Community Engagement By Cancer Centers in CRC Screening: The OSUCCC Experience

Electra D. Paskett, Ph.D.

Cancer Center Summit: A Strategic Look at Cancer Centers and Colorectal Cancer Screening
**Populations Represented**

2016 Ohio Population 11.6 million

**Urban Populations of Ohio:**
- Few large metropolitan areas
- Cleveland, Akron, Cincinnati, Columbus, Dayton, Toledo

**Rural Populations of Ohio:**
- 2.5 million residents
- 59% land mass
- 22% of population

**Appalachia (gray shaded area):**
- 32 county area in East and South
- Federally-designated HCPS area
- Socioeconomically distressed

**Rural:**
- NW and SE part of state
- Similar characteristics
- Amish

**Minority/Ethnic Populations:**
- African-American
- Somali
- Hispanic
- Asian

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THE OHIO STATE UNIVERSITY COMPREHENSIVE CANCER CENTER
Community-based Efforts in CRC Screening

- Patient Navigation: Improving adherence to screening and follow-up of abnormalities – *in-house community*
- Ohio Colorectal Cancer Prevention Initiative – *clinical community*
- Community outreach to promote screening – *various communities*
- Increasing Screening: clinic and community-based research studies
WayFinder Patient Navigation Program

- **Goal 1:** To reduce the “no show” rates by 40% in participating clinics

<table>
<thead>
<tr>
<th>Clinic</th>
<th>Baseline</th>
<th>Navigated N/S Rate</th>
<th>Percent Change</th>
<th>Current Overall Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endoscopy</td>
<td>32%</td>
<td>6.14%</td>
<td>80%</td>
<td>22.89%</td>
</tr>
</tbody>
</table>

- **Goal 2:** To increase adherence to recommended preventative tests for Medicaid patients seen in participating clinics by at least 40%

<table>
<thead>
<tr>
<th>Clinic</th>
<th>Baseline</th>
<th>Current</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPE</td>
<td>40%</td>
<td>28.33%</td>
<td>29%</td>
</tr>
<tr>
<td>Rardin</td>
<td>40%</td>
<td>25.95%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Statewide 2012-2017

Supported by Pelotonia
$ 4.5 Million

Research Project

1. Universal Screening for Lynch Syndrome
   - Albert de la Chapelle
   - Heather Hampel
   - Richard Goldberg
   - Wendy Frankel

2. Adherence to Colorectal Cancer Screening
   - Electra Paskett

3. Molecular Epidemiology of Colorectal Cancer
   - Peter Shields

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Ohio State University Comprehensive Cancer Center
Statewide Coverage

50 participating hospitals - partners
Patients enrolled in all 88 counties

Universal Screening for Lynch Syndrome

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Adherence to Colorectal Cancer Screening

Statewide 2012-2017

Lynch Syndrome negative patients and first degree relatives
- Brief phone survey
- Tailored screening recommendation via website +/- patient navigation (N=100)

Lynch Syndrome positive patients and first degree relatives
- Genetic counseling
- Brief phone survey +/- patient navigation (N=1800+)

Electra Paskett

Testing comparative-effectiveness of interventions on outcome of following recommendations

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Community Awareness Activities (Center for Cancer Health Equity – CCHE)

- Super Colon (Columbus; Appalachia)
- Provider & Community Engagement Program (PACE)
  - March Colorectal Cancer Awareness Events – Wellness Wednesdays
  - Screening Saturdays (Free Colonoscopies & Patient Navigation)
  - Grocery Store Tours
  - Live Phone Bank and Webchat
  - Cancer Disparities Conference
- S2S – Screen to Save*
- Men’s Health Program*

*NCI-funded NON grant activities

Photos Courtesy of Darrell M. Gray, II, MD, MPH
How Do We Do This?

- **Funding:** *NCI National Outreach Network grant (all populations); ACS Ohio Colorectal Cancer Innovation Grant; Departmental (James) and Philanthropic Funds; Pelotonia; Upper Payment Limit (Medicaid) Funds*

- **Staffing:** CCHE Staff and volunteer physicians, staff and students provide guided tours for Super Colon, implement PACE events and screenings, provide outreach and educational sessions on colorectal cancer.

- **CCHE** handles the coordination of outreach and Super Colon events and works in conjunction with the GI department for PACE program activities.

  - **CCHE Staff include:**
    - Faculty Director and Deputy Director
    - Director
    - Program Director
    - Program Managers – Navigation; NON/Training; Immigrant/Refugee communities; Hispanic/Latino community
    - Program Coordinators
    - CHW’s – Appalachia, Asian, Hispanic and Somali community
    - Patient Navigators

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Key Community Partners

- American Cancer Society
- African American Male Wellness Walk
- Dodge Community Center
- Fight Cancer Saves Lives Coalition
- Gillie Community Senior Center
- Local Matters
- Marion Franklin Community Center
- New Lexington Ohio Library
- Ohio Partners for Cancer Control (State Cancer Plan)
  - Efforts align with objectives 5 and 6 in the plan
- YMCA of Central Ohio

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Challenges Overcome

- Free Colonoscopy: F/up for (+); no-shows; staffing; funding for bowel prep; transportation
- Community Events in PACE: Participation
- Super Colon: purchase unit; space, staffing
- S2S: no additional funding; short time frame; staffing
- Men’s Health: men to participate; worksites
- WayFinder: Integrating into clinic flow; buy-in from clinical staff; access to EHRs
- Statewide Prevention Program: slow uptake by clinics; funds for screening and f/up
Future Plans

- Continue colorectal cancer awareness programs with expansion in other racial/ethnic communities.
- Expand screening activities/opportunities, especially free screenings
- Increase use of patient navigators across the medical center showing cost-effectiveness of navigation for uptake of CRC screening
- Find funding sources to expand OCCPI
Lesson Learned: Advice for Other Centers

- Get buy-in from leadership – Center Director
- Have a budget, structure, dedicated staff
- Use a plan – short and long-term goals
- Community partnerships are key
- Have staff that represent the populations
- Apply for all types of grants to leverage your budget
- Take advantage of opportunities
- Network with researchers
- Evaluate and make course corrections, as needed
Thank You

To learn more about Ohio State’s cancer program, please visit cancer.osu.edu or follow us in social media: