



# 2018 80% by 2018 Partners Survey Highlights

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# Background

## Purpose

- To better understand how the organizations that members/supporters belong to are promoting colorectal cancer screening
- To inform how the NCCRT can better support those efforts

## Methodology

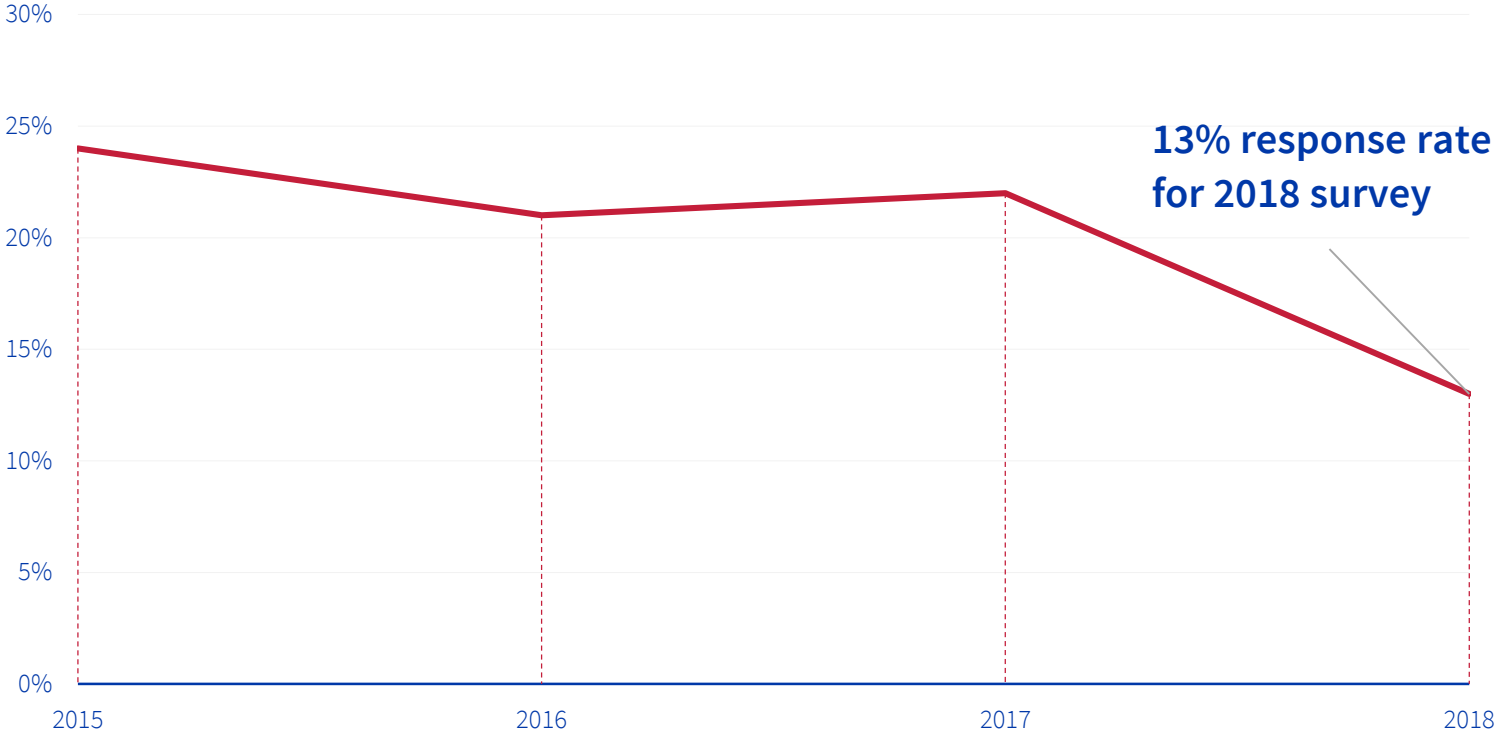
- 15-minute web-based survey shared with NCCRT members and supporters in September and October 2018

## Incentives

- A \$100 Amazon gift card was raffled off to those who complete the survey and opted into the raffle (**68% of respondents opted in**)

