Guide to Implementing Successful LDCT Lung Cancer Screening Programs: for Healthcare Providers in Navigating the Path Towards Population Health
Featuring primary research with imaging administrators who are implementing LDCT lung cancer screening programs

Overview
Over the past five years, the healthcare field has experienced a sea change in addressing screening for lung cancer. The 2011 publication of results from the 2002-2009 National Lung Screening Trials* (NLST), conducted at 33 academic institutions, set the stage for a national initiative by the Centers for Medicare and Medicaid Services (CMS) to reimburse lung cancer screening programs using low-dose CT (LDCT). In the evolution of policy to practice, the years 2011-2015 have been a period of transition for lung cancer screening, not only for developing the LDCT protocols within radiology, but also for implementing organization-wide programs that incorporate the population health goals of promoting prevention and improving outcomes. Now that CMS has defined the eligibility criteria and billing codes, 2016 promises to be a bellwether year for lung cancer screening programs. This IMV guide explores the lessons learned by those who have already started such programs and provides a reference to help healthcare providers implement successful LDCT lung cancer screening programs.

Market Research Methodology
This guide features insights gained from a 3-day online discussion board conducted by IMV with 23 imaging managers in hospital & non-hospital settings who have implemented or are actively developing a LDCT lung cancer screening program that qualifies for Medicare reimbursement. As such, these participants represent early implementers of LDCT lung cancer screening programs.

IMV Market Research Advantages
Since 1977, IMV has been a leading supplier of market information to the healthcare industry, providing databases and comprehensive market reports that address the radiology, cardiology and radiation therapy markets.

- In-Depth Analysis: Results from the 3-day discussion board reveal the challenges and successes of programs to date, from the imaging administrator’s perspective, and their recommendations for setting up a successful organization-wide program. Insights are provided for key market segments represented by these respondents, including urban/suburban/rural facilities, large vs. small hospitals, and outpatient imaging centers.
- Practical Guidelines: 45+ pages in slide presentation format with graphics, quotes, and insights to help healthcare administrators define their objectives & steps to implement successful LDCT lung cancer screening programs.
- Future Outlook: Respondent opinions about what constitutes success in a population health context.

What you’ll learn in this guide
Experience of LDCT Lung Cancer Screening Programs Started Before 2016
- The typical monthly volume and total volume-to-date of LDCT lung cancer screening procedures.
- The anticipated growth of LDCT screening procedures.

The Ideal Implementation Journey
- Strategic objectives of current programs
- Definition of success for lung cancer screening programs
- The key stages in setting up an ideal program
- Program success to date of those on the journey

Guide to Implementing a Successful Program
- The key areas to focus on to build a program
- Current needs to achieve a streamlined workflow from the physician’s order for a LDCT to ongoing follow-up
- The recommended steps for…
  …meeting CMS eligibility requirements
  …identifying program champions
  …establishing multidisciplinary teams
  …attracting physician referrals
  …attracting/recruiting patients
  …marketing and public education strategies
- Case studies from four facilities

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Price: $795 for the guide in slide presentation .pdf format.
Contact IMV at 847-297-1404, ext. 116, or sales@imvinfo.com.
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