖巴拿巴醫療中心 (Saint Barnabas Medical Center) 與 SSMC 亞裔健康華人醫療服務中心, 日前舉行開幕典禮, 為新州北部華人提供醫療服務新契機。
開幕典禮由新澤西州副州長羅伯特·李 (Robert Parisi)、李文斯頓 (Livingston) 市市長馬克·羅伯 (Michael Robert)、前市長費爾南德斯 (Rudy Fernandez) 都舉手出席剪綵。
SSMC 行政總裁費爾南德斯 (John Bonano) 表示, 新州是全美華人居住的第二大州, 過去十年華人人口增長了 50%。許多疾病是可以在預防的, 但亞裔對預防保健、健康檢查態度不一, 未來該院會不斷努力進行健康講座, 對社區進行健康教育和服務。
聖巴拿巴醫療中心 (SBMC) 華人醫療服務中心主任李思思、副院長黃敏行曾與謝雅潔會面, 並為該中心提供服務, 包括胃腸、肝膽、乙型肝炎、糖尿病和骨質疏鬆。李思思表示, 許多疾病是可以在預防的, 但亞裔對預防保健、健康檢查態度不一, 未來該院會不斷努力進行健康講座, 對社區進行健康教育和服務。



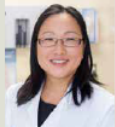
Center for Asian Health

Let's be healthy together.

Primary care team
providing bilingual services



Dr. Su Wang
Medical Director
Mandarin/English



Dr. Mindy Houg
Korean/English



Dr. Shih-Fen Chow
Mandarin/Taiwanese
& English



Meet our new physician
Dr. Elaine Zhai
Mandarin/English

Offering expanded hours
Monday - Friday
9am to 5pm

Weekend hours: Every 2nd
Saturday from 9am to 2pm

Extended hours: Every other
Wednesday from 5pm to 7pm

Do you know Asians are more at risk for:

Hepatitis B

- The #1 cause of liver cancer. Do you know your Hepatitis B status?

Diabetes

- You should be screened for Diabetes if you have a BMI >23.

Cancer

- The #1 cause of death in Asians. Are you up to date with your mammogram or colonoscopy?

Providing care for everyone! Patient navigation available in Mandarin and Cantonese.

Center for Asian Health
222 Columbia Turnpike
Florham Park, NJ 07932
973.261.9077

rwjbh.org/medicalgroup

Specialists with
on-site office hours



Sarah Fan, MD | Cardiologist
New Jersey Cardiology Associates
973.7319.442



Alyssa Gallipani | PharmD
Pharmacist
973.261.9075



Pei-Chen Hsu, Ph.D. | Psychologist
Barnabas Health Behavioral Health Network
973.261.9075



Larry Siu, MD | Gastroenterologist
Affiliates in Gastroenterology
973.74.55.0404

Saint Barnabas
Medical Center

Center for Asian Health
華人醫療服務中心

RWJ Barnabas
HEALTH

Center for Asian Health

Launched in 2013

We provide:

- Primary care practice w specialists
- Patient navigation
- Community outreach/education

In first 2 years:

- 2500 patient visits
- Conducted 55 events with a reach of 11,000 people



Chinese Community Outreach

Language schools, Places of Worship, Chinese New Year



Spring Health Fair at the Huaxia Livingston School

Sponsored by the Center for Asian Health at Saint Barnabas Medical Center

Free Screenings:

- Hepatitis B Screening
- Glucose Screening
- Bone Density Screening
- Blood Pressure Check
- Balance Screening

Saturday, May 3, 2014

9:00 am to 2:00 pm

Mt. Pleasant Elementary School
11 Broadlawn Drive
Livingston, NJ 07039

Giveaways

Health Talks:

- 9:00-9:30 am, 10:45-11:15 am, 12:30-1:00 pm
Asian Health: How to "B" a Hero
Su Wang, MD, Internist and Medical Director, Center for Asian Health
- 10:00-10:30 am, 11:45am-12:15 pm



