

If You Build It-They Will Come... Sorta

Colorectal Cancer Screening In Colorado
The Clock is Ticking

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If you build it, they will come

The Issue...

Medicaid Expansion and Coverage Happened in 2012! Yippee

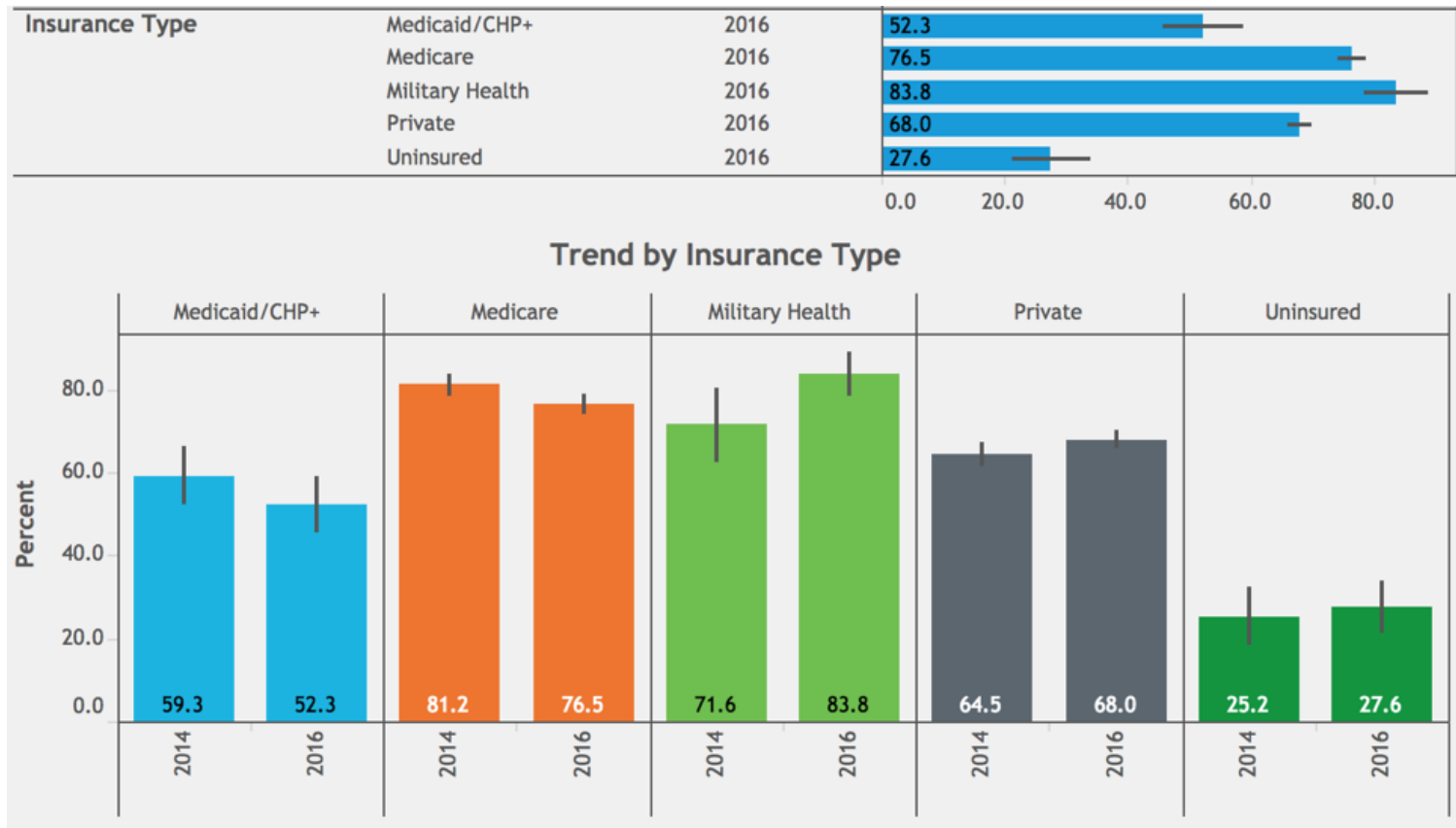
Screening rates have not changed substantially for the Medicaid population in Colorado (based on 2012-2016)

'Time' is Critical (18 months, 80% by 2018)

