



How to Improve Colon Cancer Screening Rates: Tips for Health Centers

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Mitch Greenlick Endowed Investigator in Health Disparities Research

Presentation outline

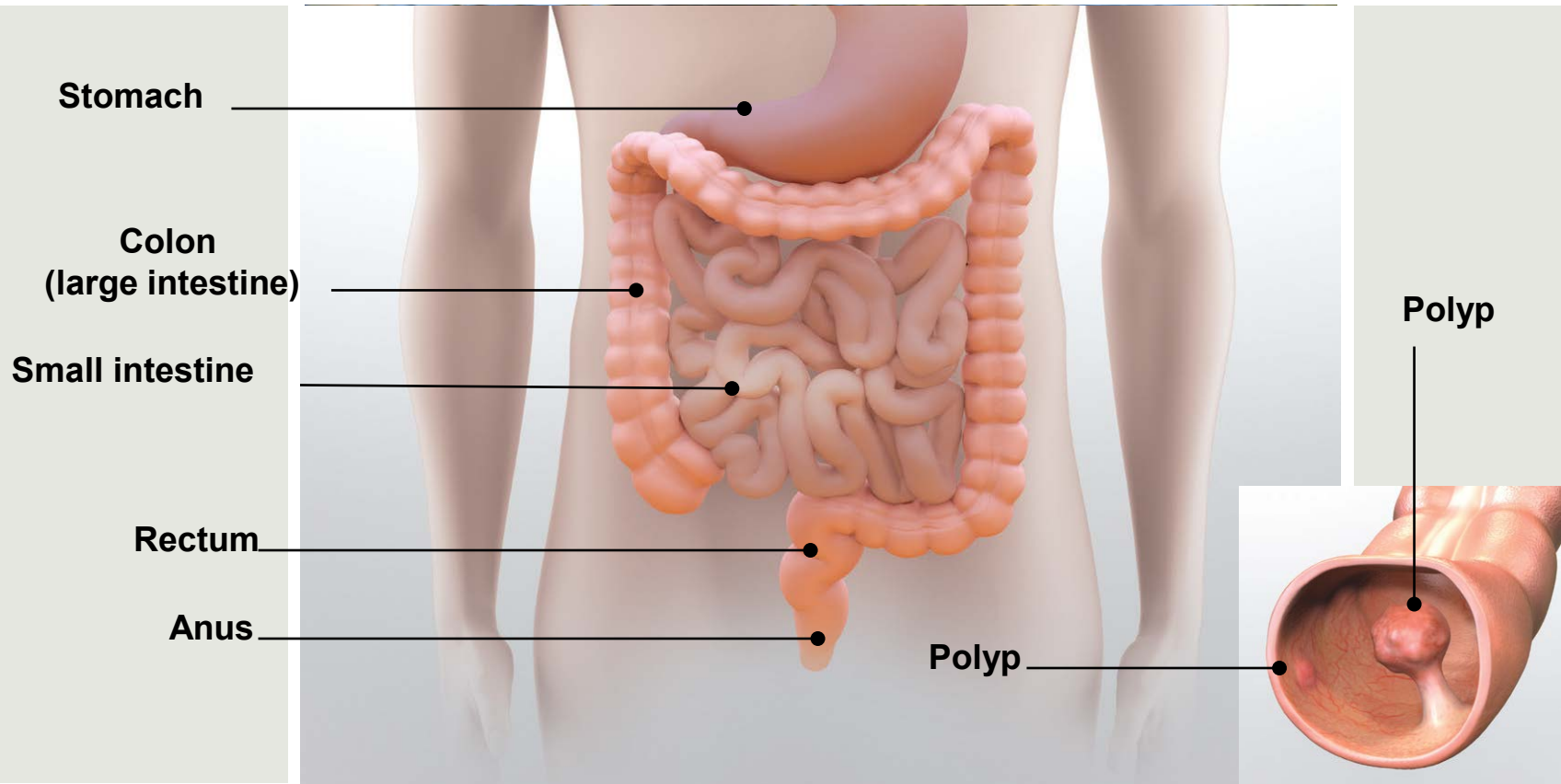
Why we care about colorectal cancer?

Why FIT testing is an important option

How to remind patient to complete a FIT

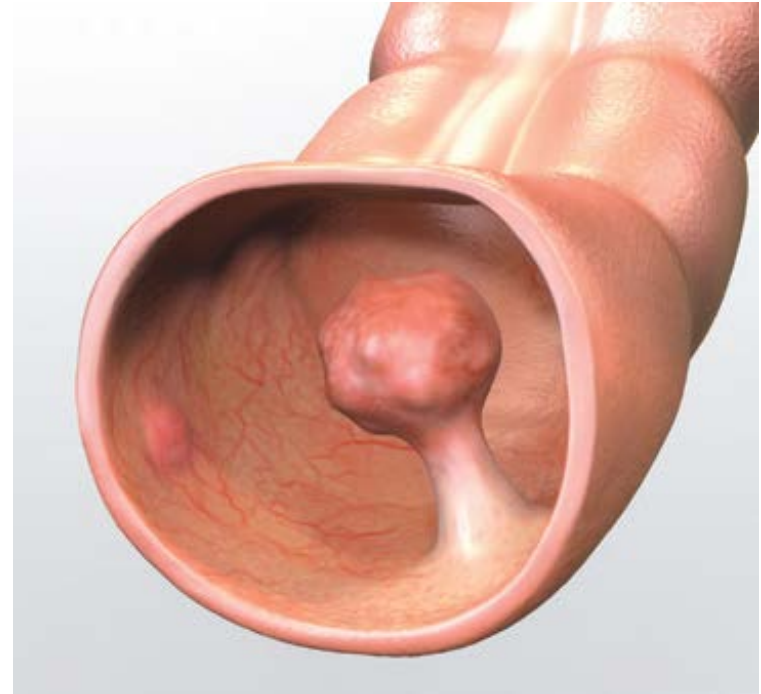
Follow-up colonoscopy is important, too

Why do we care about colorectal cancer?