Livingston HuaXia School

Largest in NJ

1200 students every
Saturday

Tzu-Chi Buddhist Foundation

Mid-Atlantic
Headquarters
Caldwell, NJ



LivingStone Christian Church



Livingston Chinese New Year



Training the Internal Medicine Faculty Practice

- Faculty Practice Teaching Clinic
 - 5 attendings, 30 residents
 - Launched HBV screening began June 2016
- Required intensive collaboration w attendings, residents, and medical assistants
- Program staff conducted chart review of patients to identify those for testing
 - Sent physician a reminder as alert in EMR, included reason and actual tests to order
 - Survey and consent were a barrier
 - Labor intensive



Screening Coupon

- Novel screening strategy for patient convenience
 - Serves as lab requisition and payment
 - Patient initiated
 - Removes barrier of medical visit & insurance
 - Multiple lab locations
 - Given out health fairs, doctor's office, etc
 - Coupon could be printed online at LiverBWell.com



If you or your parents are from **ONE OF THESE COUNTRIES...**


You are at risk for Hepatitis B!

Hepatitis B is the world's leading cause of liver cancer

Do you know your status?
Get tested for free!
2 out of 3 with Hepatitis B are not aware.
Get tested at one of the locations on the back.
LiverBWell.com

Saint Barnabas Medical Center
Barnabas Health

Center for Asian Health
華人健康中心



Screening Coupon

Get Your Free Test — Visit One of Our Hepatitis B Screening Sites Today!

Building Bridges to Liver Health: A Northern New Jersey & New York City Hepatitis B Collaborative Program

LiverBWell.com

NORTHERN NEW JERSEY — You Must Bring This Coupon

CENTER FOR ASIAN HEALTH Call for appointment

Phone: 973.322.6888

Hours: M-F 9:00 AM– 5:00 PM

101 Old Short Hills Road, Suite 408, West Orange, NJ 07052

NEW YORK CITY

CHARLES B. WANG COMMUNITY HEALTH CENTER Call for Appointment

■ Manhattan:

268 Canal Street, New York, NY 10013

Phone: 212.379.6998

■ Queens:

136-26 37th Avenue, Flushing, NY 11354

Phone: 718.866.1212

SAINT BARNABAS MEDICAL CENTER OUTPATIENT LABS Walk-In

■ 94 Old Short Hills Road, Livingston, NJ 07039

(Saint Barnabas Medical Center)

Hours: **M – Th:** 6 am – 6 pm

F: 6 am – 4 pm **S:** 6 am – 1 pm

■ 200 South Orange Avenue, Suite 105, Livingston, NJ 07039

(Ambulatory Care Center)

Hours: **M, W, F:** 6 am – 5 pm

T, Th: 6 am – 6 pm **S:** 6 am – 2 pm

■ 189 Eagle Rock Avenue, Roseland, NJ 07068

Hours: **M – F:** 6:30 am – 5 pm

■ 560 Springfield Avenue, Suite 104, Westfield, NJ 07090

Hours: **M – F:** 8 am – 4 pm

■ 382 Bloomfield Avenue, Caldwell, NJ 07006

Hours: **M – F:** 7 am – 5 pm

Th: 7 am – 7 pm **S:** 7 am – 3 pm

This is a lab requisition for:

(Please fill out your name) First Name _____ Last Name _____

For NJ Lab Personnel:

- Patient must complete consent form (Lab results will be sent by mail, so patient must fill in correct address)
- Patient must complete survey
- Please fax both consent form and survey to 973.322.6886 (For any questions, please call 973-322-6777)

Ordering physician: Dr. Su Wang (ph 973.322.6888 fax 973.322.6886) **Plan Code:** G32 (no insurance info needed)

3 Lab Tests: Hepatitis B Surface Ag & Hepatitis B Surface Ab & Hepatitis B Core Ab IgG

Ethnic Print & Online Campaign

- Wider reach to increase public awareness of HBV and offer free screening
- Chinese newspaper advertisements
 - Articles & ads w info on HBV & screening
 - Send in survey & be submitted for drawing

醫療保健巡禮
2015年7月13日 星期二 JULY 21, 2015

聖巴拿巴華人醫療服務中心
提供免費乙(B)型肝炎篩檢、丙(C)型肝炎篩檢、肝炎疫苗施打
並為肝炎患者安排進一步的檢查及治療

如果您或您的父母來自這些國家... 您有感染B型肝炎的風險

免費B型肝炎檢查活動
7月28日、8月4日及8月6日
11:00am 至 1:00pm

聖巴拿巴華人醫療服務中心
161 Old Short Hills Road Suite 408,
West Orange, NJ 07052
報名專線: 973-322-6688
asianhealth@barnabashealth.org

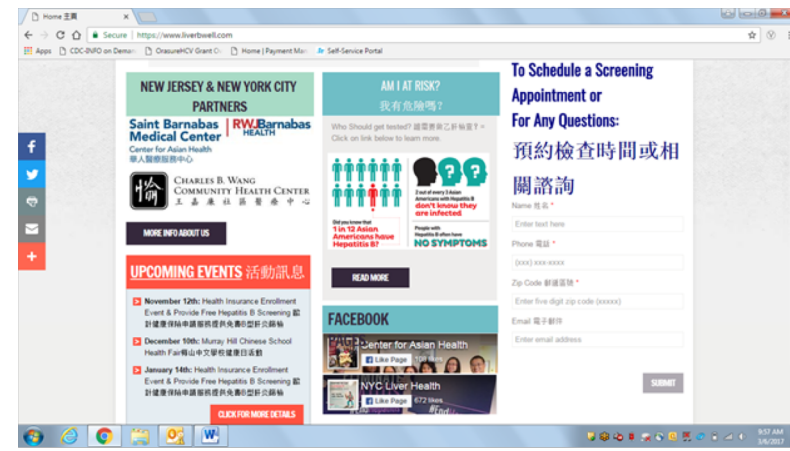
Saint Barnabas Medical Center
Barnabas Health

© World Journal, Fox Print Road Only, Allentown, PA, USA

Online Campaign

Utilized CDC's "Know More Hepatitis" PSA (Youtube)

- Ad buys through IW group which targeted users by zipcode, ethnicity
- Ads showed up across popular Chinese websites- newspaper, shopping & video streaming sites
- Linked to LiverBWell.com website for local screening info



Combined Screening Results

| | Program Total | |
|-----------------------------------|---------------|---------|
| HBsAg-positive | 245 | (7.5%) |
| Immune | 1789 | (55.0%) |
| -Due to previous infection | 875 | (49%) |
| -Due to vaccination | 914 | (51%) |
| Susceptible (Need Vaccine) | 1008 | (31.0%) |
| Isolated HBcAb-positive | 130 | (3.9%) |
| Indeterminate | 85 | (2.6%) |
| Total Screened | 3257 | |

Demographic Differences between NYC and NJ

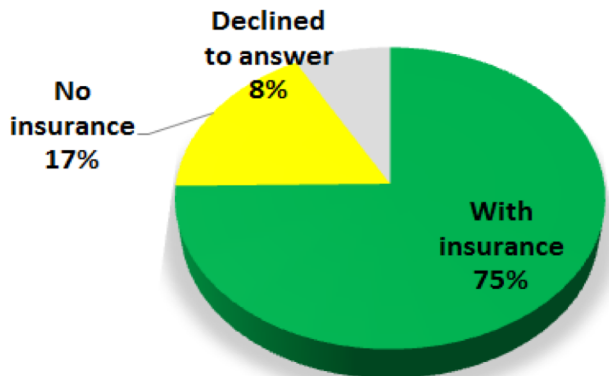
| | New York City | New Jersey |
|-------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Gender - Female* | 751 (56%)* | 708 (61%)* |
| Median Age (Range) | 45 (19, 98) yo | 54 (10,94) yo |
| Top 3 Birthplaces* | China (77%)* US (6%)* Malaysia (4%) | China (27%)* US (24%)* Taiwan (19%) |
| No Medical Insurance* | 458 (34%)* | 125 (11%)* |
| With Medical Insurance* | 878 (66%)* | 974 (84%)* |
| Types of Insurance* | Medicaid (60%)* Medicare (6%)* Private (13%)* Other/ACA (20%) | Medicaid (11%)* Medicare (14%)* Private (47%)* Other (21%) |
| Total Screened | 1336 | 1164 |

