

# IDAHO

## COLORECTAL CANCER ROUNDTABLE

---

### Due for Screening? Effective Patient Reminders

*November 2, 2017*

 **EIGHTYBY2018**

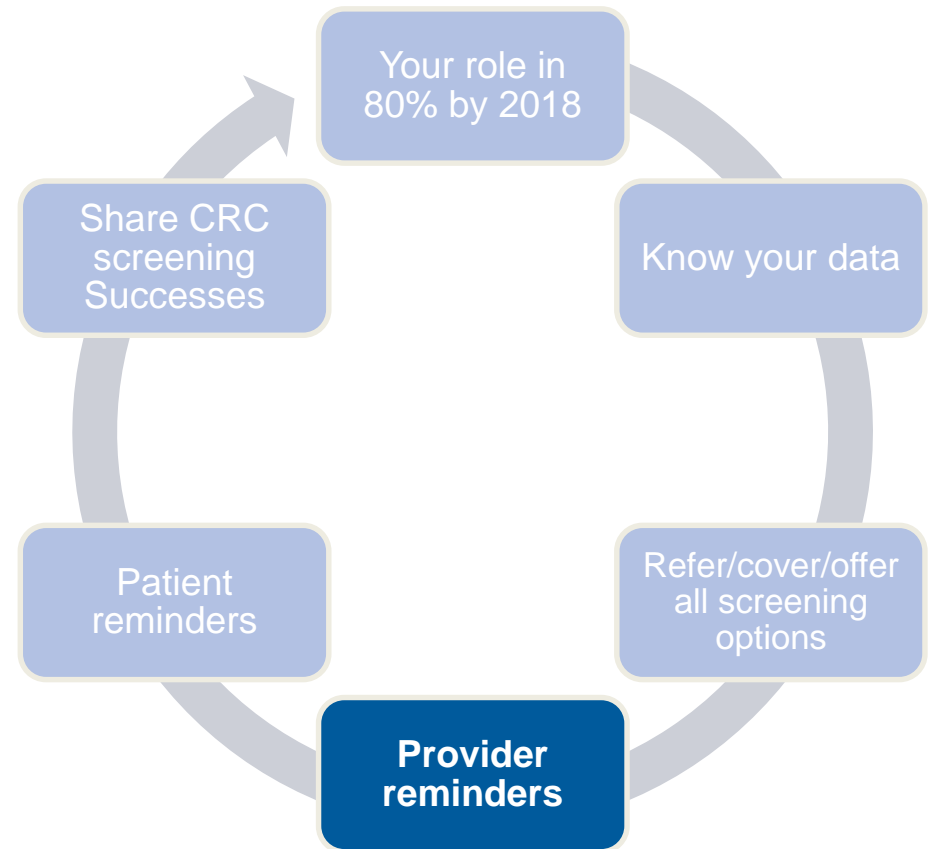
# Announcements

- National 80% by 2018 Updates
- Regional Idaho CRC Roundtable Meetings in 2018
- Steering Committee Updates