# Response rate lower than in previous years

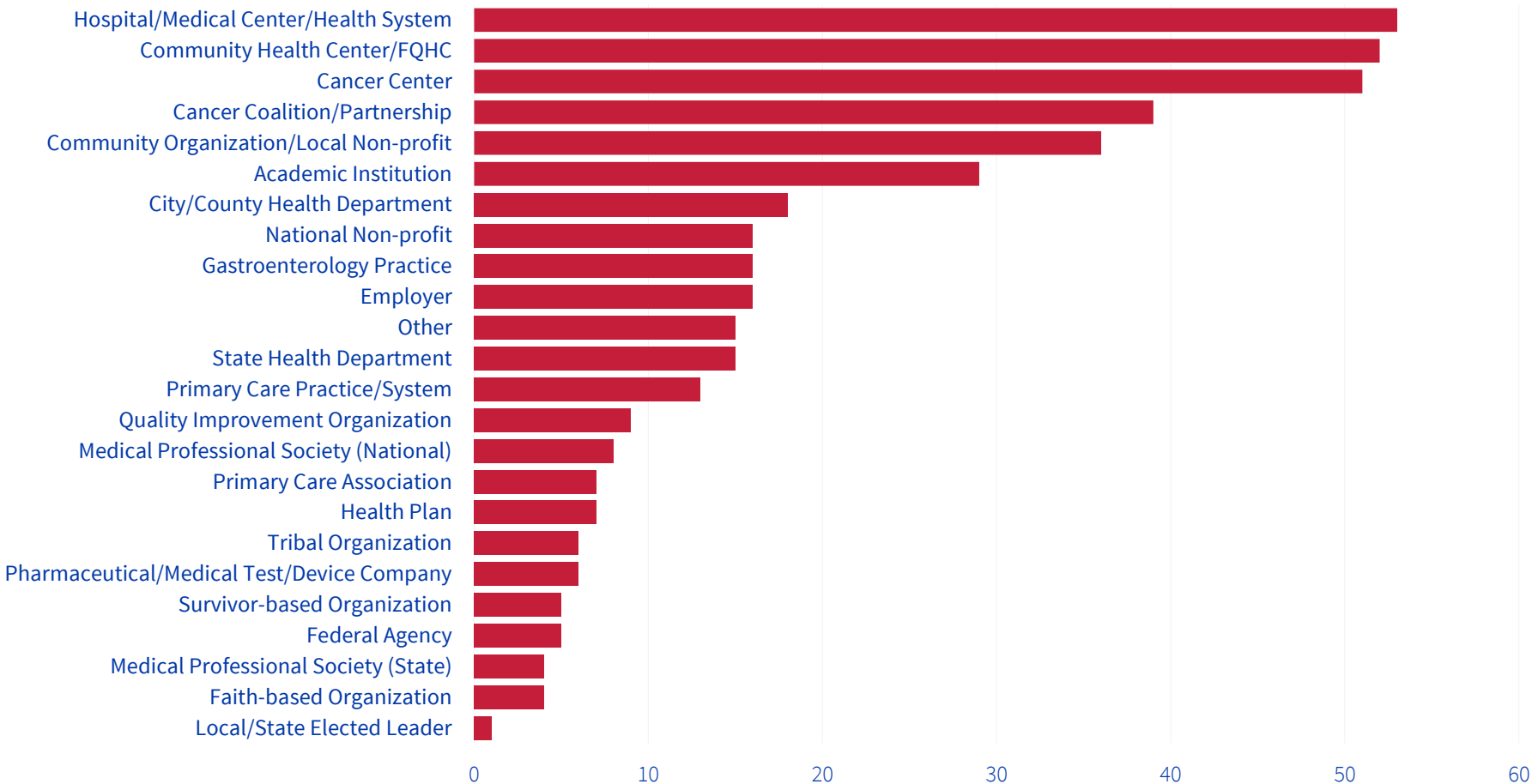
240 completed surveys were received from over 1,800 emails distributed



