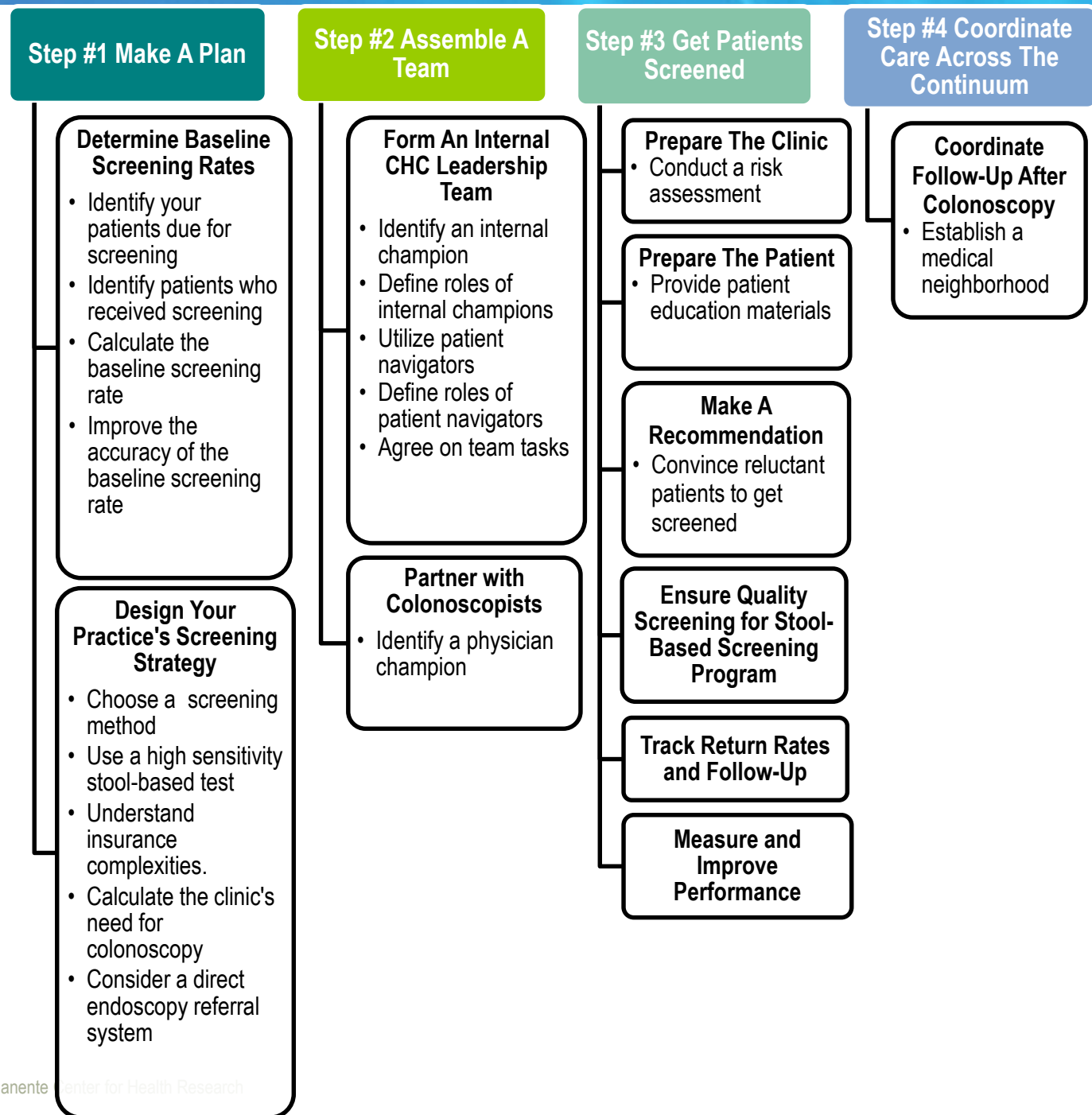
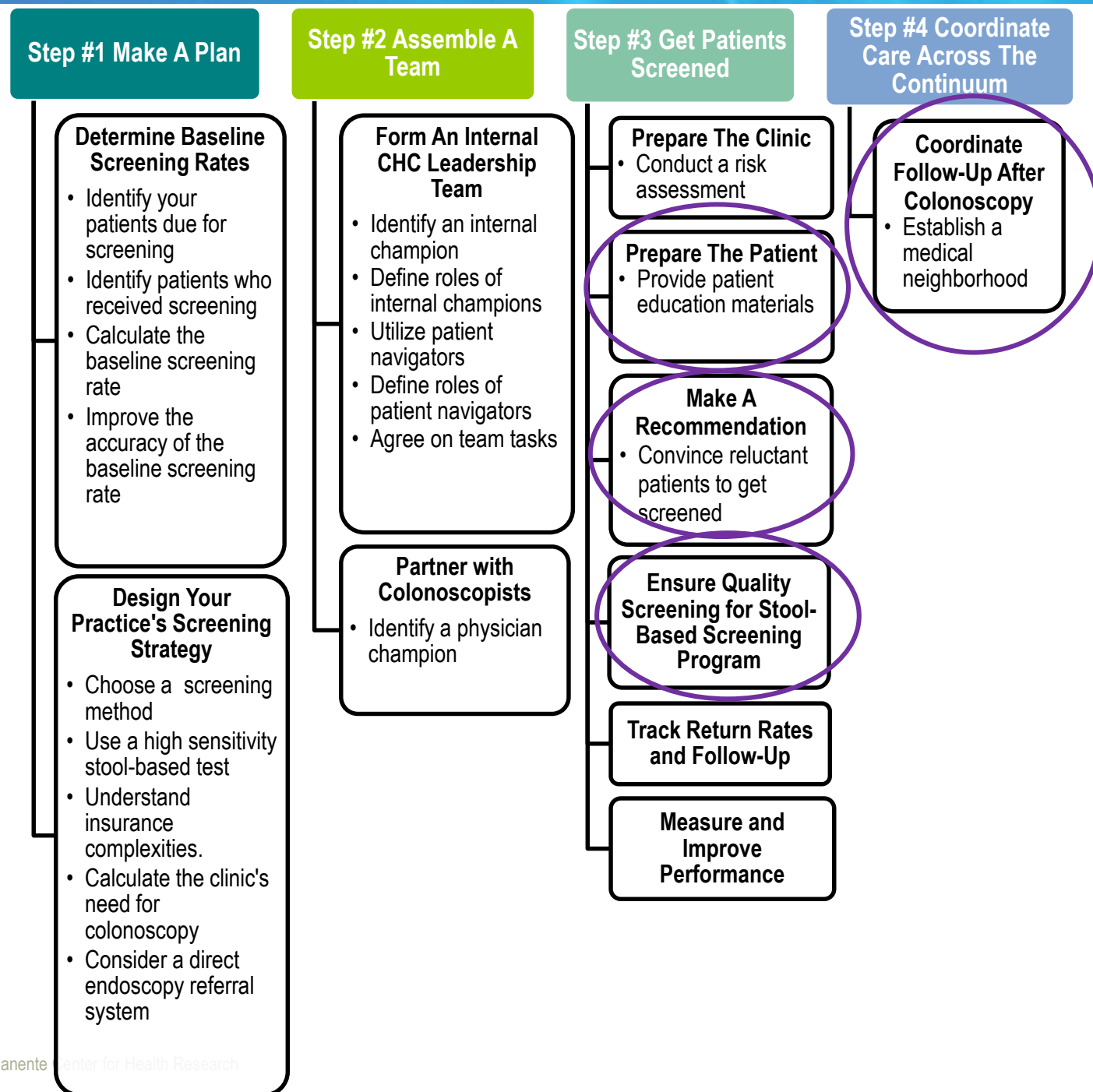