# August Webinar Recap

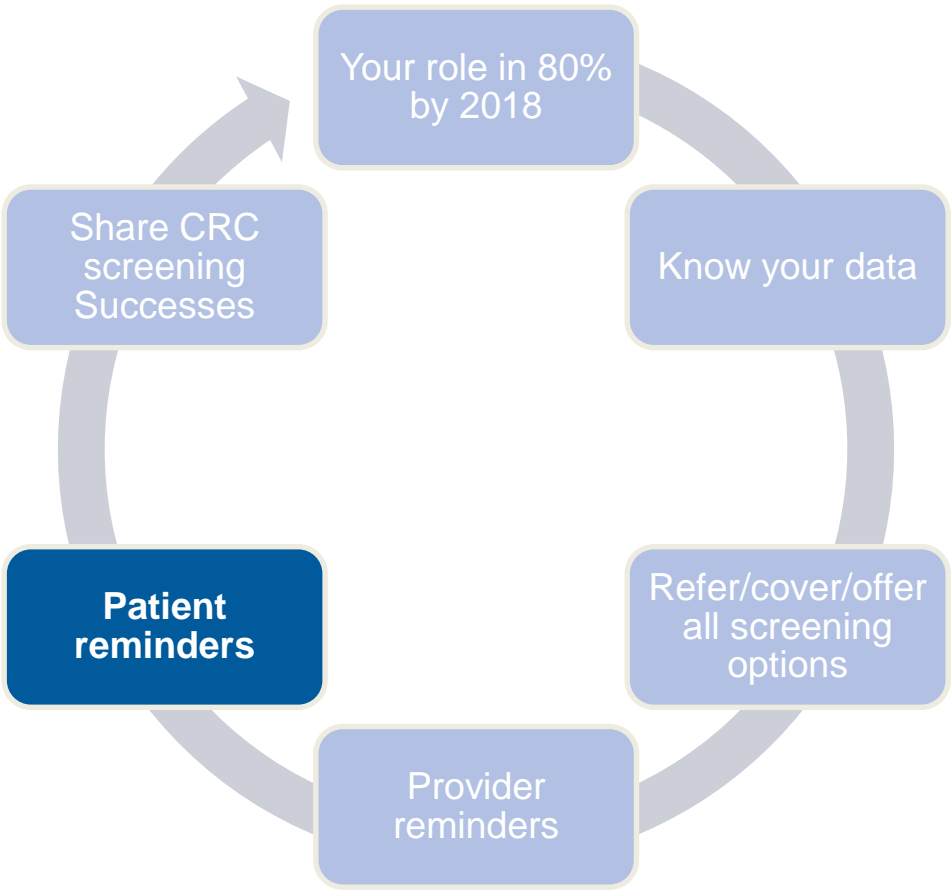
- Providers need reminders to know that their patients are due for screening
- Adam Richins and Kasi Mayer highlighted best practices like morning huddles, patient questionnaire/intake form and EMR documentation





# Webinar Objectives

- Expand knowledge of patient messaging to overcome screening barriers
- Promote examples of public health awareness messaging campaigns
- Demonstrate effective messages tailored to specific populations
- Identify collaborative opportunities and shared resources



INTERVENTION STRATEGY	CPSTF FINDING		
<b>Increasing Breast, Cervical, and Colorectal Cancer Screening</b>			
<b>Client-oriented screening intervention strategies</b>			
Interventions	Breast Cancer	Cervical Cancer	Colorectal Cancer
Client reminders	●	●	●
Client incentives	◆	◆	◆
Small media	●	●	●
Mass media	◆	◆	◆
Group education	●	◆	◆
One-on-one education	●	●	●
Reducing structural barriers	●	◆	●
Reducing client out-of-pocket costs	●	◆	◆
<b>Multicomponent intervention strategies</b>			
Increase screening and provider delivery of services	●	●	●
<b>Provider-oriented screening intervention strategies</b>			
Provider assessment and feedback		●	
Provider incentives		◆	
Provider reminder and recall systems		●	



# Definition

## Patient Reminders


Patient reminders are **written** (letter, postcard, e-mail) or **telephone** messages (including automated messages) advising people that they are due for screening.

These interventions can be:

- **untailored** to reach the overall target population
- **tailored** with the intent to reach one specific person, based on characteristics unique to the person, related to the outcome of interest, and derived from an **individual assessment**




# Patient Reminders & Messaging







**80%  
by 2018**

*Recommended Messaging  
to Reach the Unscreened*



**2016  
COMMUNICATIONS  
GUIDEBOOK**


See Hispanics/Latinos and Colorectal Cancer Companion Guide for Tested Messages in Spanish!