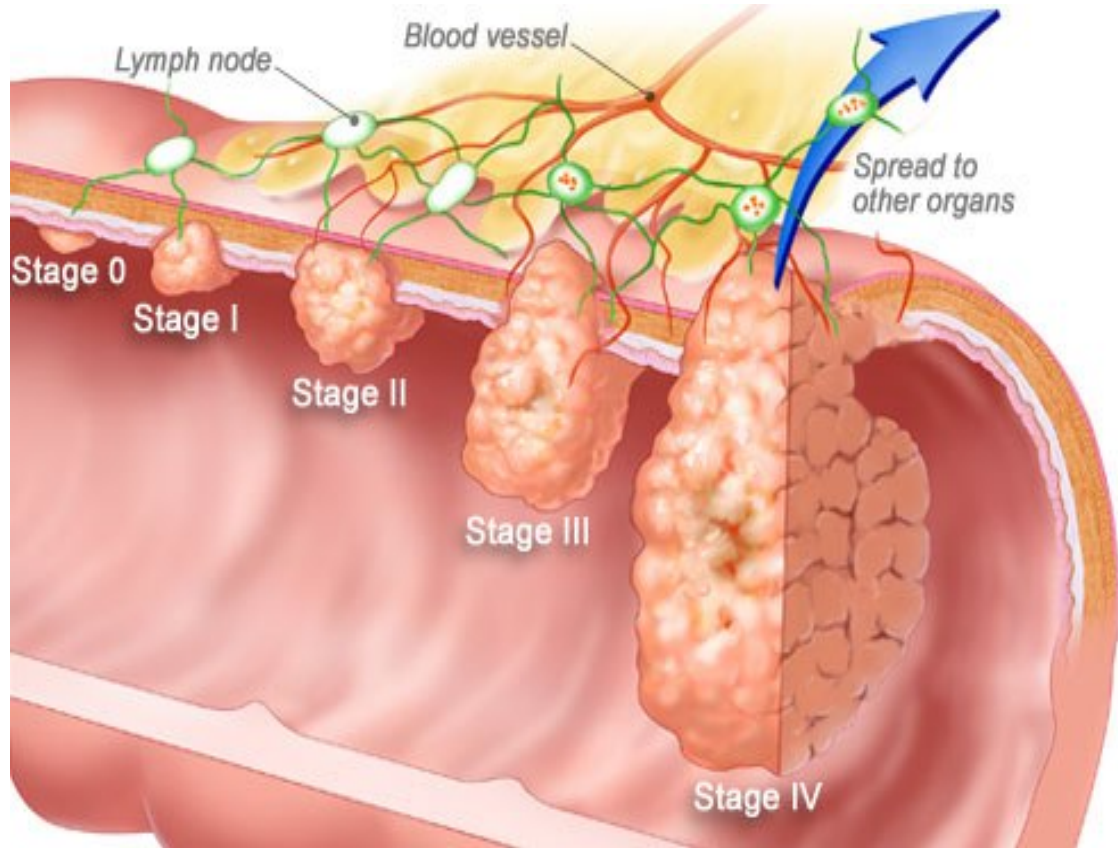


Colon cancer can be prevented

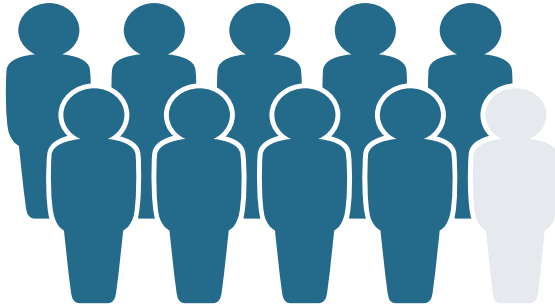
Colon cancer starts with a polyp. About 6% of polyps can become cancerous. Polyps are removed during a colonoscopy.



Colon cancer can be found early



Finding colon cancer early is important



More than

9 of 10

individuals diagnosed with
early stage colorectal
cancer that has not spread
beyond the colon or
rectum

survive 5 years
(and many live much longer)



Approximately

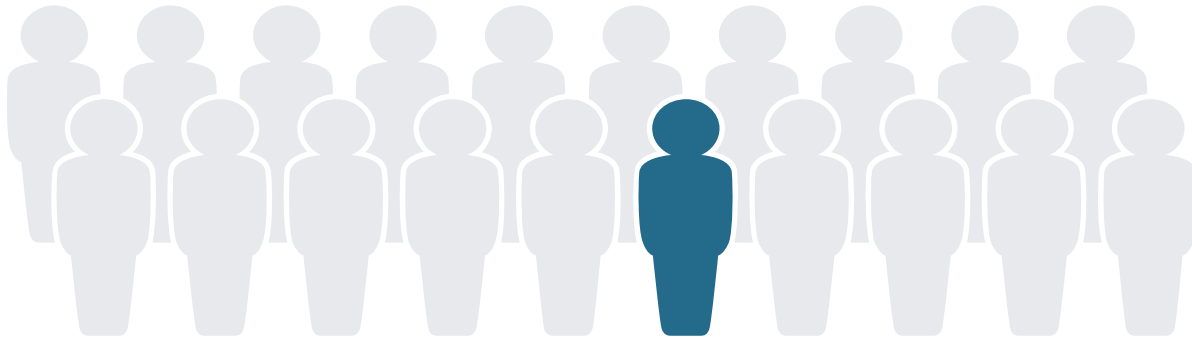
1 of 10

individuals with advanced
stage colorectal cancer
that has spread to other
organs such as the lungs
or the liver

survives 5 years

Data Source: American Cancer Society. Colorectal Cancer Facts & Figures 2012.

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

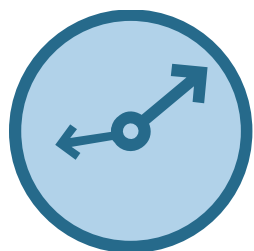


How many people get colon cancer?