Getting Patients Screened for Colon Cancer

Gloria D. Coronado, PhD
Kaiser Permanente Center for Health Research





Key points

- Partnerships are key – say ‘hello’ to health plans
 - Partnering with health plans and insurers, hospitals and stakeholders is difficult
 - Competing priorities
 - Lack of funding
- Personal messages are important
- Reminders are important
 - Low FIT return rates
- Monitor FIT program quality – check collection dates!
- Ensure follow-up colonoscopy
 - And colonoscopy for non-average risk



Assemble a Team

Think broadly about partnerships

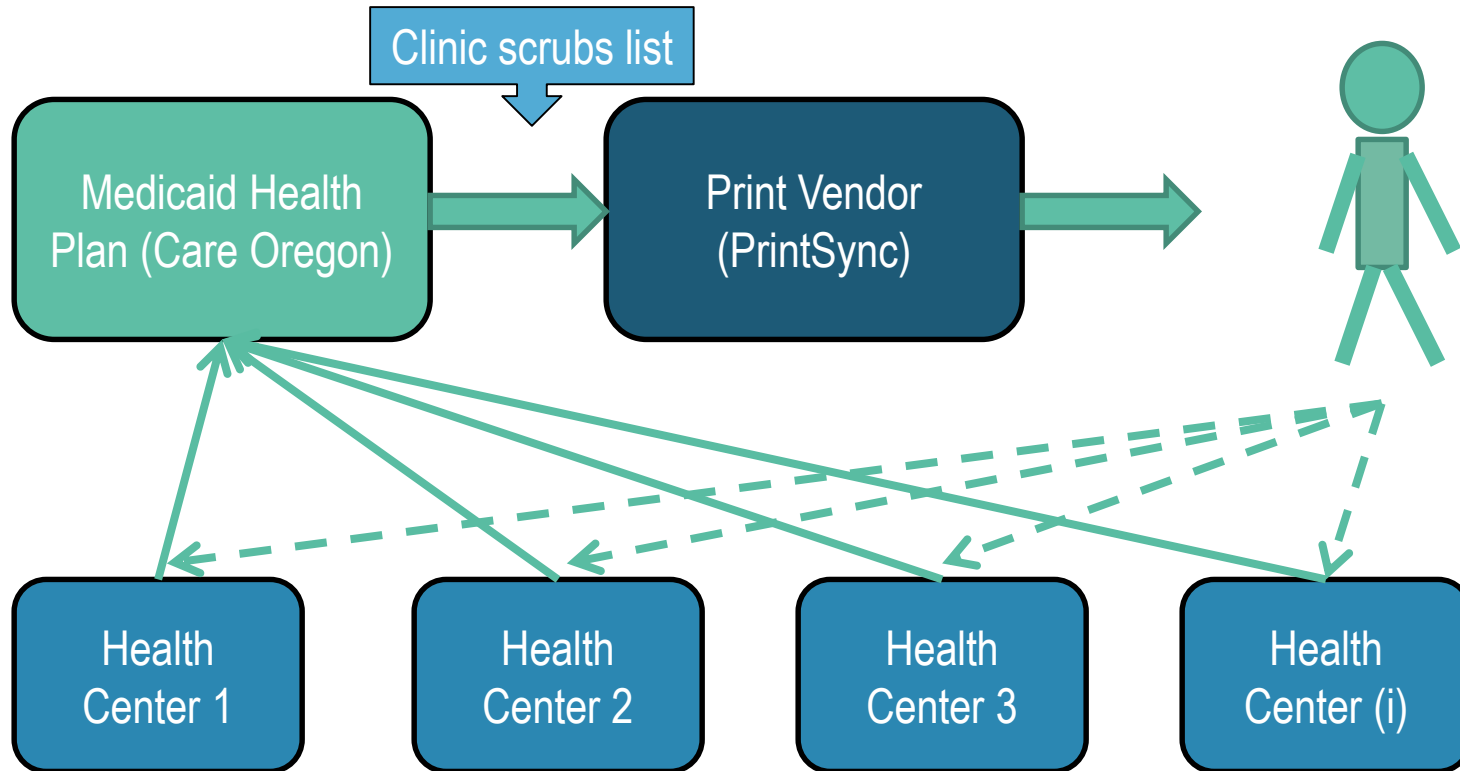
- Health Plans can offer resources:
 - Some health plans may cost-share (e.g. pay for mailing costs for a direct-mail program)
 - Health Plans have claims data (may have better capture of colonoscopy)



To reach 80% by 2018, we need partners!