**80%  
by 2018**




*Tested Messages to Reach  
the Unscreened*

Tools for the 80% by 2018 goal to screen 80% of adults 50 or older for colorectal cancer by 2018



**Hispanics/Latinos  
and Colorectal  
Cancer**

*Companion Guide*



# Barriers to Screening

## #1: Affordability

- *“I do not have health insurance and would not be able to afford this test. I do not feel the need to have it done.”*

## #2: Lack of symptoms

- *“Doctors are seen when the symptoms are evidently presumed, not before.”*

## #3: No family history of colon cancer

- *“Never had any problems and my family had no problems, so felt it wasn't really necessary.”*





# Barriers to Screening

## #4: Perceptions about the unpleasantness of the test

- *“I do not think it is a good idea to stick something where the sun don’t shine. The yellow Gatorade I cannot stomach.”*

## #5: Doctor did not recommend it

- *“I fear it will be uncomfortable. My doctor has never mentioned it to me, so I just let it go.”*

## #6: Priority of other health issues

- *“I just turned 50 and I am dealing with another health issue, so it's on the back burner.”*



# Motivation

- Support and Testimony
- Empowerment and Control
- Physical Survivor/Expectation
- Trust
- Options
- Affordability



# Key Messages

**There are several screening options available, including simple take home options. Talk to your doctor about getting screened.**

**Colon cancer is the second leading cause of cancer deaths in the U.S., when men and women are combined, yet it can be prevented or detected at an early stage.**

**Preventing colon cancer, or finding it early, doesn't have to be expensive. There are simple, affordable tests available. Get screened!  
Call your doctor today.**

**Most health insurance plans cover lifesaving preventive tests. Use the health benefits you are paying for to get screened for colon cancer.  
Call your doctor today.**



# The Importance of the Right Messenger

- Physicians are viewed as a trusted source for health information.
- Survivors make it personal.
- Community organizations and nonprofit organizations must be mobilized.
- Insurance carriers clear up confusion.



# Latino/Hispanic Population

1 in 2

Hispanic adults (47%)  
between 50 and 75 years  
old is not getting tested  
as recommended

## Bicultural Hispanics:

- are bilingual;
- conduct business in English;
- are comfortable with Spanish and English media sources; and
- practice Hispanic traditions and customs.

## Unacculturated Hispanics:

- are primarily Spanish speakers;
- conduct business in Spanish;
- rely on Spanish media sources; and
- practice Hispanic traditions and customs.



# Top Barriers to Screening

- Doctor did not recommend
- Lack of information
- Fear
- Affordability
- “Machismo”
- Limited knowledge that CRC screening can prevent cancer



# Recommendations

- Emphasize key statistics, such as that colon cancer is the second-leading cancer killer
- Explain that colon cancer can be prevented
- Explain that colon cancer can occur without symptoms
- Use strong visual stimuli
- Use a firm, clear message that is appropriately serious, but coupled with hope
- Make it personal; include theme of being there for the family
- Use a trusted spokesperson or known celebrity to deliver the message
- Faith-based and community organizations may be a powerful avenue



MESSAGE **A**



If you are 50 or older, you're at a higher risk for colon cancer—even if you are healthy. Ask your doctor for a screening test. You can do a simple test at home.

Si tienes 50 años o más, estás en un mayor riesgo del cáncer de colon, incluso si te sientes saludable. Pide a tu médico una prueba de detección. Puedes hacer una prueba simple en tu casa.





MESSAGE **E**



Hi, my name is Maria. I lost my father to colon cancer. He was too stubborn to get screened, but the cancer might have been prevented if he did. Don't let your family lose you too. Get screened and prevent colon cancer.


Hola, me llamo María. Perdí a mi padre a causa del cáncer de colon. Él era demasiado testarudo para hacerse una prueba de detección, pero el cáncer pudo haber sido prevenido si lo hubiese hecho. No dejes que tu familia también te pierda. Hazte una prueba de detección y previene el cáncer de colon.