*Difference between NYC and NJ is statistically significant, z-test $p < .05$

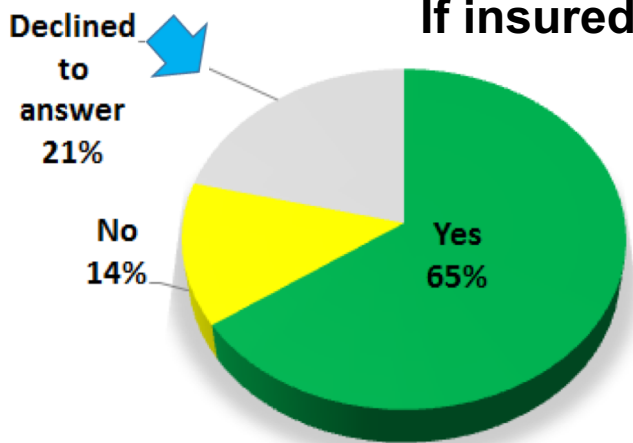
Data collected from 10/1/2014 – 12/31/2016

Insurance, PCP and HBV Screening Status

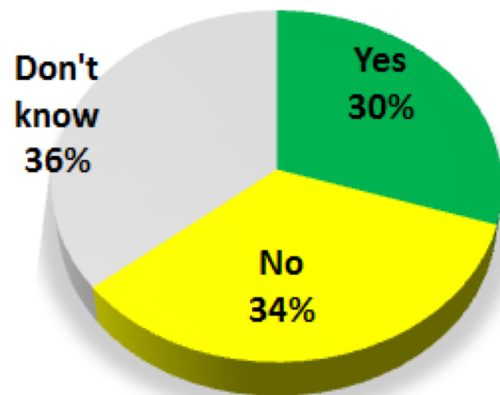
Do you have health insurance?



If insured, do you have a PCP?



If you have a PCP, have you been screened for HBV?

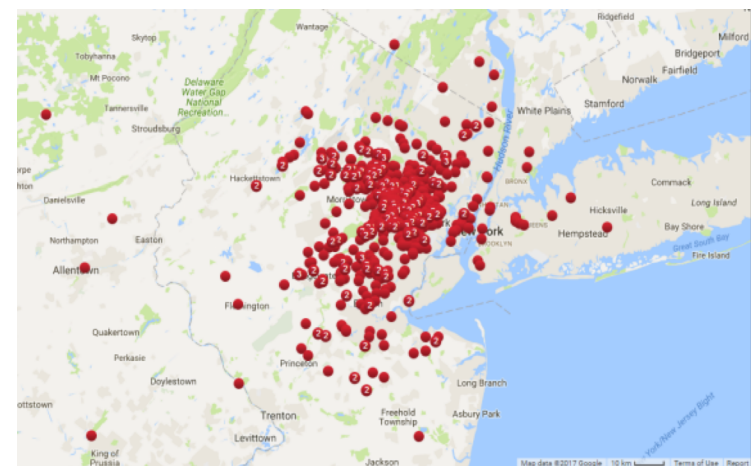
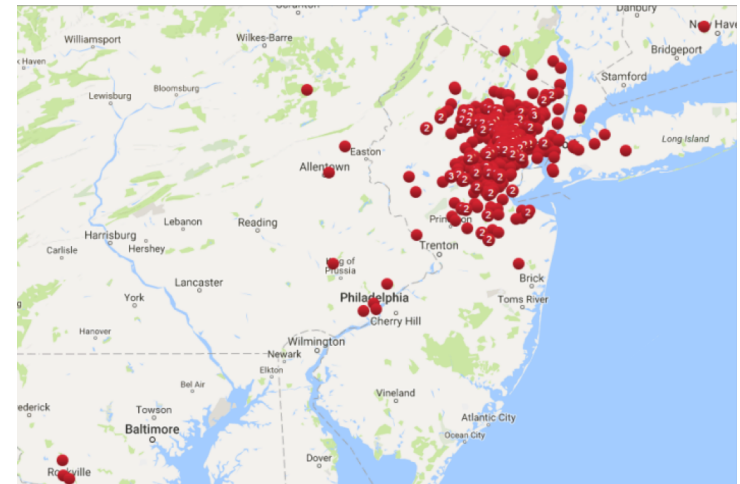