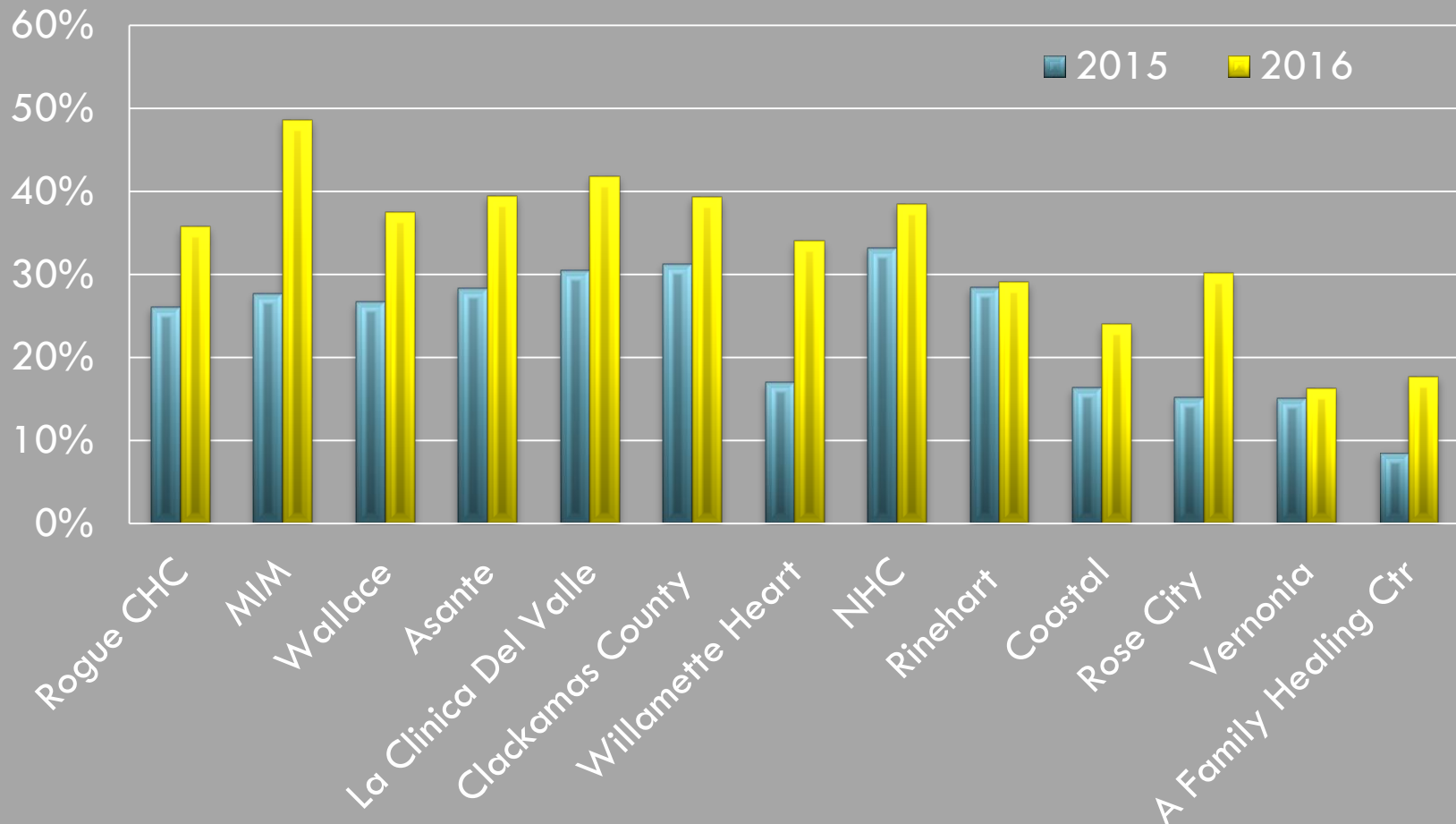
Assemble a Team

Collaborative Model – CareOregon



--- FIT kit returned
— Claim received

Increase in Percent Screened, 2015 to 2016



Prepare the patient / Make a Recommendation

Expert Presentation #1: Colon Cancer Medical Presentation

- Simple messages
- Use of graphics

1 in 20 people in the United States will be diagnosed with colorectal cancer in their lifetime.

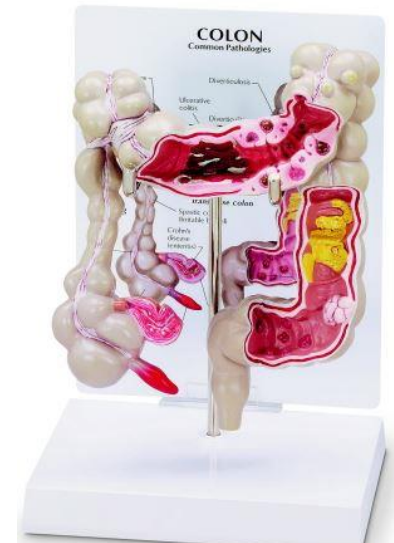
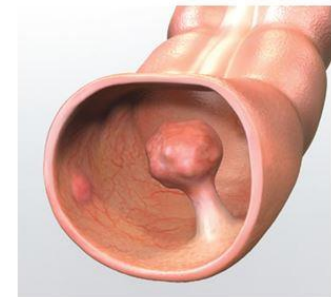


15

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Colon cancer can be prevented

Colon cancer starts with a polyp. About 6% of polyps can become cancerous. Polyps are removed during a colonoscopy.



Prepare the patient / Make a Recommendation

Expert Presentation #2: Colon Cancer Screening Messages

- Videos
- Postcard messages
- Quotes
- Sample text message, automated phone call, and live phone call

Colon Cancer Postcard: Message 1



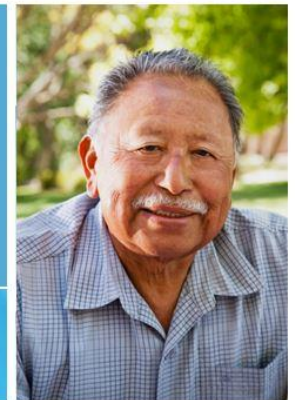
Source: National Colorectal Roundtable: Hispanics/Latinos and Colorectal Cancer Companion Guide

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Fear of costs

“I don’t have [money] and they will complete the exams on me anyway, and I will have to pay.”

— Spanish-language participant



Source: Coronado et al. 2015

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Breakout Station A – FIT Kit Mailing



Name
Street
City

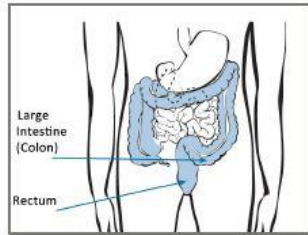
2/16/2016

To help you stay healthy, I have sent you ...
I want you to complete this test because...

Dear Name,

At (Insert Name of Clinic) we care about your health. To help you stay healthy I have sent you the enclosed colon cancer screening test. I want you to complete this test because:

- Most people with colon cancer do not have any symptoms. Even if you feel healthy and have no family members with colon cancer, it could still happen to you.
- One in 20 (5%) people get colon cancer, a growth that occurs in the large intestine. It is the second leading cause of cancer deaths in the United States.
- Some cancers cannot be prevented, but colon cancer can be prevented or detected early. A yearly stool test can help detect colon growths. This test can detect cancer when it is treatable.
- At our clinic we offer everyone over the age of 50 this screening test to check for colon cancer.



The enclosed stool test can be **done in the privacy of your own home**. We've included easy to follow instructions.

The test is **free** and a postage paid envelope is inside. Please do the test and **mail it back to us as soon as possible**.

If you have any questions or if you think you are up to date with colon cancer screening, please call our colon cancer screening coordinator (OW name) at (415) 206-823 X.

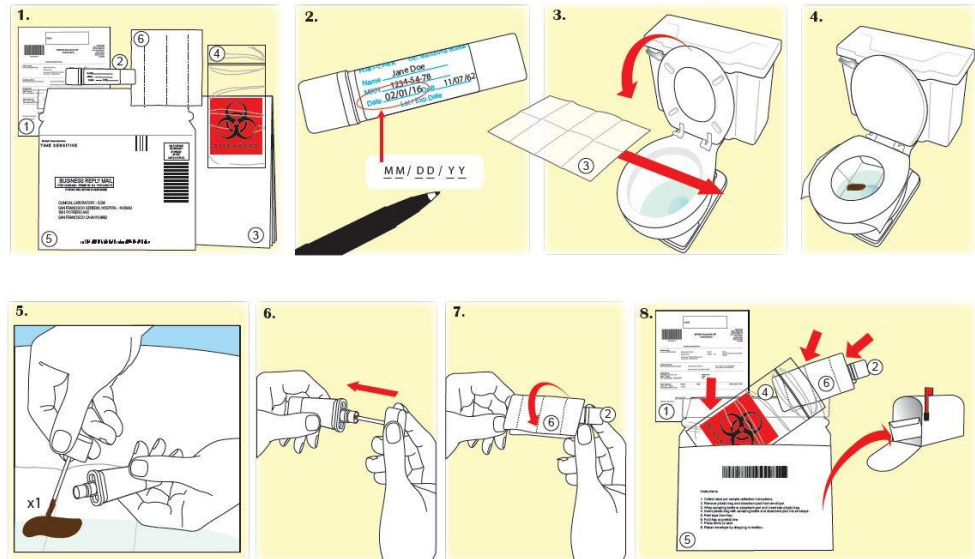
Sincerely,

Clinic signature



Put the test in
your bathroom
to remind
yourself to
complete it.

