



Melanoma / Skin Cancer Screening

2011 PROGRAM GUIDELINES

*Through this public service program, Academy member volunteers have provided more than **2 million** screenings and detected more than **197,000** suspicious lesions, including more than **22,500** suspected melanomas, from 1985-2009.*

What are the guidelines for conducting a screening?

- All screenings are to be free of charge. This is the primary function of the program and cannot be altered.
- As this is an Academy-sponsored program and a member benefit, Academy member dermatologists must order all materials, serve as the Program Director and be present at the screening. Residents and well-trained, non-dermatologists such as other physicians, nurse practitioners and physician assistants can conduct skin cancer screenings under the on-site supervision of a dermatologist. Academy members are prohibited from ordering the materials and giving them to other physicians who are not dermatologists.
- Order your skin cancer screening materials from the Academy early. (See page 3, "What forms do I need to use and how do I use them?"). If your screening is a public screening, the screening date, time and location, in addition to the screening coordinator's name and contact information, will be posted on the Academy's website and available through the Academy's toll-free number to help publicize the screening.
- If you haven't conducted a skin cancer screening before, visit the Academy's website www.aad.org members' only section, and view the video on "How to conduct a screening". Also, see page 5, "Helpful Tools," for other helpful suggestions to assist you with your screening.
- The Academy's name and logo cannot be used in advertising purposes without prior written consent.
- Use only the current year (2011) screening forms.
- The Academy places no restrictions on who is eligible for free screenings.
- The Academy highly stresses the importance of teaching self-examinations at each screening.
- The Academy will not sanction the endorsement of a product or service, or the use of brand names in any materials or giveaways used in conducting or publicizing skin cancer screenings.
- Treatment at the time of screening is prohibited.
- Most states require a physician to hold a medical license in the state in which they are providing a skin cancer screening. Check with the state's medical board or your medical insurance carrier if providing a screening in another state or recruiting physicians from another state for the screening.
- Offer a full-body examination whenever possible. Because screenings are rapid, undergarments should be kept on.
- At the screenings, distribute a list of all dermatologists in the area or provide the Academy's toll-free number (888-462-DERM [3376]) or website (www.aad.org) for referral purposes. The names of those who volunteer may be highlighted; however, screeners should not distribute their business cards or suggest themselves as the physician of choice to treat any problems discovered at the screenings.
- Conduct an exit interview with all screened individuals with suspected cancers, especially those with suspected melanomas, to encourage a follow-up examination. If someone does not have insurance, please make every effort to provide that examination or assist the participant in finding a physician.
- The physician should keep the screening records. If a nurse practitioner or physician assistant performs the screening, the forms should be maintained by the institution that employs the screener, the attending physician or resident.

What forms do I need to use and how do I use them?

The screening package includes the following documents:
Completed sample forms are shown online at www.aad.org

1. Registration and Report Form and Patient Authorization for Use and Disclosure of Protected Health Information (PHI) Form (50 sets)

- Please only use the current year's forms.
- Enter the city, state, and zip code of the screening site on all forms. Data is reported by zipcode of screening site and will not be statistically valid if it is omitted.
- Check off all presumptive diagnoses in the boxes to the left of the figures, as indicated, not just on the human figure.
- The participant should sign the form under both the "General Release Form" and "PHI" section before he or she is screened. If the patient refuses to sign this form, no data on that person should be submitted to the Academy.
- The screener should sign and print his or her name and provide his or her professional address and telephone number at the bottom where indicated.
- The participant should initial at the bottom where indicated if it is believed he or she has a precancerous or cancerous lesion. Make sure the participant understands that follow up is necessary.
- Part 1 (white copy) is retained by the screener; Part 2 (pink copy) is returned to the Academy; Part 3 (yellow copy) is provided to the participant.
- This form is considered a medical record and should be maintained by the screener for the appropriate amount of time per the screener's state regulations. However, as this form also contains HIPAA information (PHI), it must be kept by the screening physician for a minimum of six (6) years.

2. Notice of Privacy Practices Poster (2 sets)

- These are to be displayed at each screening site.
- The screener's information should appear on the poster in the two locations as indicated on the poster. If more than one screener is present, the screening director's information should appear on the poster.

3. Notice of Privacy Practices Handout (1 set)

- This can be photocopied and offered to any person being screened, should they wish to receive one.
- Please note that the screener's information should appear on the first and last page of this form.
- One copy of this handout should be kept with the Registration and Report/PHI forms as a record of what information the patient received and authorized to disclose at the time of the screening.