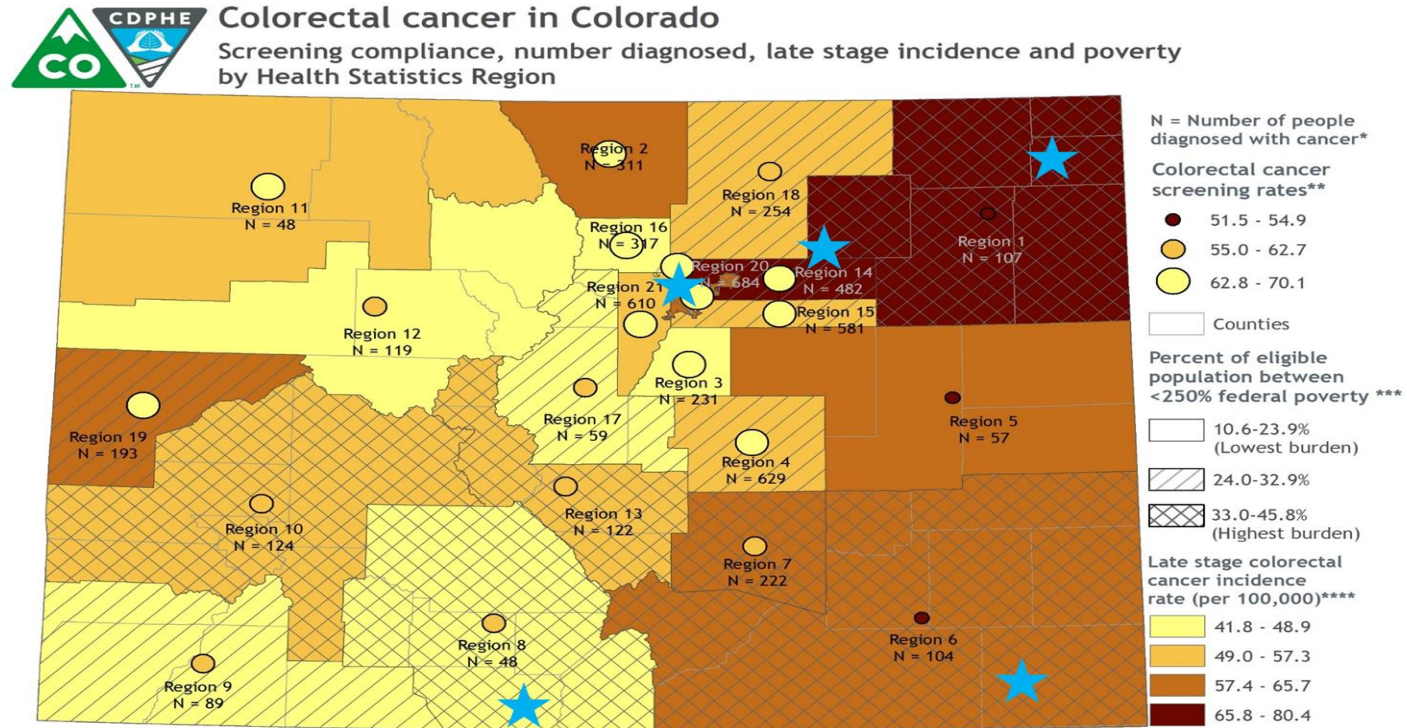
While Expansion is Fantastic, Expanded Coverage - Isn't Everything

Feeling a Sense of Urgency

The Data



Colorectal Cancer and Screening in Colorado



* Colorado Central Cancer Registry, 2012-2014, Number of people diagnosed with a colorectal cancer at any age
 ** BRFSS, 2012 & 2014, Percent of people aged 50 to 75 screened for colorectal cancer (colonoscopy in last 10 years, sigmoidoscopy in last 5 years, or FIT/FOBT in last year)
 *** Census Small Area Household Income Estimates, 2014, Percent of people aged 50 to 64 at or below 250 percent of federal poverty level
 **** Colorado Central Cancer Registry, 2012-2014, Age-adjusted incidence rates per 100,000 population for late stage colorectal cancer diagnosed in regional or distant stage only among people aged 50+

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Listening Tour

Colorado Colorectal Screening Program team have been actively listening to the specific issues that patient navigators experience in the field