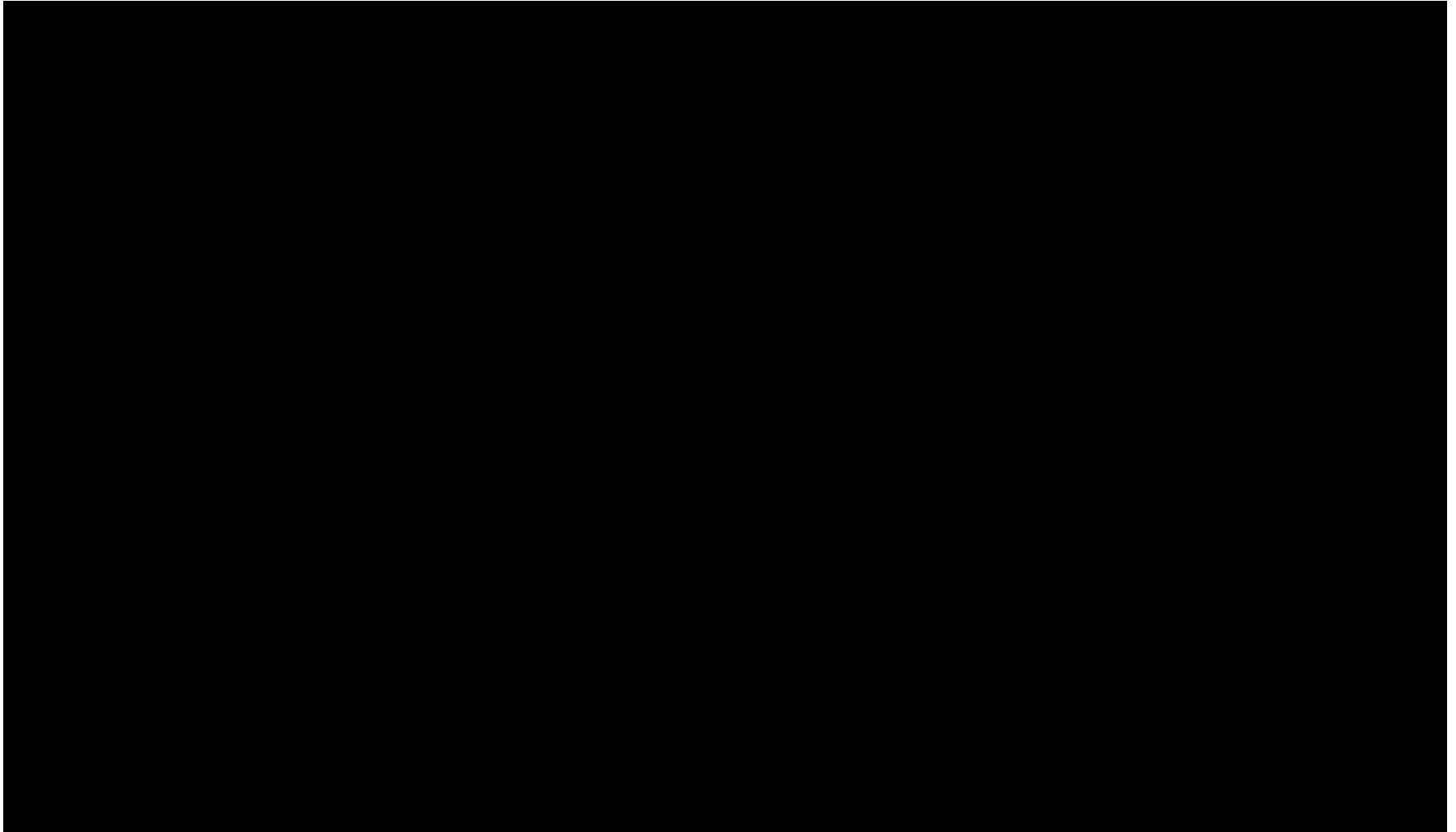
Cancer Outreach Initiative FIT Instructions



Funding provided by the Centers for Disease Control and Prevention (Award Number U49 DP004998) and the Jacobson Fund for Excellence. Adapted with permission from: KAISER PERMANENTE CENTER FOR HEALTH RESEARCH



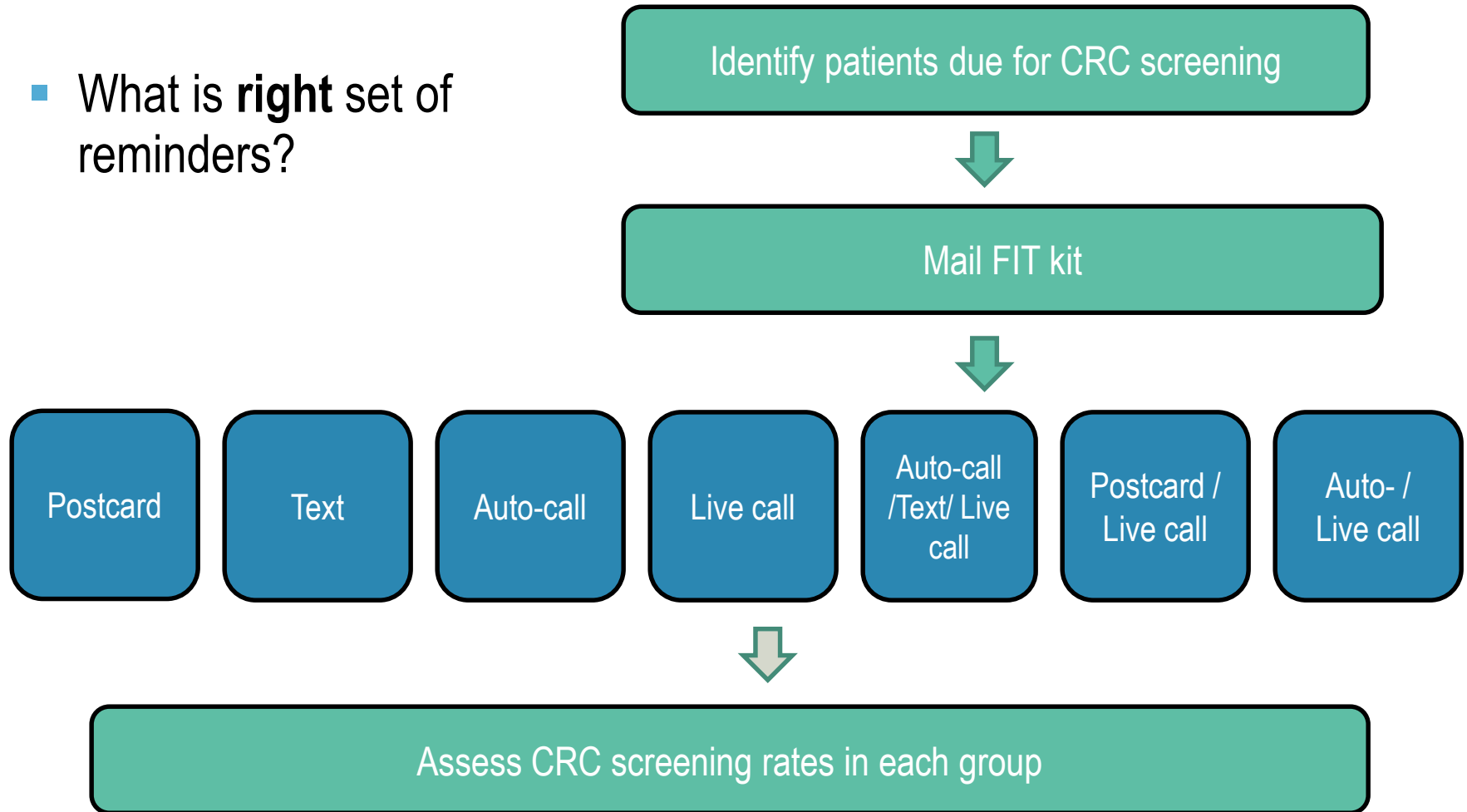
“Don’t Miss Life’s Greatest Moments”