# Profile of Respondents and Activities

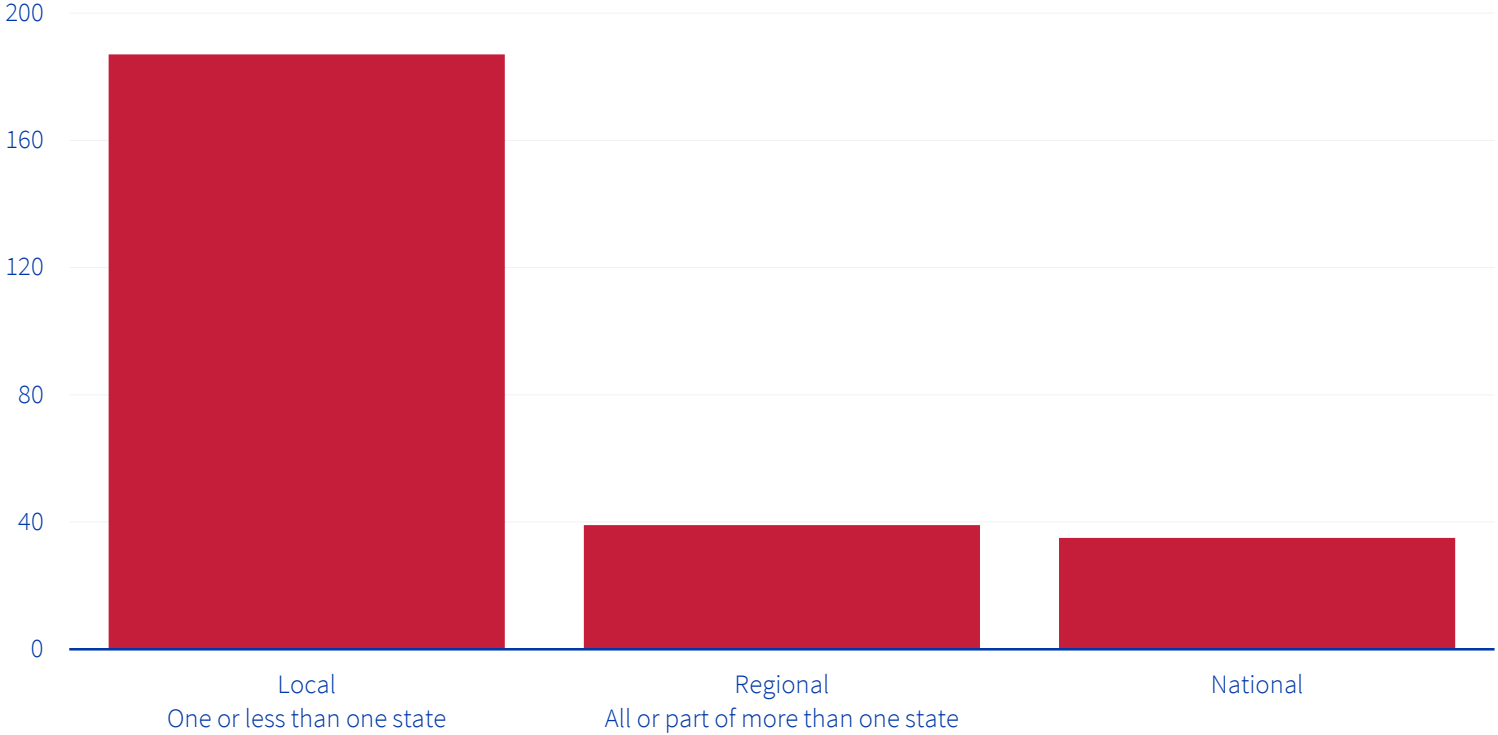
# Health care providers top organizations represented