More than

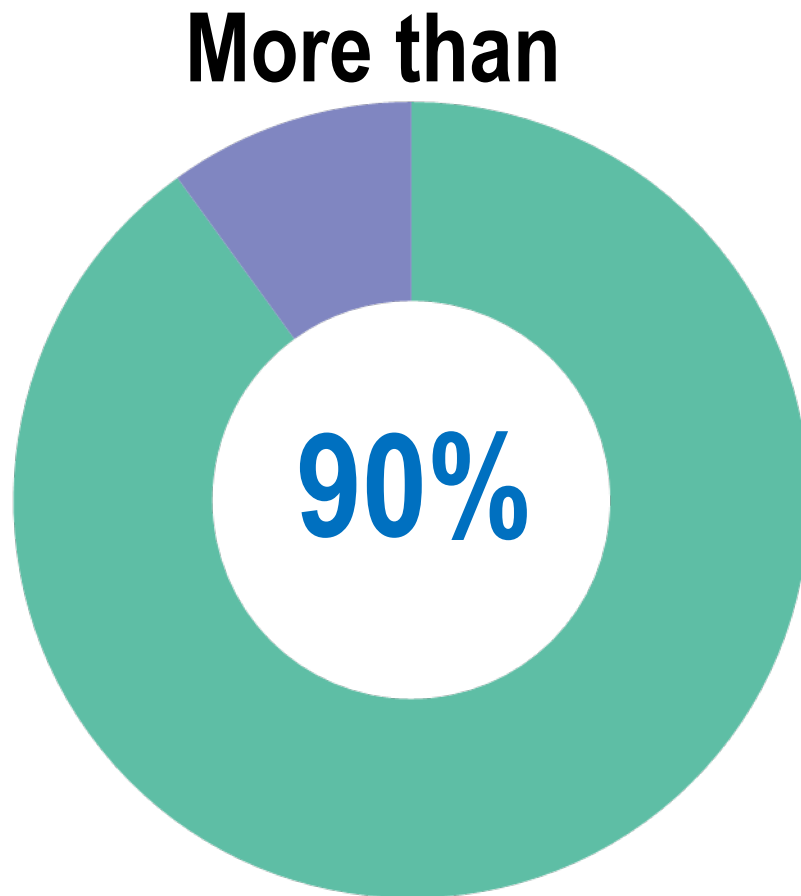
140,000

people in the U.S. are diagnosed each year



That's about **16** every hour

Data Source: American Cancer Society. Colorectal Cancer Detailed Guide. <http://www.cancer.org/acs/groups/cid/documents/webcontent/003096.pdf>.



**of colon
cancers occur
in people aged**

50

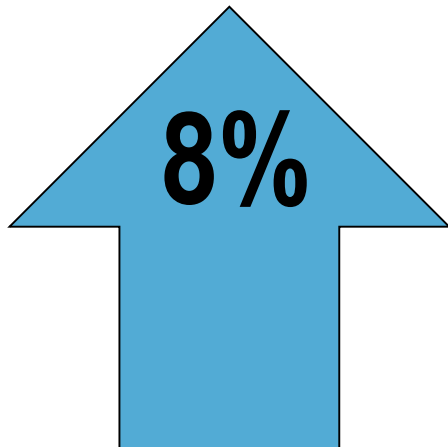
and older

Data Source: American Cancer Society. Colorectal Cancer Facts & Figures 2011-2013.

Colon cancer is:

67%

**more common in AI/AN men
than women in Oregon.**



**more common among American
Indians and Alaska Natives in
Oregon than whites**

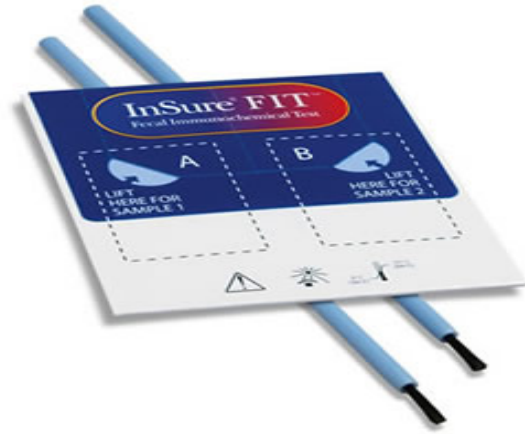
6673

Tribal members at 23 clinics in the Portland Area are not up to date with colon cancer screening recommendations