Convince reluctant patients to get screened

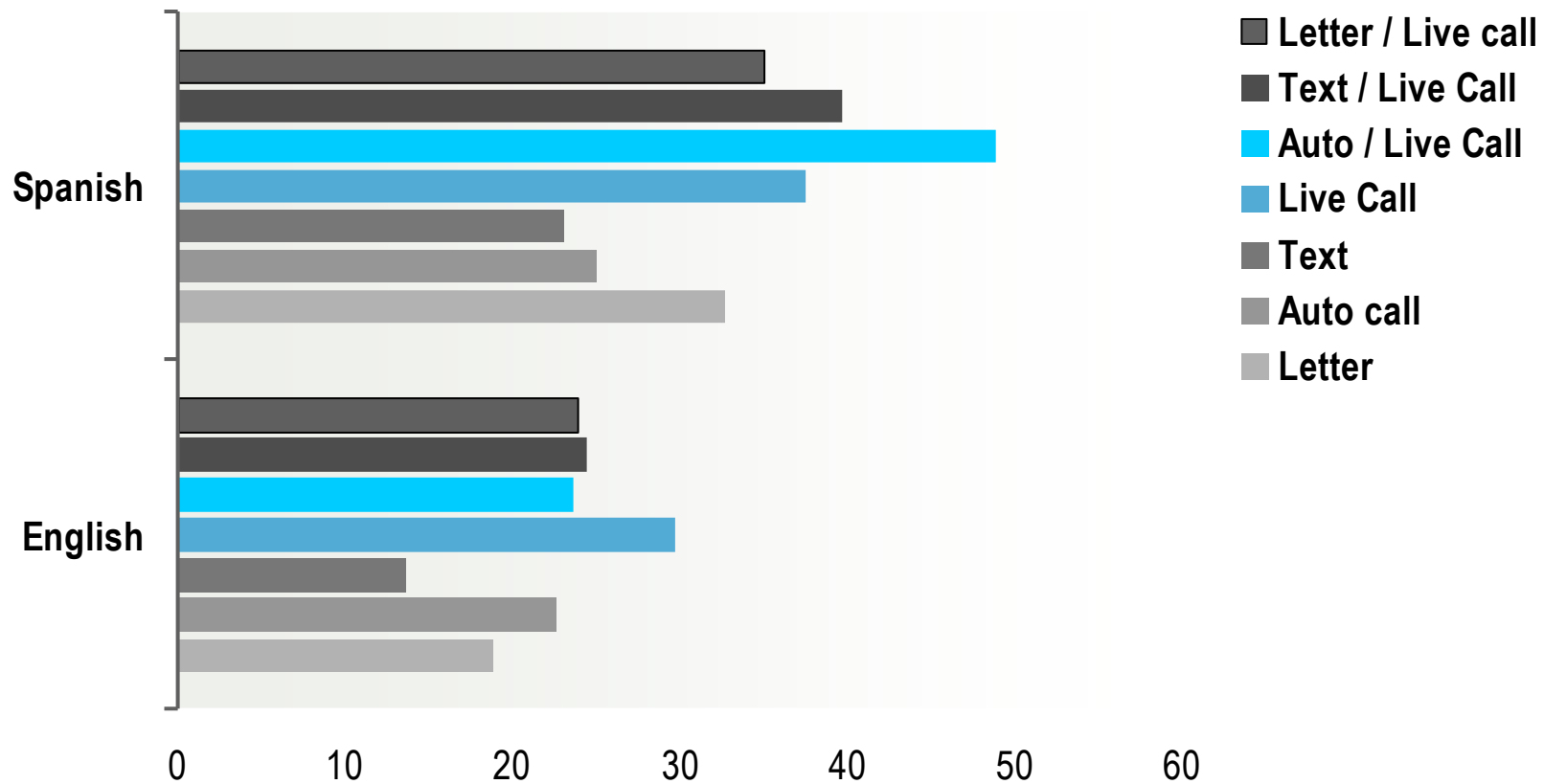
PDSA: Reminders to direct-mail program

- What is **right** set of reminders?



Success of reminders to a mailed FIT program

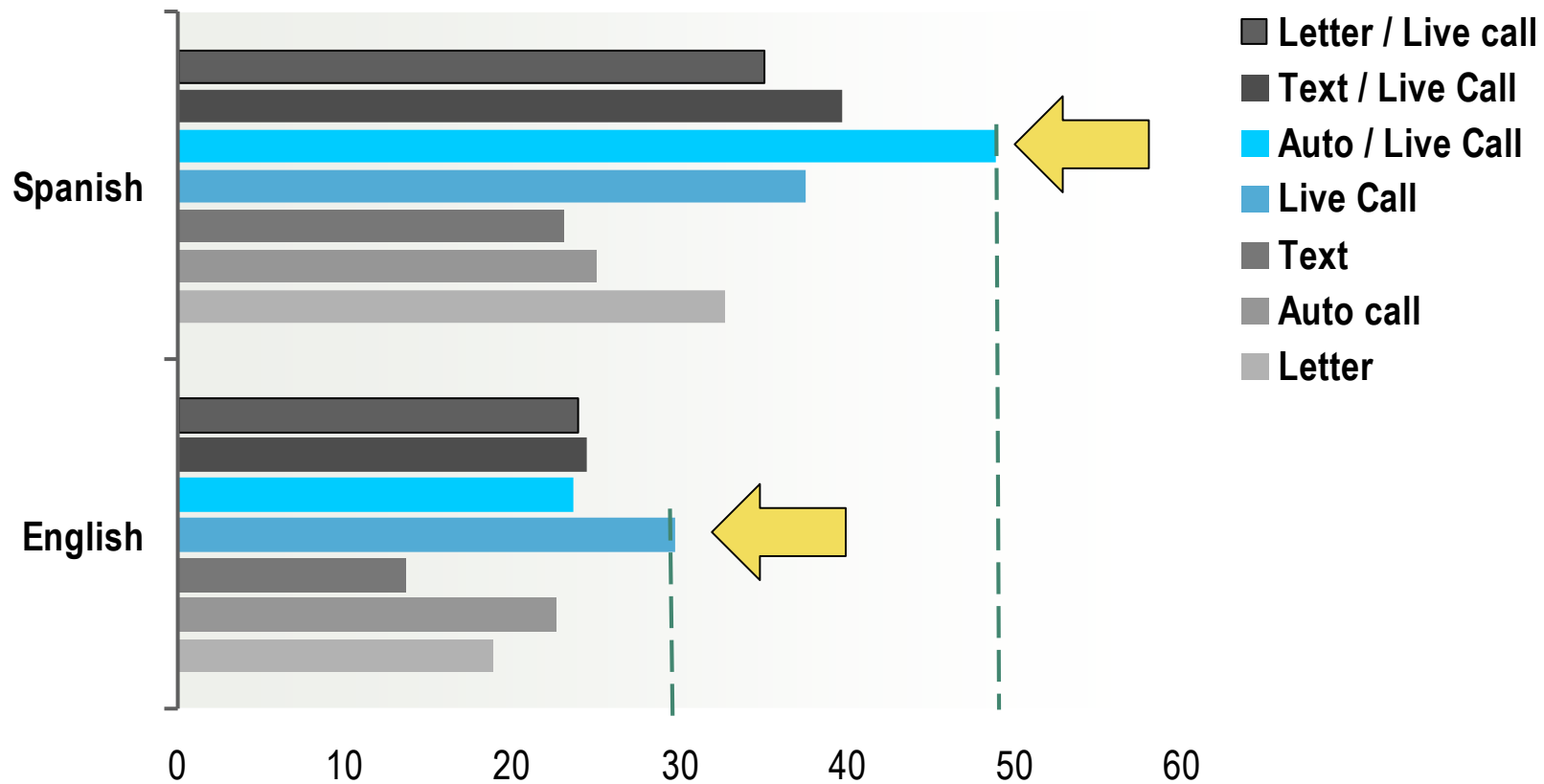
FIT return rates among patients who prefer Spanish vs. English



