WHAT IS IN THE GUIDE?

• Case studies describing strategies being used by individual hospitals and health systems
  • Program origins
  • Staffing and financial resources
  • Activities
  • Outcomes/impact
  • Key lessons learned

• Excerpts and messages from NCCRT Communications Guidebook

• Samples and templates from hospitals and health systems (e.g. CRC action plans, workflow, community and employee outreach materials, program evaluation tools)
PARTICIPATING HOSPITALS AND HEALTH SYSTEMS

Surgery on Sunday

Deaconess

Phoebe

Blessing Hospital

Advocate Illinois Masonic Medical Center

Centra State Healthcare System

SSM Health

Geisinger

KentuckyOne Health

Advocate Sherman Hospital

Orange Coast Memorial MemorialCare Health System

Southwest General
WHY HOSPITALS ARE FOCUSING ON CRC

• Good Business Sense

“We worked to educate hospital leadership about how much money it would save to find these people early. If they show up in the emergency room with stage three or four colon cancer and they have no insurance, then it could cost the hospital $250,000.”

• Achieving Greater Health Equity

“Physicians want patients to have access to care. They want health equity. We describe our work broadly as health equity because that’s an idea that everybody can support, even if you haven’t been affected by colon cancer.”
WHY HOSPITALS ARE FOCUSING ON CRC

• Addressing Identified Screening Needs among Key Audiences
  • Employees
  • Community assessment results
  • Primary care patients
  • Medically underserved or unaffiliated

• Fulfilling Organizational Mission

“By detecting cancer early it really achieves the triple aim. The patient experience around quality and safety is going to be there. It's going to increase health of a population. It's also going to decrease costs.”
HOSPITAL ACHIEVEMENTS

- Improved efficiency in scheduling and completing colonoscopy screening
- Fewer no-shows, better prep
- Higher screening rates among medically underserved audiences in the community
- Higher screening rates among employees and primary care patients
- Expanded community engagement with health systems—connecting new patients with PCPs
- Avoiding costs associated with treating uninsured emergency cases
HOSPITAL AND HEALTH SYSTEM STRATEGIES

Best Practices Highlighted in the Guide:

1. Build the business case for colorectal cancer screening
   - Screening is more cost effective than treating late-stage cancer, addresses community benefit requirements, fulfills COC standards, and helps with acquisition of new patients

2. Determine baseline screening rates, evaluate efforts, and track impact
   - Measuring impact helps with program planning, obtaining outside financial support, and justifying organizational expenditures.

3. Consider the importance of an employee strategy
   - Hospitals are large employers with the ability to reach a significant number of area residents through employee outreach. Employee programs are also a good way to pilot new approaches.
HOSPITAL AND HEALTH SYSTEM STRATEGIES

Best Practices Highlighted in the Guide:

4. Patient navigation
   • Hospitals that navigate patients effectively have dramatically higher show rates and proper prep. In some cases, navigation can be done by transitioning a nurse on a part-time basis.

5. Offer patients multiple screening options
   • Research shows that promoting a choice of tests (e.g. colonoscopy, FIT, or DNA-based tests) increases odds that patients will complete screening.

6. Remove access barriers for average risk colonoscopies
   • Scheduling screening colonoscopies without first requiring a consultation (if medically appropriate) increases efficiency and patient show rates.
Best Practices Highlighted in the Guide:

7. Partner with community organizations to customize the approach and reach underserved patients
   • FQHCs and community organizations provide knowledge of unique cultural or economic barriers, access points, and resources for referring and screening underserved patients.

8. Provide free screening opportunities with a clear connection to primary care
   • Free FIT distribution programs with appropriate educational context and primary care referrals are opportunities to reach unaffiliated patients.

9. Seek deeper engagement to facilitate personal commitments to screening
   • Signed pledges, “long form” educational events and one-on-one consultation with clinicians deliver deeper engagement and high rates of follow-through on screening.
Best Practices Highlighted in the Guide:

10. Employ multi-component interventions
   • CRC interventions that make use of two or more strategies has been shown to increase screening rates by a median of 15.4 percentage points.

11. Examine workflow issues to maximize efficiency and impact
   • Key workflow issues that impact screening: clear guidance on staff roles and responsibilities, defined navigation process, follow-up on positive stool tests

12. Make effective use of electronic medical records and other data resources
   • Identifying primary care patients who are due for screening, sending out automated reminders, and alerting primary care providers to deliver a recommendation
Community Partnerships, Workflow, Patient Navigation, and Building a Business Case for Colorectal Cancer Screening

- Phoebe Putney Medical Center partners with Albany Area Primary Health Care (FQHC) and a local community cancer coalition to screen a population with significant poverty and health disparities.

- Commitment to free screening derived from:
  1) commitment to serving their community
  2) recognition that the cost to treat uninsured residents who use their ER after cancer has already advanced is far higher than the cost to screen

- Carefully developed workflow with strong patient navigation = 98% show rates & 96% proper prep for colonoscopy patients

- 2,600+ free colonoscopies for uninsured patients in the past decade

- AAPHC screening rates are used to measure their impact on the community; some clinics have already exceeded 80%
Partnering with Community Organizations to Reach Underserved Audiences

- Orange Coast Memorial focused on screening in the large Vietnamese-American population in their community
- Strong partnership with Vietnamese American Cancer Foundation provided insight into cultural barriers as well as access to the community
- Vietnamese-language community education events held at the hospital
  - Vietnamese-speaking physicians presented on CRC screening
  - Lay navigators and community liaison from Orange Coast distributed FIT kits and provided one-on-one consultation to attendees
  - Follow up “results day” for attendees who had positive FIT tests
- Three events: 339 attendees
- 90% return rate for FIT kits

- Kentucky One Cancer Prevention Services team developed a colonoscopy navigation program
- Managed by two nurse navigators focused exclusively on CRC
- Navigators took care of all prior authorizations, patient education, and reminders
- Navigators spent average of 20-30 minutes on the phone with each patient to explain prep and the procedure
- Outcomes: greater efficiency, more satisfied endoscopists, satisfied patients
- Improved information sharing, follow up with referring PCPs
- 100% show rates for 1000+ navigated patients
Figure 1: Work flow illustrating collaboration and contributions from Phoebe Putney, AAPHC, and the South Georgia Cancer Coalition
SAMPLES AND TEMPLATES: PATIENT QUESTIONNAIRE
Are you at RISK for colon cancer?

Drive Thru Colorectal Cancer Screening

Please note the 2013 screening location change to Blessing Hospital at 14th Street. Enter via Vermont Street ramp driveway. No entrance from Broadway.

Wednesday, March 20 • 11 a.m. - 2 p.m.

Kits must be picked up by the person using the kit, consent form signature is required.

Pick up your free screening kit, no appointment, no cost.

Brought to you by the Regional Cancer Partnership of Illinois. This project was made possible through funding from the Illinois Department of Public Health.

BLESSING Cancer Center

For more information call 217-223-8400, ext. 7718 blessinghealthsystem.org
SAMPLES AND TEMPLATES: EMR ALERT

Figure 2: Geisinger EMR Best Practice Alert for CRC
NEXT STEPS

- Design and layout is still being finalized
- Expected release in a few weeks