Data Source: 2017 IHS GPRA

WHY FIT IS AN IMPORTANT OPTION

Ways to screen for colon cancer



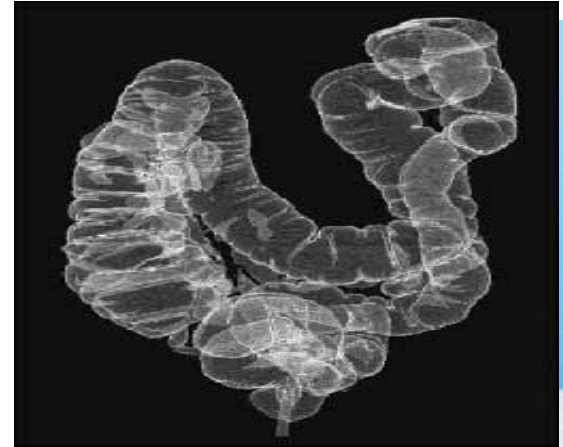
Fecal test

Looks for hidden blood in the stool



Endoscopy

Doctor inserts tube in rectum to view colon



New tests

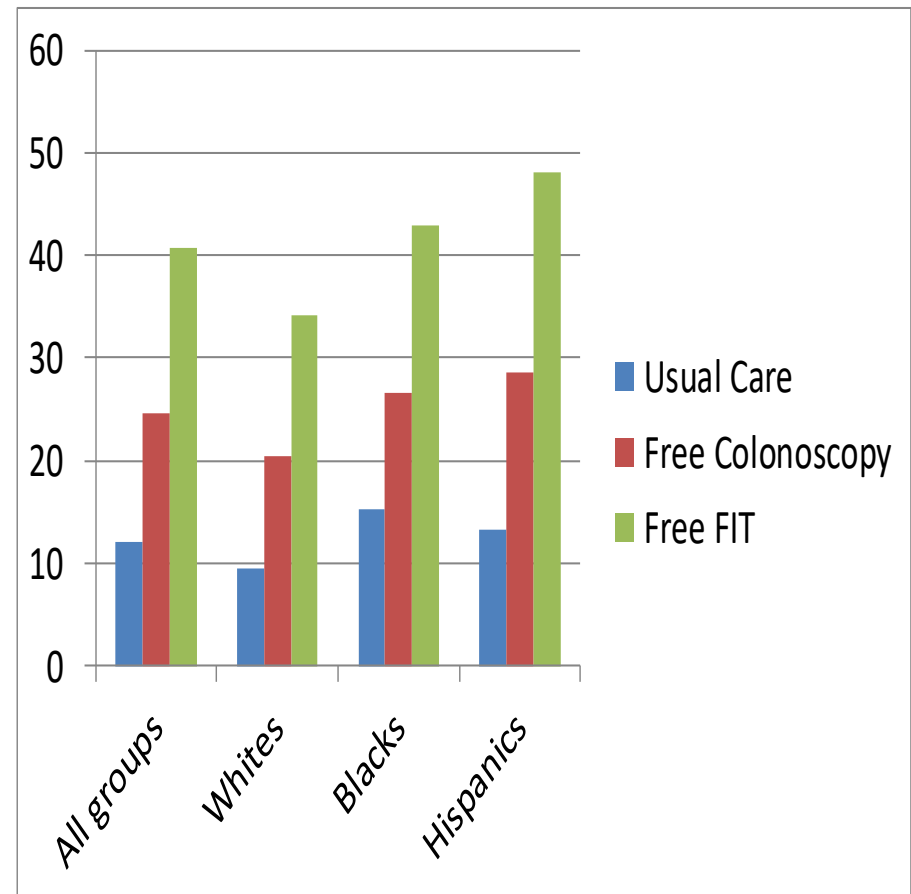
X-ray of colon; fecal plus DNA test

FIT as a viable option

- Patients prefer fecal testing over colonoscopy, in studies using data from a given year;
- Some geographic regions have limited colonoscopy capacity, fecal testing allows for 'risk stratification';
- “I will not get a colonoscopy unless I believe something is wrong”; fecal testing can motivate patients to get colonoscopy
 - Rates of first-line colonoscopy screening: ~ 40% (without reminders)
 - Rates of follow-up diagnostic colonoscopy: 60 - 90%

Free FIT vs. Free colonoscopy program

- Study included uninsured patients aged 54-64 at the John Peter Smith Health Network, a safety net health system.
- Randomized patients into 3 groups:
 - Free FIT (n = 1593)
 - Free colonoscopy (n = 479)
 - Usual care (n = 3898)



South Carolina study shows benefit of FIT-based program

Outcome	Colonoscopy program	Annual FIT program	Relative difference
Individuals screened	2,747	21,153	7.7
Colonoscopies performed	2,747	1,540	0.6
CRC cases prevented	13	30	2.4
CRC deaths prevented	6	26	4.1
Life-years gained	68	258	3.8

*Assumes fixed state funding of \$1 million over 2 years for uninsured, low income population aged 50 – 64

Source: van der Steen A et al. Optimal Colorectal Cancer Screening in States' Low-Income, Uninsured Populations – The Case of South Carolina. Health Services Research, June 2015.

Promising Interventions in Vulnerable Populations (N = 27)

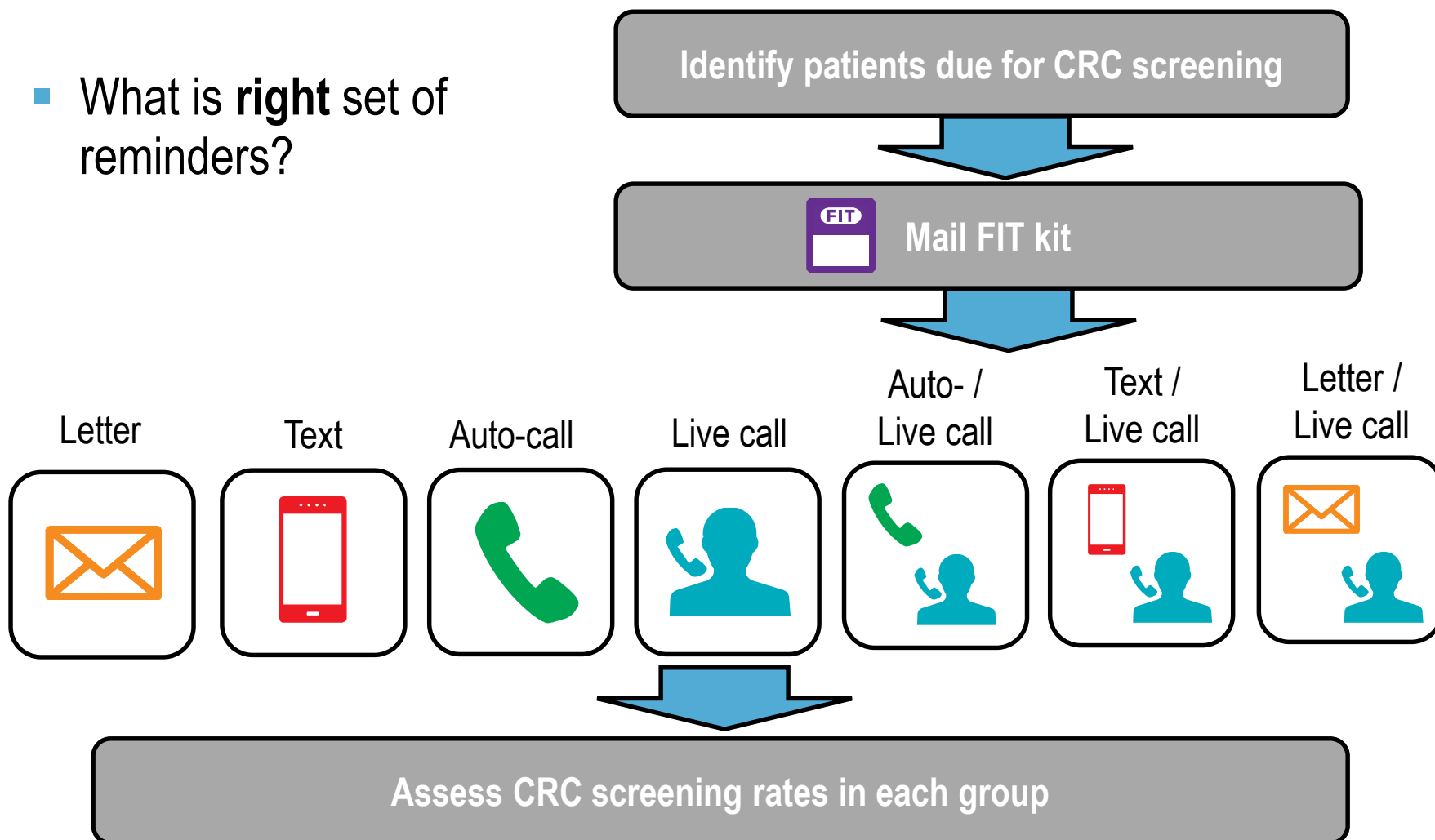
Intervention	N studies	Does it Improve FOBT/FIT Screening?	Strength of evidence
Direct Mail	9	Yes	High
Flu-FOBT/FIT	2	Yes	High
Clinic processes	2	Mixed	Moderate
Patient Navigator	2	Yes (overall screening) Mixed (FOBT only)	Moderate
Education at clinic visit or in community	12	Unclear/ Mixed	Low/ Insufficient