Source: Sea Mar Community Health Center

Success of reminders to a mailed FIT program

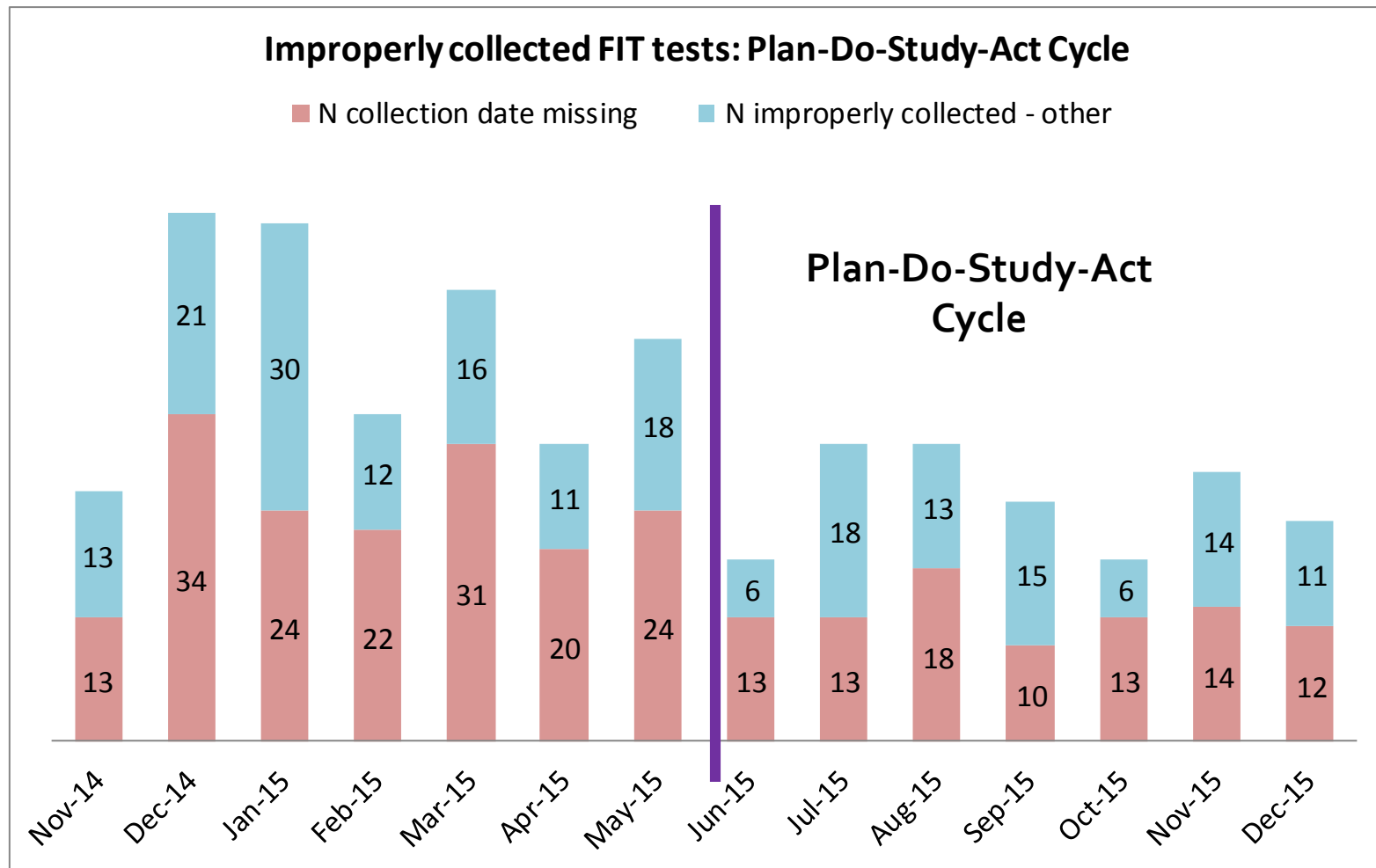
FIT return rates among patients who prefer Spanish vs. English