Respondents were able to select more than one value



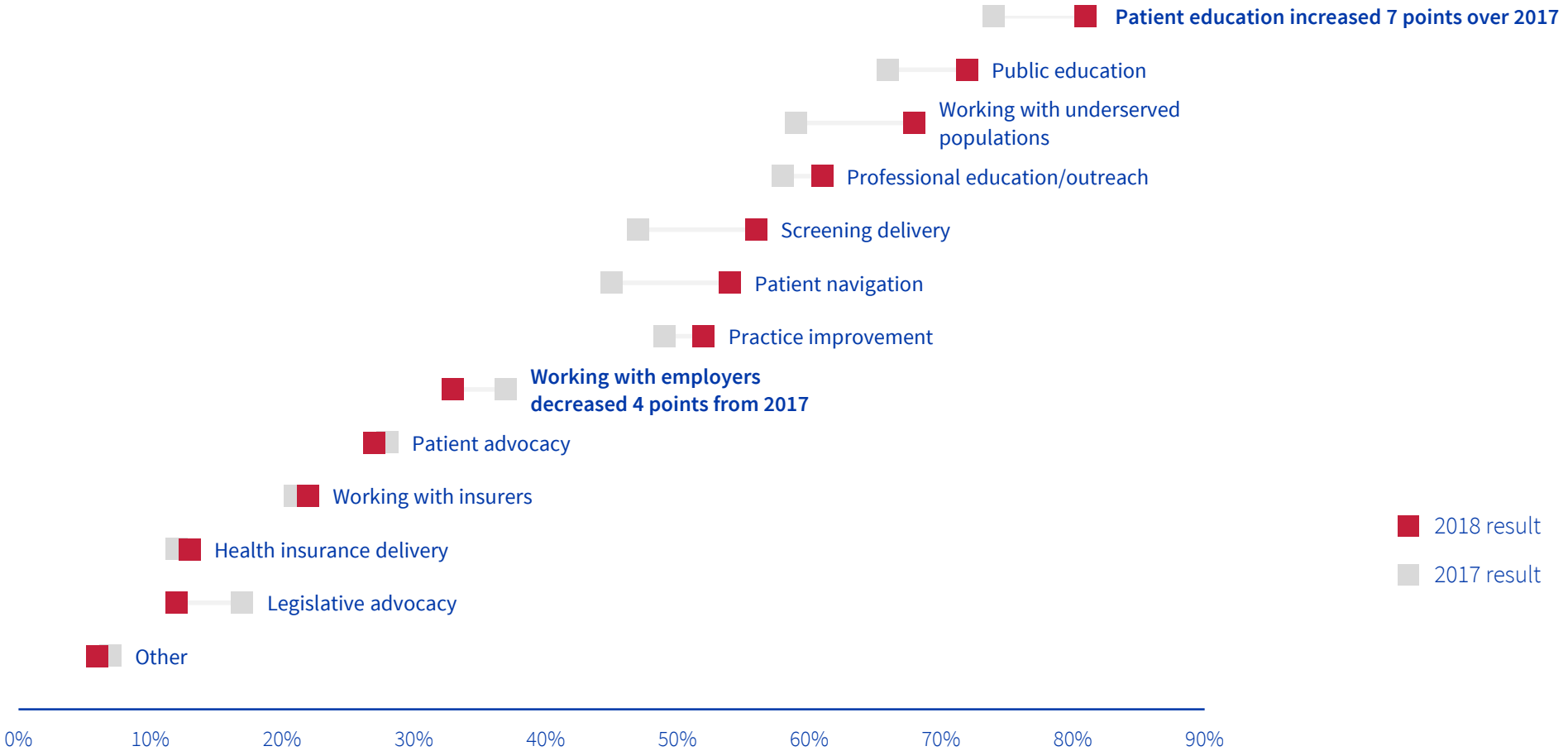
# Majority of organizations focus on local efforts

Respondents were able to select more than one value; N/A values removed



# More activities being done in 2018 to increase rates

Organizations reported doing more activities in 2018 compared to 2017 in 70% of categories evaluated



# Creative approaches to implementing EBIs

195 organizations shared examples of innovative activities to support and promote colorectal cancer screenings

## Reducing Structural Barriers

Offer free transportation to clients who need assistance to complete procedures. Offer free colonoscopy prep to clients where prep would be a financial burden. Mail colonoscopy prep package to clients home who are unable to come to office to pick up prep due to location or lack of transportation. Provide language interpreter services to non-English speaking clients.



## Provider Assessment and Feedback

Participated in an extensive organizational assessment including staff interviews, clinical workflow observations, policy and procedural document reviews, chart audits and electronic health record screening rate determination that informed the development of a tailored implementation plan.



## One-on-One Education

Developed Age-Gender/Patient Preventive Screening Education sheets that nurse review with patient, telling them "These are the tests your provider would like you to have. Please discuss with your provider during today's visit."



## Provider Reminder and Recall Systems

Pre-visit planning to identify patients due for screening.  
Electronic clinical reminders embedded in our EHR.



## Client Reminders

We send out proactive postcard reminder events twice per year, work missed-opportunity reports for recalls, and offer reduced-cost FIT kits four months each year.  
Happy 50th birthday postcard reminders to now get screened once patients turn 50.