Adapted from Davis et al. 2015 Systematic Review

HOW BEST TO REMIND PATIENTS TO COMPLETE FIT

Reminders for direct-mail program

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



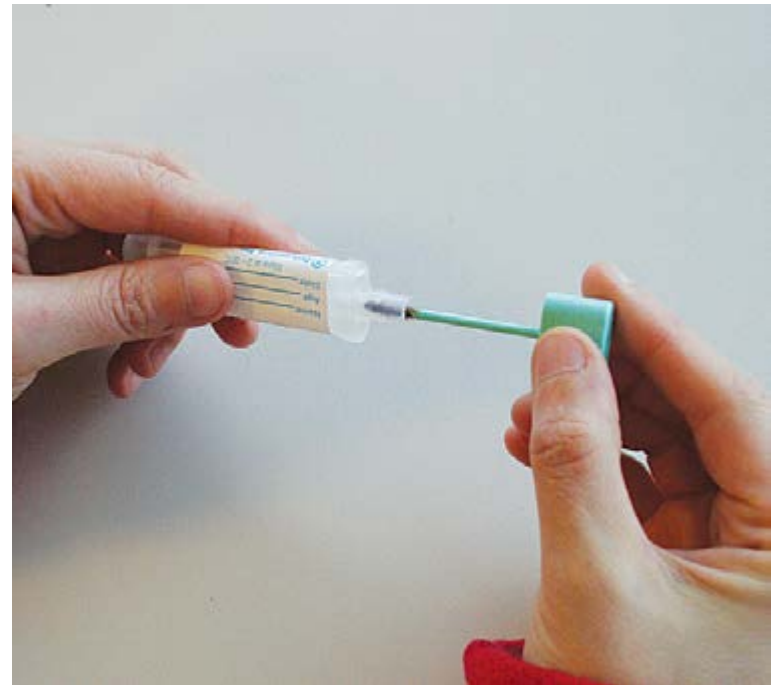
Source: Sea Mar Community Health Center

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*Reminders are delivered in English, Spanish and Russian

Sea Mar's mailed FIT program

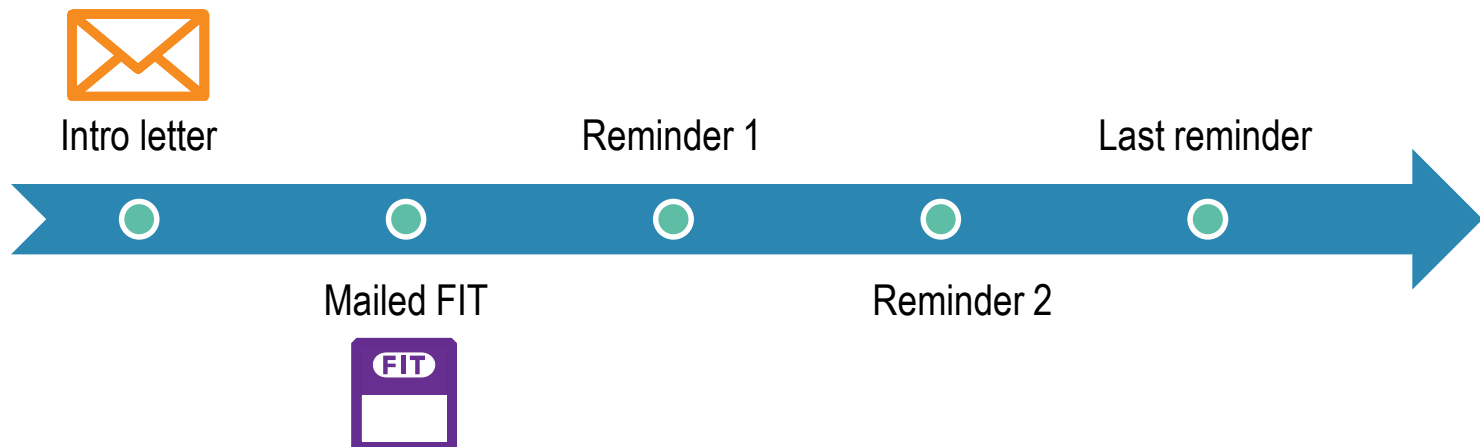
- Step 1: Introductory letter
- Step 2: Mailed FIT kit