4. Skin Cancer Handout (Pad of 50 tear-off sheets)

- To be given to every individual screened. Note that this flyer has information on how to find a dermatologist (Academy's toll-free number and website). Please note that this contains all the information from the skin cancer pamphlet; therefore, it is replacing the pamphlet.

5. Informative Bookmark (50 sets)

- To be handed out to every individual screened. This is a bookmark promoting the Academy's SkinCancerNet website for a wealth of additional information about skin cancer.

6. Posters

- Used to help promote the screening.

7. Program Volunteers Form

- It is very important that this form be completed and returned to the Academy office for proper data collection and recognition of volunteers, and should include name(s) of screening director, coordinator, participating doctors and all other volunteers.

8. Pre-addressed Envelope

- To be used for returning completed forms (pink screening form copies and goldenrod Program Volunteers Form) to the Academy. Information from these forms is compiled and the aggregate data are reported at the end of the year.

How do I organize a screening?

Skin cancer screenings can be organized and conducted in a variety of settings and in cooperation with organizations such as the American Cancer Society, local hospitals and even at state fairs. Following are components that every successful screening program should incorporate, regardless of location:

- Determine your date, time frame for screenings and location.
- Seek approval from appropriate individuals/organizations where the screening will be held.
- Invite as many local dermatologists and their staff (residents, nurse practitioners and physician assistants) as possible. Assign time slots for those individuals to screen.
 - One dermatologist can usually screen between 6-10 patients an hour
 - Have assistants available if a chaperone is requested for the opposite sex
 - Recruit assistants to help with paper work and traffic flow
- Most states require a physician to hold a medical license in the state in which he or she is providing a skin cancer screening. Check with the state's medical board or your medical insurance carrier if providing a screening in another state or recruiting physicians from another state for the screening, or check with your medical malpractice insurance carrier.
- Order screening materials from the Academy as early as possible.
- Contact individual's or organization's public relations/community relations/marketing staff, if applicable, to coordinate in-house and community publicity campaigns (visit www.aad.org for templates).
- Identify waiting room areas and examination rooms. Make sure you have privacy, ample lighting, legal size clipboards for screening forms, and room to display educational materials in the waiting area (e.g., pamphlets, bookmarks and posters).
- Prepare lists of dermatologists in the area for referral purposes, or provide the Academy's website (www.aad.org) or toll-free number (888-462-DERM [3376]) for participants. (The Skin Cancer Handout has this information).

- It can be helpful to work with the local American Cancer Society or dermatological society to join in staffing, screening, promoting, and scheduling patients.
- If you are able, it can be helpful to schedule patient screening times in advance.
- Consider having a volunteer demonstrate how to conduct skin self-examinations in the waiting area.
- Send thank you letters to all volunteers after the screening event.
- Return data forms to the Academy in pre-addressed envelope.

Helpful Tools

Exclusive for academy members - helpful tools and downloadable templates can be found under the member's only section of the Academy's website at www.aad.org. Here you will find the following information:

- If you haven't conducted a skin cancer screening before, view the video on "How to Conduct a Skin Cancer Screening."
- If you are looking for other helpful suggestions to assist you with your screening, download the following sample templates.
 - General suggestions for successful Skin Cancer Screenings
 - Samples of successful skin cancer screening models are available online at www.aad.org, thanks to valuable input from Charles Fixler, M.D., F.A.A.D.; Kishwer Nehal, M.D., F.A.A.D., Mark Thieberg, M.D., F.A.A.D. and Sarah Weitzul, M.D., F.A.A.D.
 - Screening Location Examples
 - Fact Sheets
 - Media Timeline and Checklist
 - Sample Letters
 - Mayoral Proclamation Template
 - Community Presentation Tips, Skin Cancer Quiz, and Sun-Protection Tips
 - Local Media Relations and Sample News Releases
 - Promotional Posters

Suggested Timeline

This timeline is designed as a checklist to help plan overall activities for a skin cancer screening.

- 8 weeks prior**
 - Appoint screening Program Director.
 - Appoint volunteers to assist with identifying date/time/location, recruiting volunteers, publicity, and outline duties and responsibilities of volunteers.
 - Contact local American Cancer Society and/or dermatological society for assistance with recruiting and publicity.

- 6 weeks prior**
 - Review publicity efforts and recruitment of volunteers.
 - Establish a telephone number for accepting appointments for screenings, if desired.