# Patient Reminder Resources


COLORECTAL CANCER SCREENING


# SAVES LIVES

This is one cancer you can prevent! 

Regular screening, beginning at age 50, is the key to preventing colorectal cancer.

**It's time for you to be screened!**



 U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

1-800-CDC-INFO (1-800-232-4636) • www.cdc.gov/screenforlife



*If you remember this toy,*  
**IT'S TIME TO TALK TO YOUR DOCTOR ABOUT COLON CANCER SCREENINGS**


 **EARLY DETECTION IS KEY**  
When found early, over half of men and women survive colon cancer.

## How to Increase Colorectal Cancer Screening Rates in Practice:

A Primary Care Clinician's\* Evidence-Based Toolbox and Guide 2008

\*Including Family Physicians, General Internists, Physician-Gynecologists, Nurse Practitioners, Physician Assistants, and Four Other Managers

Mona Sarfaty, MD  
EDITORS  
Karen Peterson, PhD  
Richard Wender, MD



APPENDIX D: Tools: Phone Scripts, Reminder Letters, Postcards

### Reminder Letter to Patient at Average Risk

**MAIN STREET MEDICAL**

Date \_\_\_\_\_

I \_\_\_\_\_

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_

Dear (Name):

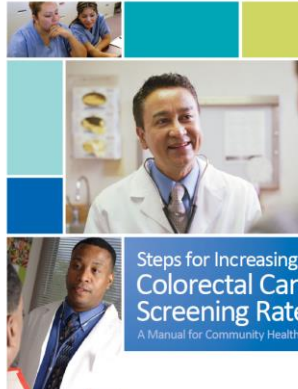
Colorectal cancer is the second leading cause of cancer death among men and women in the United States. The good news is that this disease can be prevented. Screening tests are vital to preventing colorectal cancer because they can detect precancerous polyps that can be removed easily with routine procedures. Lifestyle changes, such as improving diet and increasing physical activity, can also reduce the risk of cancer.




Like many people, you are at risk for colorectal cancer. I am writing to remind you to call your primary care physician today to schedule a colorectal cancer screening appointment. By getting colorectal cancer screening tests regularly, colorectal cancer can be found and treated early when the chances for cure are best.

Please read the enclosed brochure to learn about colorectal cancer screening. If you'd like to know more about colon cancer and the testing process, I would be happy to talk with you about it further. You can also call the American Cancer Society at 1-800-ACS-2345 or visit [www.cancer.org](http://www.cancer.org). Whatever your next step, I hope you'll schedule your next screening test soon. It just might save your life.



Sincerely,

Enclosure: *Colorectal Cancer Screening brochure*



**Steps for Increasing Colorectal Cancer Screening Rates**  
A Manual for Community Health Workers



# New Idaho Resource



**Colorectal Cancer Screening**  
Getting Our Rear in Gear

Click for more information!

COMPREHENSIVE  
CANCER CONTROL  
GET SCREENED IDAHO

Watch this 3-part video series to increase your knowledge about colorectal cancer in Idaho and learn new ideas to increase screening rates among your patients.

Who: Healthcare providers, clinic staff, and community partners

Why: Idaho ranks 44th in the nation for colorectal cancer screening

Goal: Increase colorectal cancer screening rates

For more information, visit the website: <http://bit.ly/CRCTraining>



## Agenda

- Announcements
- Recap August Webinar
- Objectives for Today
- Patient Reminders Overview
- Resources
- **Success in Practice**
- Wrap-up & Next Steps

**Charlene Cariou**

Program Manager

*Comprehensive Cancer  
Control Program of Idaho*



# Increasing CRC Screening Among Idaho Medicaid Enrollees

Intervention planning,  
implementation and outcomes

# Intervention Planning

- Develop partnership with Idaho Medicaid – Healthy Connections
- Assess feasibility
- Determine goal of project
- Adapt existing materials

