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INTRODUCTION

Medically underserved areas (MUAs) face significant healthcare access challenges, often due to a shortage of providers, high poverty, and health disparities. Over 100 million Americans live in MUAs, with New York State hosting over 6.5 million individuals in need. Monroe County, particularly Rochester, ranks among the highest in healthcare need, with many residents at risk for inadequate dermatologic care. In this area, the rate of melanoma is nearly double the state average, and people of color are especially vulnerable due to a lack of awareness about skin cancer risks.

ROCDermEd aims to address these gaps by increasing dermatologic education and improving access to care in Rochester's underserved communities. Based on findings from my literature review, which highlighted the importance of patient education and access to care, the project was implemented in two key components:

1. **Community Outreach and Education:** Raising awareness and connecting residents to dermatology services.
2. **Bringing Dermatology to Jordan Health:** Collaborating with Jordan Health's leadership to assess and improve dermatologic care access for their patient population.

COMMUNITY PARTNER

Jordan Health is a Federally Qualified Health Center in Rochester, NY, serving low-income, uninsured, and underinsured individuals. With a mission to provide accessible, comprehensive healthcare to underserved populations. Their patient population aligns with the target population most affected by gaps in dermatologic education and care.

The CEO of Jordan Health, shared the need for dermatologic services after administering a survey to providers at Jordan Health to identify the most needed specialties (dermatology, endocrinology, and orthopedics). To better understand the complete need for in-house dermatologic care, I analyzed data from over 1,800 patient records.

COMMUNITY HEALTH IMPROVEMENT PROJECT

Part 1: ROCDermEd - Community Outreach and Education

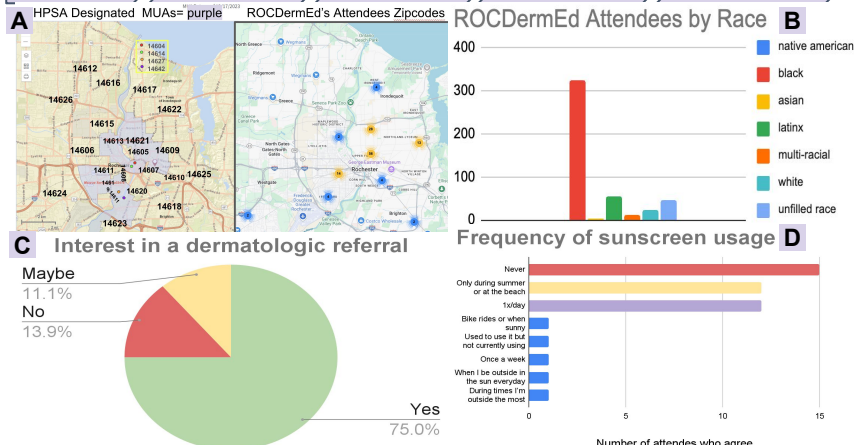


Figure 1: A) Health Professional Shortage Area highlights MUAs in Rochester, NY (lavender on left map). These MUAs align with the Zip Codes of ROCdermEd attendees (right map) located in urban Rochester, NY. **B)** ROCdermEd's attendee predominantly self identified as 70% Black, 12.1 Latinx, 9.7% Undefined, 5.2% White, and 2.4% Multi-Racial which is reflective of the Zip Code demographics. **C)** The survey was administered to 44 attendees, ages 22-75 (mean 52.2). 100% were female, 11% were Latina and 89% were Black. 84.1% had not received a full-body skin examination. 75% expressed interest in a dermatologic referral. **D)** 34.1% never used sunscreen, 27.3% only use sunscreen during the summer, 27.3% use sunscreen once daily, and 11.3% use sunscreen sporadically. The 3 top reasons for never using sunscreen: 1. unawareness that people of color should wear sunscreen, 2. limited time outside, 3. white cast.

CONCLUSIONS

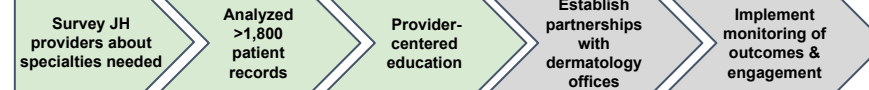
Part 1:ROCDermEd survey

- Many people living in MUAs are unaware of their risk for skin cancers/diseases, but education improves their understanding of dermatological health and when to seek care.
- We faced a six-month delay in gathering follow-up data to track the long-term impact of the intervention on participants' behaviors, (i.e., incorporation of sun safety habits or scheduling dermatology appointments).

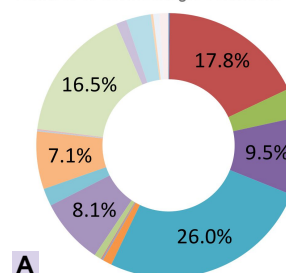
Part 2: Bringing Dermatology to Jordan Health

- This work highlighted the significant burden of dermatologic conditions like HS among Jordan Health patients and revealed critical knowledge gaps that impact timely, equitable, and high-quality care.

Part 2: Bringing Dermatology to Jordan Health



Number of dermatologic conditions 2022-2024



Data analysis of over 1,800 records revealed patients treated for dermatologic conditions between January 2022 and October 2024 predominantly self-identified as Black/African American (37%), Asian (22%), and White (17%), with 69% identifying as non-Hispanic or Latino. The top three insurance types were Medicaid (68.4%), Medicare (12.4%), Blue Shield (5.2%). **Figure 2: A)** The top three dermatologic conditions treated in-house were dermatitis (26%), acne (17.8%), and hidradenitis suppurativa (HS) (16.5%). Dr. Clark was struck by HS's prevalence and its health disparities amongst underserved communities. These findings align with Jordan Health's mission to provide equitable care to underserved populations. **B)** The top three locations evaluating dermatologic conditions were Brown Square Center (45.3%), Anthony Jordan Health Center (25.5%), and Woodward (12.4%), respectively. Dr. Clark also shocked at this finding.

Following this discussion, Dr. Clark invited me to deliver a Morning Talk presentation on HS, covering its epidemiology and strategies to improve outcomes. I also developed a trifold brochure to equip providers with actionable tools. After my presentation, providers noted enhanced confidence and knowledge in managing HS. This work underscored the importance of using data-driven insights to improve healthcare delivery in underserved communities.

IMPACT AND SUSTAINABILITY

Part 1: Community Outreach and Education

- **Impact:** In one year, ROCDermEd educated over 400 community members. Debunking misconceptions about skin cancer in people of color and providing educational materials on safe sun practices.
- **Sustainability:** Since 8/2024, I have been training champions (London & Ruth) on how to run ROCDermEd. Thus far, they have successfully hosted two events independently!

Part 2: Bringing Dermatology to Jordan Health

- While the impact of bringing dermatology to Jordan Health will take time to materialize, the groundwork has been laid to address the dermatologic needs of underserved populations in the long term.