Improving Colorectal Cancer Screening Rates Through Outreach and Recall

Challenge Cancer Conference

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Where are PCHC Services?

16 Service Locations
Strategies for Improvement of Colorectal Cancer Screening Rates

- Postcards for those turning 50 in 3 months
  - Vignette 1
- Letters/phone calls to patients overdue for colorectal cancer screening
  - Vignette 2
- Letters to patients who have had CRC screening in the past and will be due in 3-6 months
  - Vignette 3
Strategies for Improvement (Cont.)

- Outreach to patients who have cancelled or no showed for colonoscopy
  - Vignette 4
- Use of a different anesthetic for colonoscopy if no one to accompany the patient home
  - Vignette 5
- Outreach MA follow-up with patients 1wk after sending out FIT kits to answer questions/identify barriers or concerns
  - Vignette 6
Strategies for Improvement (Cont.)

- Use of data to drive improvement
  - Vignette 7
Strategies for Improvement (Cont.)
Lessons Learned

We now know:

• Funding through Maine Cancer Foundation was key in developing our program
• Calling patients is more effective than just sending letters
• Offering IFOB/FIT testing is as important as offering colonoscopy
• Normalizing the screenings makes them easier to sell
• Standardizing work flow ensures consistency
• Creating easy ways to identify patients due for screening is most efficient (use EMR)
• Scripting for staff who offer screenings to patients increases the “Yes” rate
  • Use of motivational interviewing is key
Results to date

October 2012 - June 2015 - March 2018

38.85% → 57.69% → 64%
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