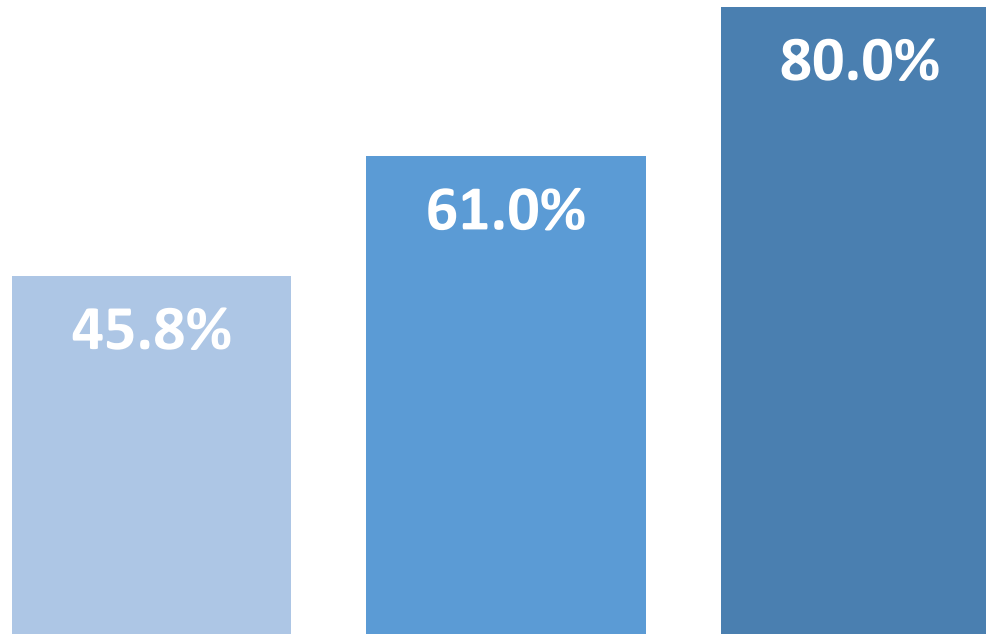


## Healthy Connections

Primary Care for Idaho Medicaid Participants



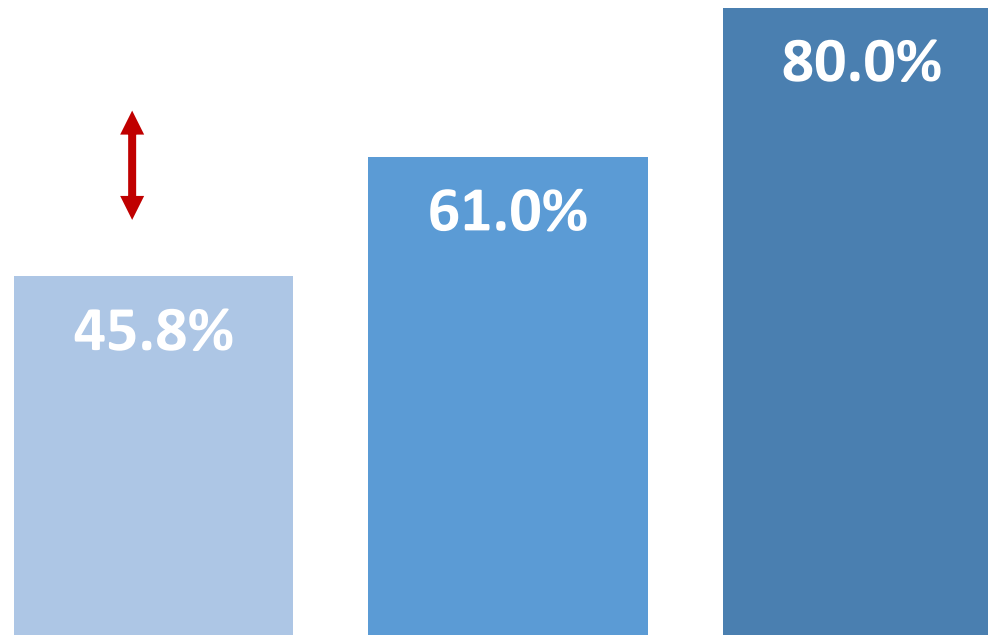
# Intervention Need



■ Idaho Medicaid Screening Rate (2015) ■ Idaho BRFSS Screening Rate (2014) ■ Idaho Goal