Sea Mar's mailed FIT program

■ Step 3: Reminders

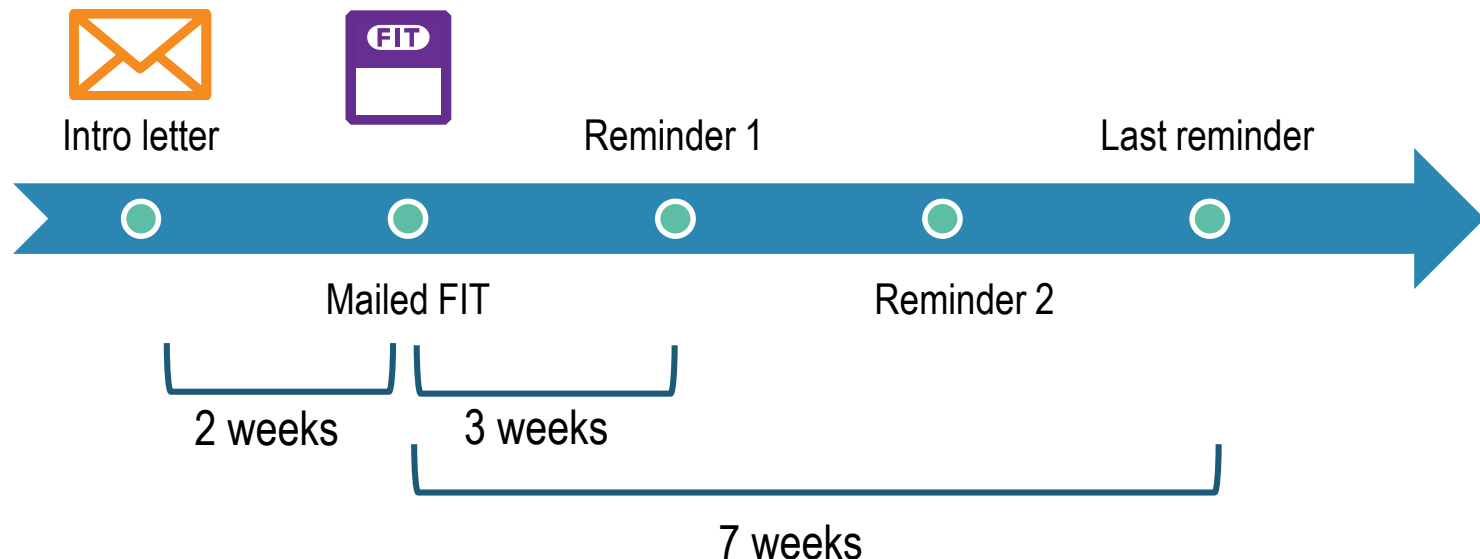
- 1 mailed letter
- 2 automated phone calls
- 2 text messages
- Live phone call (up to 2 attempts)
- 2 email messages (among those with an email account)



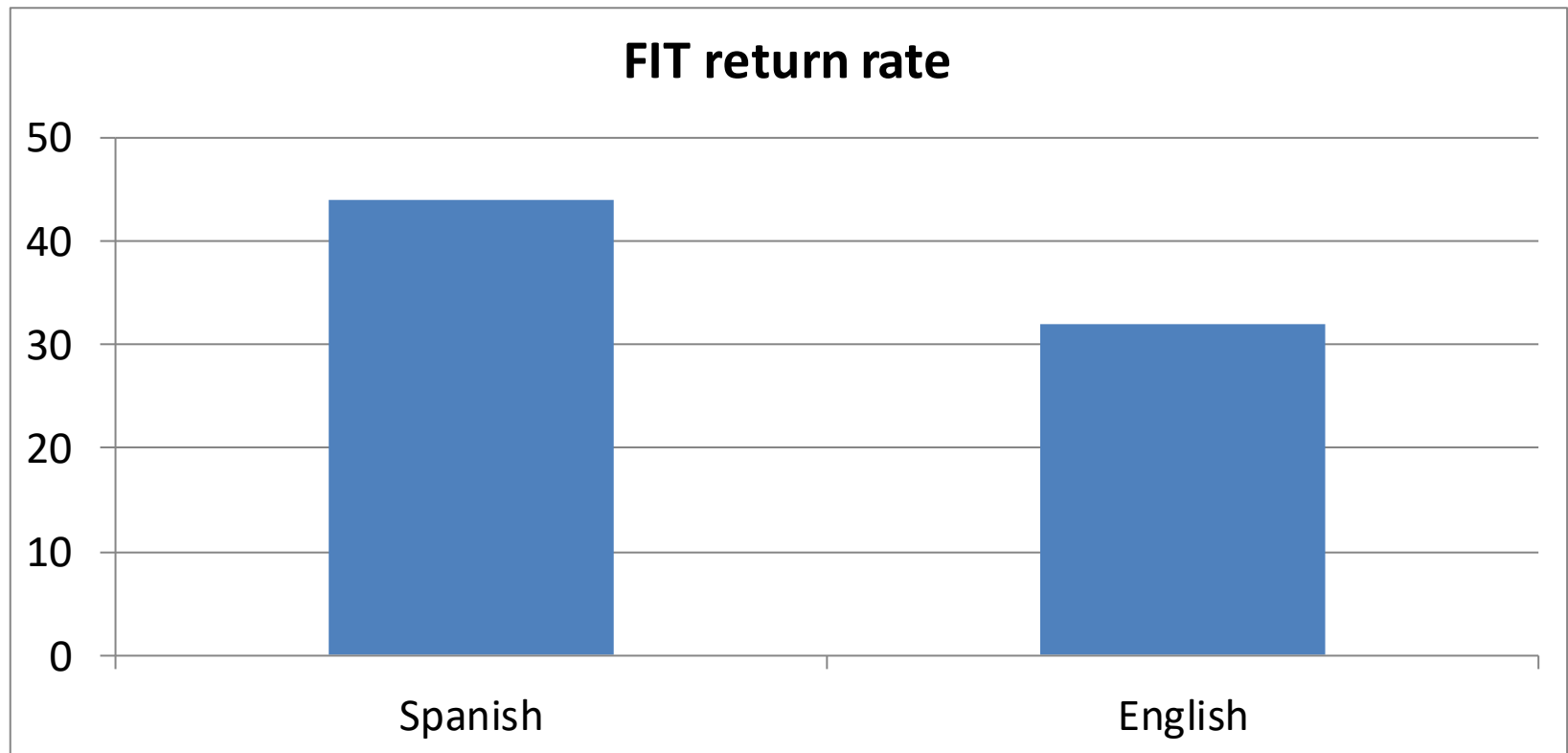
Sea Mar's mailed FIT program

■ Step 3: Reminders

- 1 mailed letter
- 2 automated phone calls
- 2 text messages
- Live phone call (up to 2 attempts, delivered by patient advocate)
- 2 email messages (among those with a portal account)