Source: Sea Mar Community Health Center

Ensure Quality Stool-based Screening

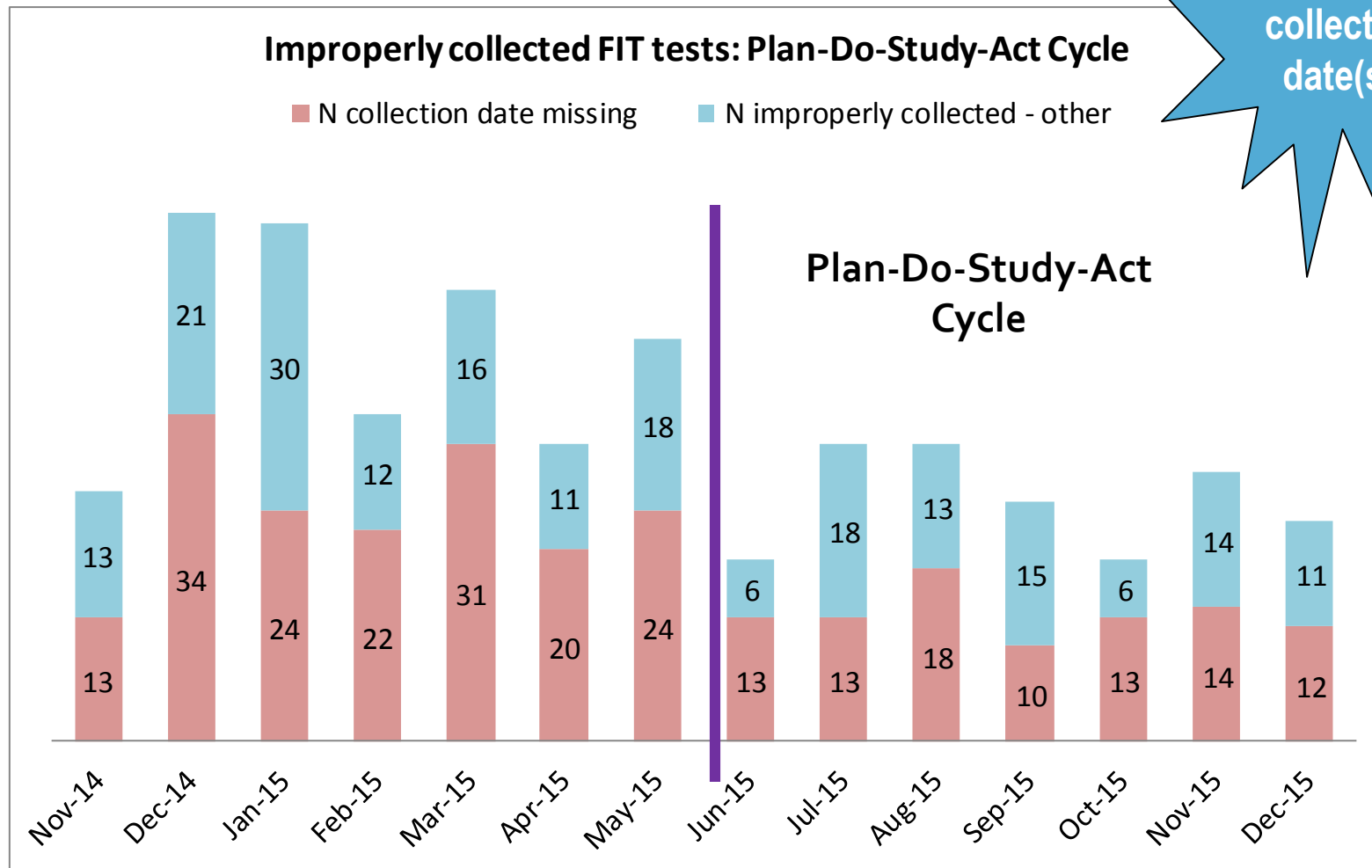
PDSA: Improving FIT sample collection




Source: Multnomah County Health Department



Ensure Quality Stool-based Screening

PDSA: Improving FIT sample collection



Action taken: Highlighted instruction on letter



Dear Client,

There is an easy test that can find signs of colon cancer before you have symptoms. This test can be done at home and can save your life. You will get this test if you are between the ages of 50 and 74 and have not had a colonoscopy in the past 9 years.

Here is your Insure FIT test. Do the test at home and send it back to us. The test will look at the health of your colon to see if there is any blood in your poop. Finding these warning signs early gives you the best chance for successful treatment.

For the test:



- Start with a clean, empty toilet. Flush it once before you start. Make sure there are no cleaning products in the toilet water.
- Use 2 different poop samples. 1 for slot A, and a different 1 for slot B.
- Write the date on the sticker at the time you do each test.
- Send back the test in the pre-paid yellow envelope in 3 days of finishing the test.

If you have any questions, please call your care team at 503-988-5558.

Thank you,

Marty Grasmeder, MD
Medical Director

MULTNOMAH COUNTY HEALTH DEPARTMENT #503-988-5558

Estimado(a) Cliente,

Existen análisis fáciles para encontrar señales de cáncer de colon antes de que tenga síntomas. Estos análisis pueden hacerse en casa y pueden salvar su vida. Usted recibiera este análisis si tiene entre 50 y 74 años de edad y no ha tenido una colonoscopia en los últimos 9 años.

Aquí esta su análisis Insure FIT. Haga lo en casa y devuélvanoslo. El examen verá la salud de su colon para ver si hay sangre en su popó. Encontrar estas señales de advertencia temprano le da la mejor posibilidad de un tratamiento exitoso.


Para el análisis:

- Empiece con un escusado limpio y vacío sin productos de limpieza en la agua. Jale la palanca de agua una vez antes de empezar.
- Use 2 muestras de popó diferentes. 1 para el lado A y 1 diferente para el lado B.
- Escriba la fecha en la etiqueta al momento de hacer cada lado.
- Devuelva el examen en el sobre amarillo dentro de 3 días siguientes de haber completado el análisis.

Si tiene cualquier pregunta, llame a su equipo de salud al 503-988-5558.

Gracias,

Marty Grasmeder, MD
Directora Médica






尊敬的 客戶端,

這是一個在您出現症狀前發現結腸癌徵兆的簡單測試。此測試可以在家中完成並可能挽救您的生命。如果您的年齡在 50 到 74 歲之間，並且在過去 9 年內沒有接受過結腸鏡檢查，您就可以接受該測試。

以下是您的「確保健康」測試。在家完成該測試並將其遞交給我們。本測試將查看您的結腸健康狀態，並檢視您的大便中是否有血。及早發現這些警報信號可為您提供成功治療的最佳機會。

關於測試：



- 在乾淨的空馬桶內開始測試。開始之前沖廁一次。確保馬桶水內不含任何清潔用品。
- 使用 2 個不同的大便樣本。1 個樣本用於放置在 A 槽內，另 1 個樣本用於 B 槽。
- 每次進行測試時，請在標籤上寫下日期。
- 將測試樣本於測驗結束後的 3 天內裝在郵資預付的黃色信封內寄回。

如果您有任何疑問，請撥打電話 503-988-5558 聯絡您的照護團隊。

萬分感謝。

Marty Grasmeder, MD

MULTNOMAH COUNTY HEALTH DEPARTMENT #503-988-5558

Уважаемый/уважаемая Клиент!

Существует очень простой тест, который может распознать признаки рака кишечника еще до появления каких-либо симптомов. Он может быть проведен в домашних условиях и может спасти вам жизнь. Вы сможете получить данный тест, если вам от 50 до 74 лет, и за последние 9 лет вы ни разу не проходили колоноскопию.

Ваш тест Insure FIT прилагается к данному пакету. Проведите тест дома и вышлите нам результаты. По данным результатов будет определено состояние вашего кишечника и наличие крови в вашем кале. Обнаружение этих важных признаков на ранней стадии дает вам больше шансов на успешное лечение.

Для проведения теста:

- Начните с подготовки унитаза: он должен быть пустой и чистый. Смойте его один раз перед тем, как начать. Удостоверьтесь, что вода в унитазе не содержит никаких чистящих средств.
- Используйте 2 разных образца кала. 1 для отделения «А», другой для отделения «В».
- Укажите на наклейке время проведения каждого теста.
- В течение следующих 3 дней после окончания теста вышлите его результаты в оплаченном желтом конверте.

Если у вас есть какие-либо вопросы, пожалуйста, звоните обслуживающему вас медицинскому персоналу по телефону 503-988-5558.

Спасибо!