NJ Screening Sources and Geographic Distribution

59% Community event, 30% Primary care, 11% Coupon

54 community screening events

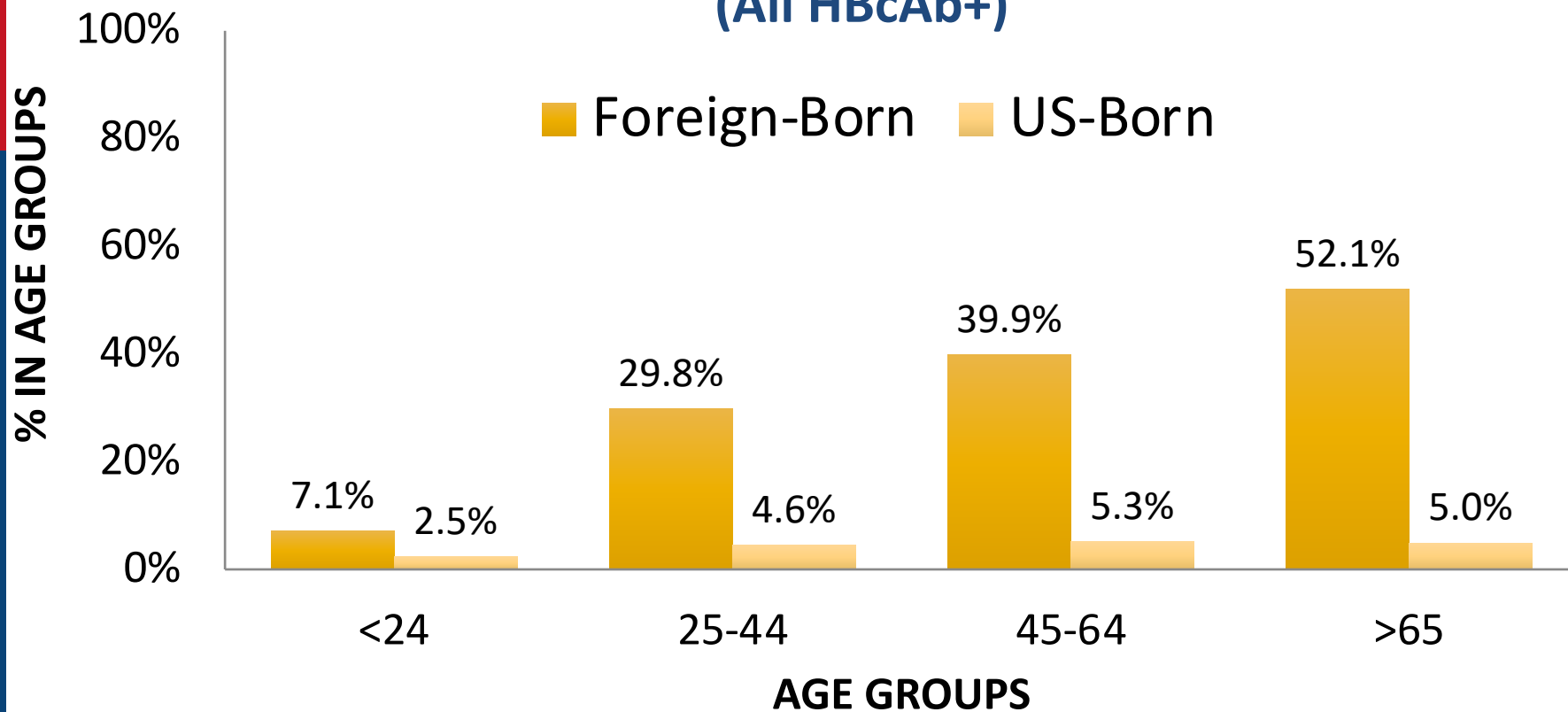
| Screening sources & outreach | no. | % |
|--------------------------------|-------------|-------------|
| SBMC - CAH | 423 | 36.3% |
| SBMC - Health Events | 208 | 17.9% |
| SBMC - Walk in | 80 | 6.9% |
| SBMC - IMFP | 59 | 5.1% |
| Tzu-chi Foundation | 110 | 9.5% |
| Four Square Christian Church | 27 | 2.3% |
| Living Stone Christian Church | 17 | 1.5% |
| Nia Fellowship Church | 15 | 1.3% |
| Hua-Xia Chinese School | 23 | 2.0% |
| Livingston Chinese School | 21 | 1.8% |
| Murry Hill Chinese School | 11 | 0.9% |
| Millburn Health Day | 26 | 2.2% |
| Maplewood Health Day | 24 | 2.1% |
| Livingston Health Department | 37 | 3.2% |
| Orange Health Fair | 11 | 0.9% |
| South Orange Health Fair | 28 | 2.4% |
| Livingston Chinese Culture Day | 4 | 0.3% |
| OCA National Convention | 36 | 3.1% |
| Household Contact | 4 | 0.3% |
| Total | 1164 | 100% |