Note: Medicaid screening rates and BRFSS rates are not comparable

# Intervention Need

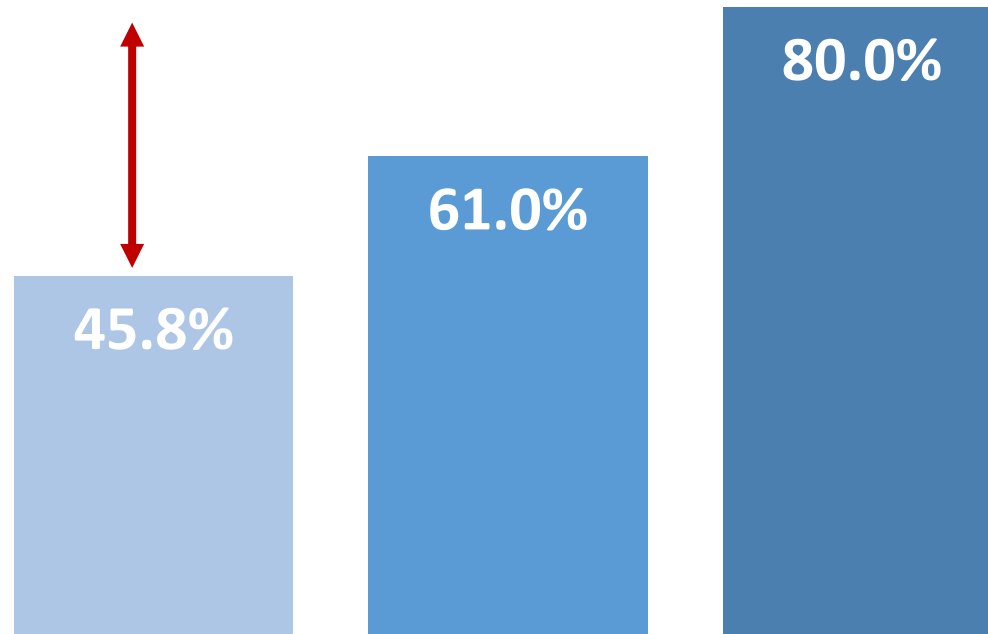


■ Idaho Medicaid Screening Rate (2015) ■ Idaho BRFSS Screening Rate (2014) ■ Idaho Goal

Note: Medicaid screening rates and BRFSS rates are not comparable



# Intervention Need



■ Idaho Medicaid Screening Rate (2015) ■ Idaho BRFSS Screening Rate (2014) ■ Idaho Goal

Note: Medicaid screening rates and BRFSS rates are not comparable

# Intervention Planning

- Received list of Medicaid enrollees
- Reminder postcards to Medicaid enrollees
  - Within screening age
  - No CRC screening claim on record

FIRST CLASS  
U.S. POSTAGE PAID  
PERMIT NO. 1  
BOISE, ID

If you are 50 or older, you're at a higher risk for colon cancer. Colon cancer can be prevented if found at an early stage.

There are several screening options available, including simple take-home options.

Call the Healthy Connections program at 1-888-528-5861 to schedule an appointment with your doctor today.