Marty Grasmeder, MD
медицинского

Action taken: Added reminder with instruction

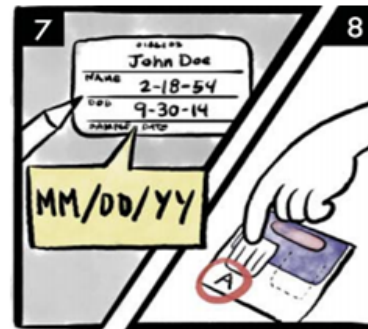
- Don't forget to put the date you collected your poop sample
- No olvide poner la fecha en la que recolectó la muestra de popó.
- 別忘了填寫您採集大便樣本的日期。
- Не забудьте указать дату, когда вы собрали анализ кала

Last Name, First Name
DOB: 01/01/1980
MRN: 1234567

Date: _____

Last Name, First Name
DOB: 01/01/1980
MRN: 1234567

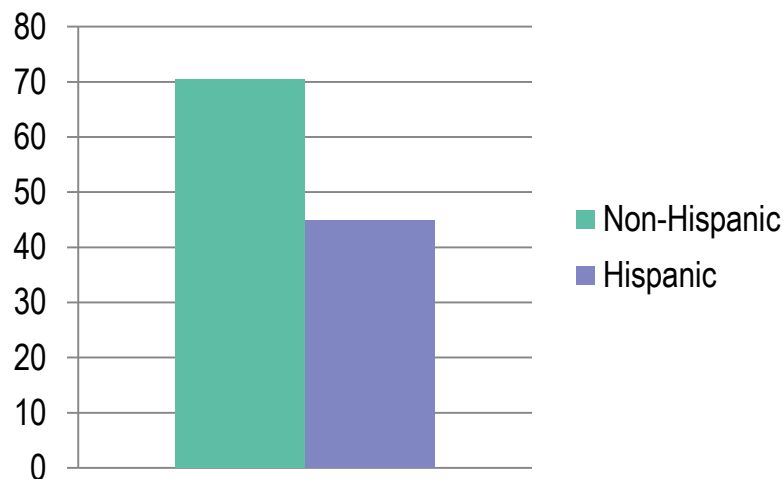
Date: _____



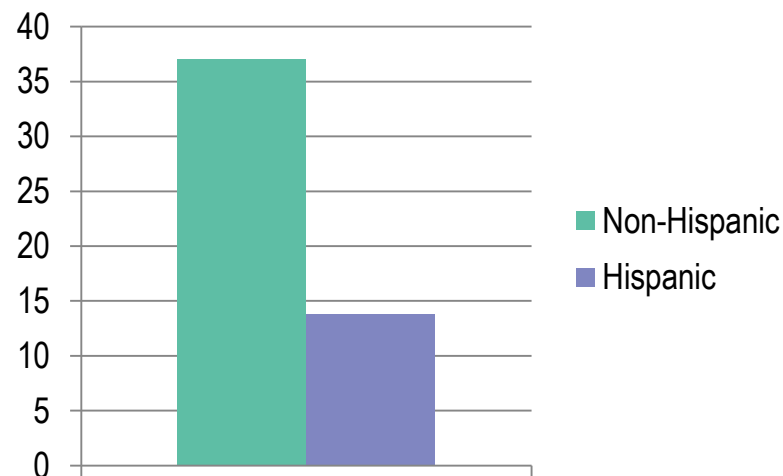
Coordinate Follow-up

Health disparities in follow-up colonoscopy rates

Colonoscopy receipt w/i 18 mo. (n = 32)

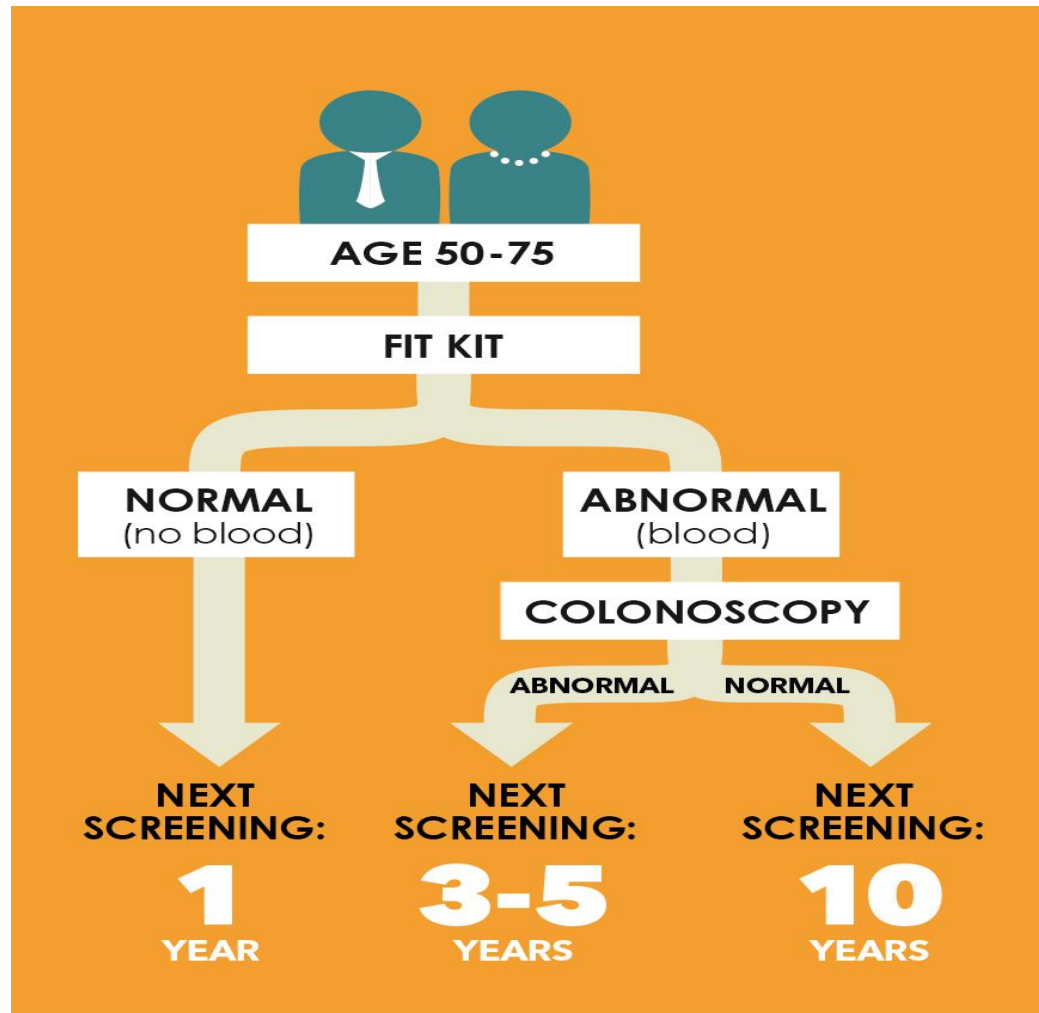


Colonoscopy receipt w/i 60 days (n = 14)



- Based on 56 patients with positive FIT test results (27 non-Hispanic and 29 Hispanic) who received care at Virginia Garcia

Coordinate Follow-Up After a FIT Test



Conclusion

- Partnerships are key – say ‘hello’ to health plans
- Personal messages are important
- Reminders are important
- Monitor FIT program quality – check collection dates!
- Ensure follow-up colonoscopy



Acknowledgements

It takes a village...

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