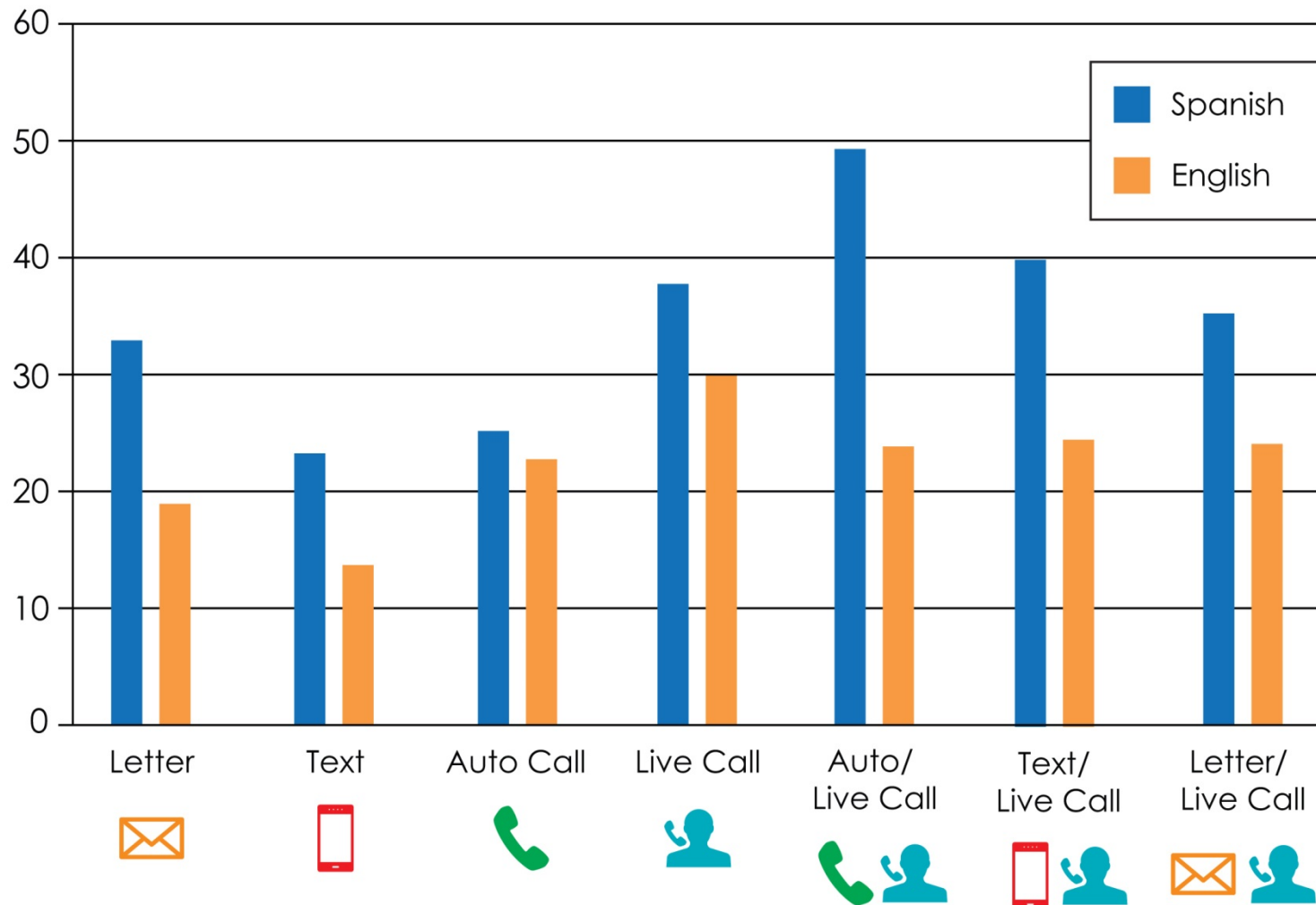


FIT return rates were higher in patients who prefer speaking Spanish



Successful mailed FIT program reminders

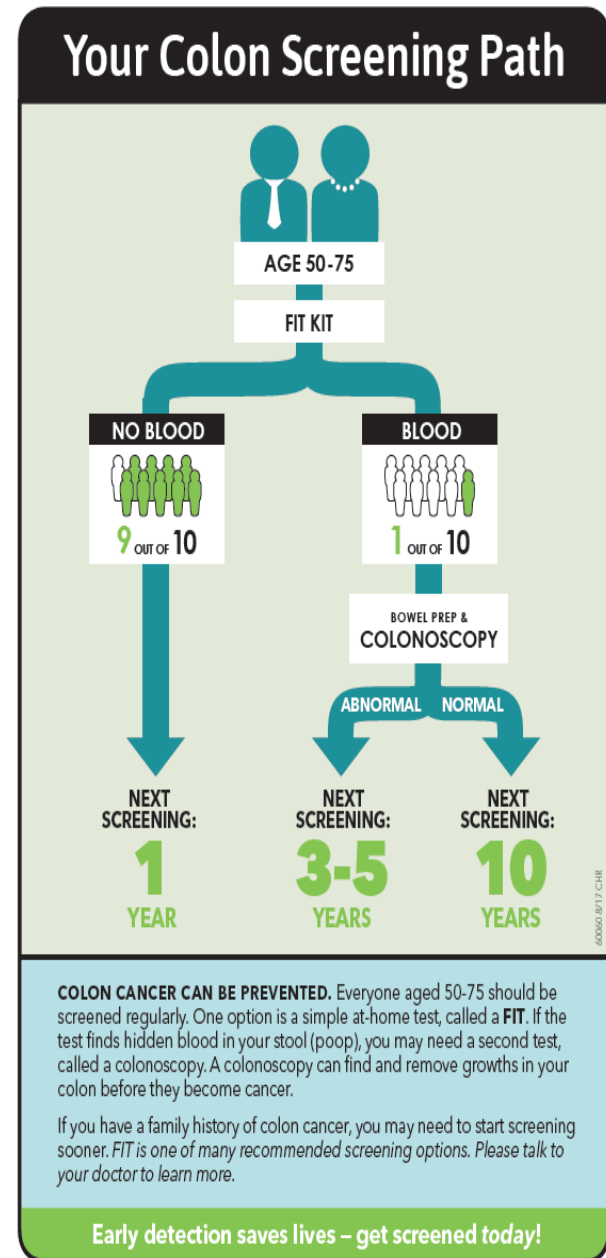
FIT return rates among patients who prefer Spanish vs. English



FOLLOW-UP COLONOSCOPY RATES ARE UNACCEPTABLY LOW

The problem

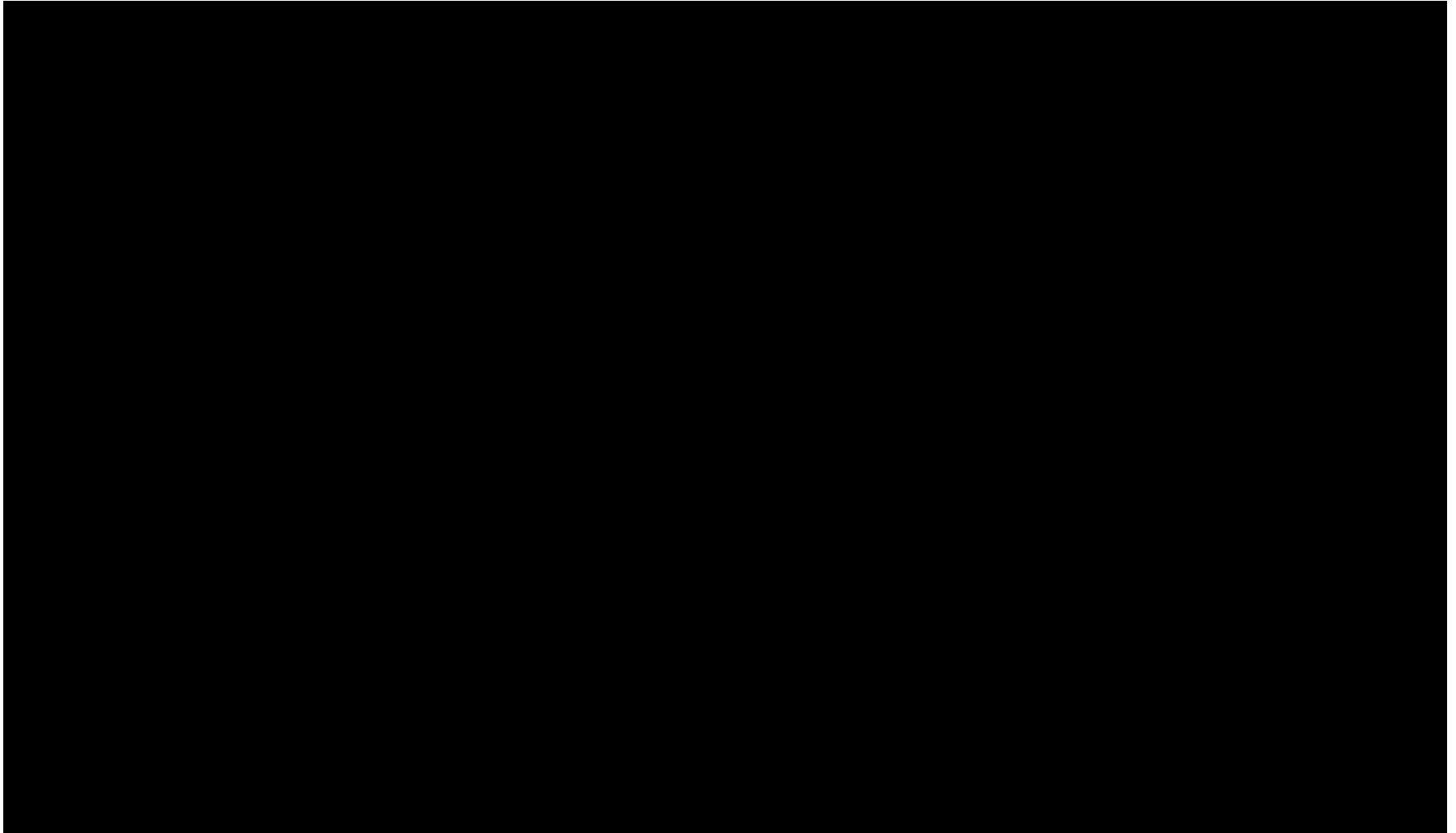
- An estimated 8.7 million individuals complete a fecal test each year.
- Yet, not all individuals who test positive get a follow-up colonoscopy.
- For these patients, the benefit of fecal testing is nullified!



In safety net practices, only **52% - 54%*** of individuals who screen positive on FIT obtain a follow-up colonoscopy.

* Liss et al. 2016; STOP CRC study

“Don’t Miss Life’s Greatest Moments”



MailedFIT.org


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Mailed FIT – Resources to Optimize Colorectal Cancer Screening



- Mailed FIT
- Why Do It?
- Research Projects
- Program Materials
- Mailed FIT News
- Workflows

Contact
Gloria Coronado, PhD

We, at the Center for Health Research, and with our partners, are trying to understand how to

75%

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