The Department of Health and Welfare complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

July 2016

This publication was supported by the Grant or Cooperative Agreement Number, DP003881, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

**1 IN 3 IDAHOANS**  
STILL NEED TO BE SCREENED FOR COLON CANCER

*Are you one of them?*



COLON CANCER PREVENTION  
[cancer.dhw.idaho.gov](http://cancer.dhw.idaho.gov)



Si tiene 50 años o más, corre mayor riesgo de contraer cáncer de colon, aunque se siente saludable. El cáncer de colon se puede prevenir si se descubre temprano.

Hay varias pruebas de detección disponibles, incluso una prueba sencilla para uso en la casa.

Llame el programa Healthy Connections al 1-888-528-5861 y hágase una cita con el doctor hoy mismo.



The Department of Health and Welfare complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

March 2017

This publication was supported by the Grant or Cooperative Agreement Number, DP003881, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

FIRST CLASS  
U.S. POSTAGE PAID  
PERMIT NO. 1  
BOISE, ID

**1 DE CADA 3 PERSONAS EN IDAHO**

**TODAVÍA NECESITAN HACERSE LA PRUEBA  
DE DETECCIÓN PARA EL CÁNCER DE COLON**

*¿Es usted uno de ellos?*



PREVENCIÓN DE CÁNCER DE COLON  
[cancer.dhw.idaho.gov](http://cancer.dhw.idaho.gov)



**ВНИМАНИЕ:** Если вы говорите на русском языке, то вам доступны бесплатные услуги перевода. Звоните 1-800-926-2588 (телетайп: 1-208-332-7205).

FIRST CLASS  
U.S. POSTAGE PAID  
PERMIT NO. 1  
BOISE, ID

If you are 50 or older, you're at a higher risk for colon cancer. Colon cancer can be prevented if found at an early stage.

There are several screening options available, including simple take-home options.

Call the Healthy Connections program at 1-888-528-5861 to schedule an appointment with your doctor today.



The Department of Health and Welfare complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

July 2016

This publication was supported by the Grant or Cooperative Agreement Number, DP003881, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.

## Language line info provided in:

- Arabic
- Chinese
- French
- German
- Portuguese
- Romanian
- Russian
- Vietnamese