- 5 weeks prior**
 - Walk through screening sites to determine physical set-up, equipment needs and traffic flow.
 - Recruit telephone volunteers to schedule and accept screening appointments, if applicable.
 - Order necessary equipment (lighting, clipboards, pens, television and VCR or DVD player for VHS or DVD, if applicable).
 - Review the Academy's guidelines (see page 2) for the screening program.
 - Order free skin cancer screening materials from the Academy website at www.aad.org or by fax.

- 4 weeks prior**
 - Write talking points for volunteers who are taking appointments by telephone.
 - Display posters in office and appropriate public places to promote the free skin cancer screening.
 - Plan a schedule for the screening event and review with all participants.

- 3 weeks prior**
 - Call volunteer screeners and confirm scheduled times for screenings.
 - Confirm that all supplies have arrived from the Academy and review materials.
 - Confirm receipt of necessary equipment (lighting, clipboards, etc., if applicable).

- 2 weeks prior**
 - Confirm all arrangements with screening site.

- 1 week prior**
 - Confirm screening details and schedule with all volunteers.
 - Prepare referral lists for handouts (a comprehensive list of dermatologists in the area), or simply use www.aad.org and 888-462-DERM [3376].
 - Complete necessary information on screening forms, including screening site city, state and zip code and screening physician's information on Registration and Report/PHI form and Notice of Privacy Practices forms.

- 1-2 weeks after**
 - Send thank-you letters to all volunteers.
 - Return completed goldenrod Program Volunteers Form and pink copies together to the Academy.
 - Maintain the screener's copy of the Registration and Report/PHI form and a copy of the Notice of Privacy Practices.

Liability

The Academy does not provide medical malpractice liability insurance coverage for its members, including those who volunteer for free screening programs. Each participating doctor should be aware of the need to obtain advance confirmation, from his/her malpractice carrier or other appropriate sources, that his/her activities in connection with the programs will be covered by adequate liability insurance.

With respect to screening programs operated under the auspices of hospitals, medical schools, or other similar health care institutions, the Academy is not aware of any sponsoring institution that has refused to cover the professional activities of participating dermatologists under its regular medical malpractice liability insurance. However, the dermatologists planning to be involved in those programs should request specific confirmation of such coverage from the sponsoring institution.

In the 26 years in which the Academy has sponsored its skin cancer screening program, not one of the more than 2 million people screened has threatened to bring suit. However, it would be advisable for any dermatologist who is planning to participate in a free-standing screening program to consult his/her liability insurance agent or carrier in advance to determine what action, if any, is needed to establish coverage.

In the event of a positive presumptive diagnosis, for his/her own protection, the screener ought to have a written record of reasonable attempts to notify the screenee of this fact, either by a contemporary record of oral advice given or a copy of a subsequent written communication to the screenee.

The Academy, with the assistance of legal counsel, has written the release form section of the Melanoma/Skin Cancer Screening Program Registration and Report Form in language that can be understood by persons of average education and intelligence, and that will not mislead any screenee. Legal counsel emphasizes, however, that no release form can give absolute protection.

The form states that the responsibility for follow-up examinations lies with the individual and not with the screening physician or other sponsoring organizations. The form also states that "this is a rapid screening and is not a complete skin cancer examination." Nonetheless, in cases where there is a positive presumptive diagnosis, be sure to explain to the participant that a follow-up examination is imperative and is his/her responsibility. There is a section on the Melanoma/Skin Cancer Screening Program Registration and Report Form that states, "I understand that I have a possible cancerous or pre-cancerous condition that requires a follow-up examination. I also understand that it is my responsibility to arrange for a follow-up examination with a dermatologist of my choice, and that any follow-up examination or treatment that I may receive is not sponsored, endorsed or guaranteed by the American Academy of Dermatology." After explaining the importance of the follow-up exam, have the participant initial this section and give him/her the yellow (participant's copy) sheet to take to his/her own dermatologist.

Thank you for contributing your expertise and time to this successful Academy program that has been in existence since 1985.

Thank you for volunteering to perform free skin cancer screenings for the public as part of the American Academy of Dermatology's (Academy) National Melanoma/Skin Cancer Screening Program, the Academy's longest-running volunteerism and public education program. By conducting free skin cancer screenings, you are bringing attention to the specialty of dermatology, helping to educate millions of people about the importance of sun protection and early skin cancer detection, and most important, helping to directly save lives by finding melanomas in their earliest, most treatable stage.

May is Melanoma/Skin Cancer Detection and Prevention Month and the first Monday in May is designated as Melanoma Monday. However, skin cancer screenings can be performed at any time throughout the year.



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