NJ Household Contacts

| Household Contact | | |
|-----------------------|-----|-----|
| HBV+ | 28 | 18% |
| Susceptible | 37 | 24% |
| Non immune | 29 | |
| Core Positive | 8 | |
| Immune by Vaccination | 45 | 29% |
| Immune by Infection | 44 | 28% |
| Total # | 157 | |

High rates of HBV Exposure in Foreign Born vs US born (All HBcAb+)



| | | | |
|-----------------------------------------------------------------------------|-----------------------|-----------------------------------|----------------------------|
| Ever Exposed (Current+Previous Infection +Isolated core) | 525 Total* | 451 (86%) Foreign born | 22 (4%) US born |
|-----------------------------------------------------------------------------|-----------------------|-----------------------------------|----------------------------|

*10% did not indicate country of birth

Lessons Learned

- Can learn from other's models and adapt as needed
- Partnership w/ hospitals can reach at-risk populations
 - Have resources like community affairs, marketing but don't have access to communities
- Collaboration is key
 - CBOs, Health departments, Medical organizations
- Include HBV w/ other efforts (health fairs, cancer prevention, immunization, wellness)
- Suburban vs. urban Asian profiles
 - May be more insured but still with gaps in HBV screening
- FB w/ higher current & previous infected HBV rates
- Other FB at-risk: Africans, Caribbean, Latino
- Navigation, care management important for at-risk populations due to healthcare barriers

Acknowledgements

SBMC

Ruth Brogden

Wenchi Chen

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Ellen Romanowski

Jolynn Reasoner

Phlebotomy staff

Margie Heller

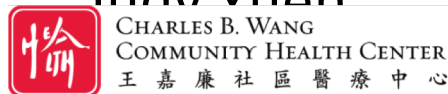
Winifred Easterling

Community Affairs Team

Sally Malech

Sam Anton

Judy Yuan



Tyler Jiang

BingHong Xu

Internal Medicine Faculty
Practice (Attendings &
Residents)

CBWCHC

Niki Bannister

Perry Pong

Amy Tang

Janice Lyu

Vivian Huang

Mary Chiang