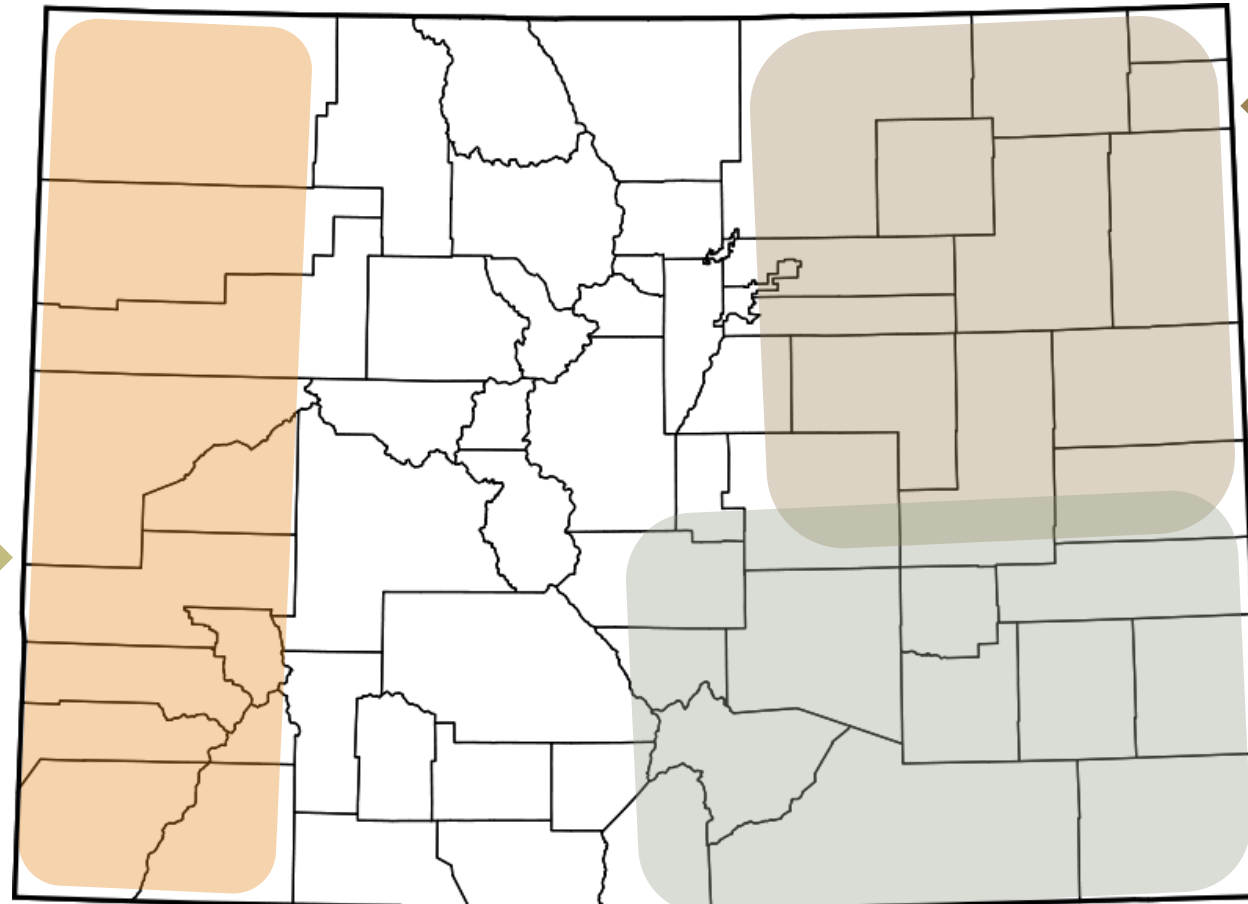
After examining the number of people navigated on behalf of our program, it's clear there's more going in specific regions and with specific populations

The Colorado Colorectal Screening Program made a deliberate attempt to listen to what are the issues and how are we addressing these issues

Results of the Listening Tour

Western Slope

- Health not a major priority
- Communication
- Past experience with clinic or hospital
- Legal Status
 - Distrust
 - Suspicion
- Culture
- Limited access to providers
- Distance/Travel Time



NE CO

- Rugged Individualism
- Cowboy Mentality
- Health not a major priority
- Viewing Medicaid as a government handout

SE CO

- Too much to take care of today to worry what *may* happen in the future
- Meth and Opioid Addiction
- Viewing Medicaid as a government handout
- Legal status
- Education and Health Literacy
- Language

Statewide-

Endoscopy Capacity

Most Endoscopy Sites Accept At Least Some Medicaid Patients But Capacity Might Be An Issue

Solutions

- Done are the days of one size-fits all campaigns and approaches
- Web-based mini Motivational Interviewing series to educate PNs on MI communication tools and techniques
- Text Messaging & Radio campaign to increase awareness and colorectal cancer screening rates in Southeast Colorado

Solutions

- Support from CRCCP Program and Colorado Department of Health and Environment Examining Capacity for Medicaid at Endoscopy Centers-Results Shared with HCPF, Potential Policy Changes
- CRC Task Force and Comprehensive Cancer for Better Alignment
- Examining Social Determinants of Health Issues with State Foundations

The Time Is Now!