# 10,393

# postcards mailed

# Preliminary Outcomes

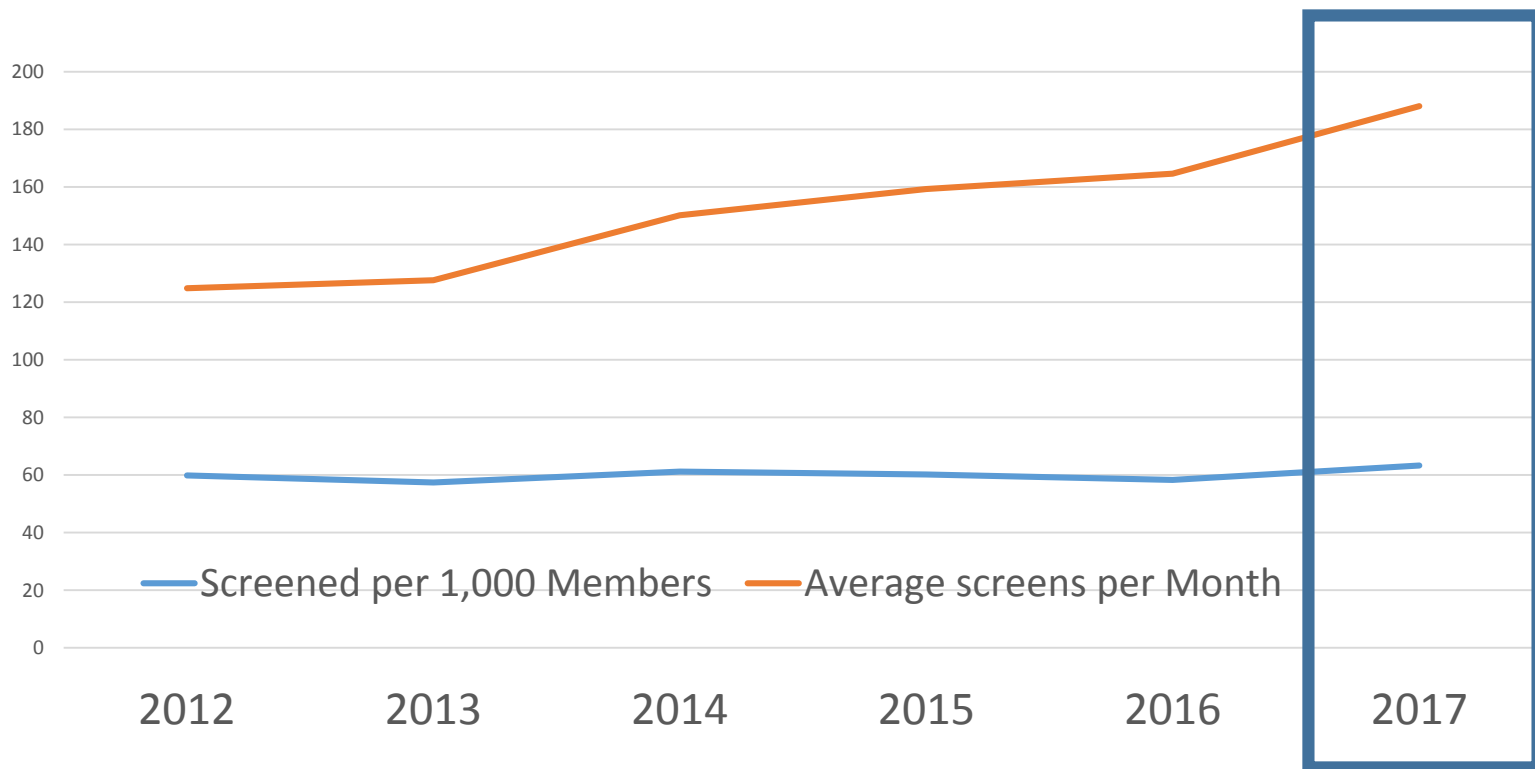
- Reminder cards sent - March 2017
  - 10% increase in CRC screening rates when comparing 5 months prior and 5 months post
- YTD
  - 8.7% increase over 2016 screening rate
  - 188 average screens per month (2017) compared to 165 (2016)



Source: Idaho Medicaid CRC Screening by CPT code October 2017

# Preliminary Outcomes

Colorectal cancer screening : Male & Female age 50-75



Source: Idaho Medicaid CRC Screening by CPT code October 2017



# Tips from the Field

- Ensure healthcare providers have the information needed to address the cancer screening recommended
  - Example – FIT kits, insurance coverage
- Clear timelines for implementation and evaluation
- Ensure all populations included in intervention are truly included



# Thank you!

Charlene Cariou, MHS, CHES  
Health Program Manager

Idaho Comprehensive Cancer Control Program

[Charlene.Cariou@dhw.Idaho.gov](mailto:Charlene.Cariou@dhw.Idaho.gov)

# Q & A



*Megan Czarniecki*

Megan.Czarniekci@cancer.org  
208.422.0177

*Charlene Cariou*

Charlene.Cariou@dhw.Idaho.gov  
208.332.7344

*Megan Mackey*

Megan.Mackey@dhw.Idaho.gov  
208.334.5966

# Action Items

- Join Idaho CRC RT Member Listserve
- Tell someone about the 80% by 2018 initiative
- Tell someone about something new you learned during this webinar
- Implement Patient Reminders (or at least discuss options with your clinical team)
- Register for the December 1<sup>st</sup> webinar highlighting successes in Idaho

# Next Webinar

December 1<sup>st</sup>  
10:00 to 11:00 am (MT)

## Spread Success: Stories from the Field

- Highlight successful stories in practice from around Idaho
- Develop plan for 2018