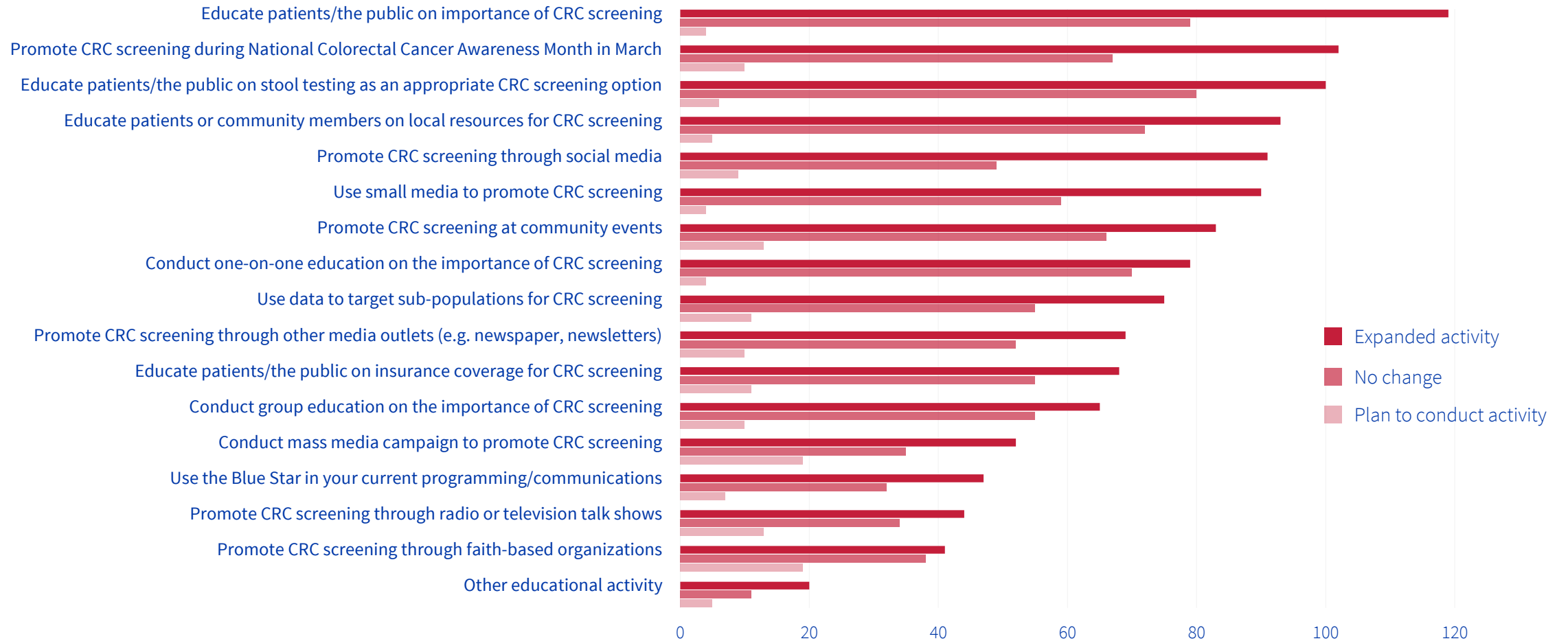


Section A

**Educational Activities for Patients/Public**

# Use of patient and public educational activities has increased

Of the 217 organizations that engage in activities to educate the public/patients



# Educational activities where partners have expanded use

Of the 217 organizations that engage in activities to educate the public/patients; top five results only

<b>1</b>	Educate patients/the public on importance of CRC screening
<b>2</b>	Promote CRC screening during National Colorectal Cancer Awareness Month in March
<b>3</b>	Educate patients/the public on stool testing as an appropriate CRC screening option
<b>4</b>	Educate patients or community members on local resources for CRC screening
<b>5</b>	Promote CRC screening through social media

# Educational activities partners plan to conduct in future

Of the 217 organizations that engage in activities to educate the public/patients; top five results only

- 1 Conduct mass media campaign to promote CRC screening
- 2 Promote CRC screening through faith-based organizations
- 3 Promote CRC screening at community events
- 4 Promote CRC screening through radio or television talk shows
- 5 Use data to target sub-populations for CRC screening

# Educational activities partners want to learn more about

Of the 217 organizations that engage in activities to educate the public/patients; top five results only

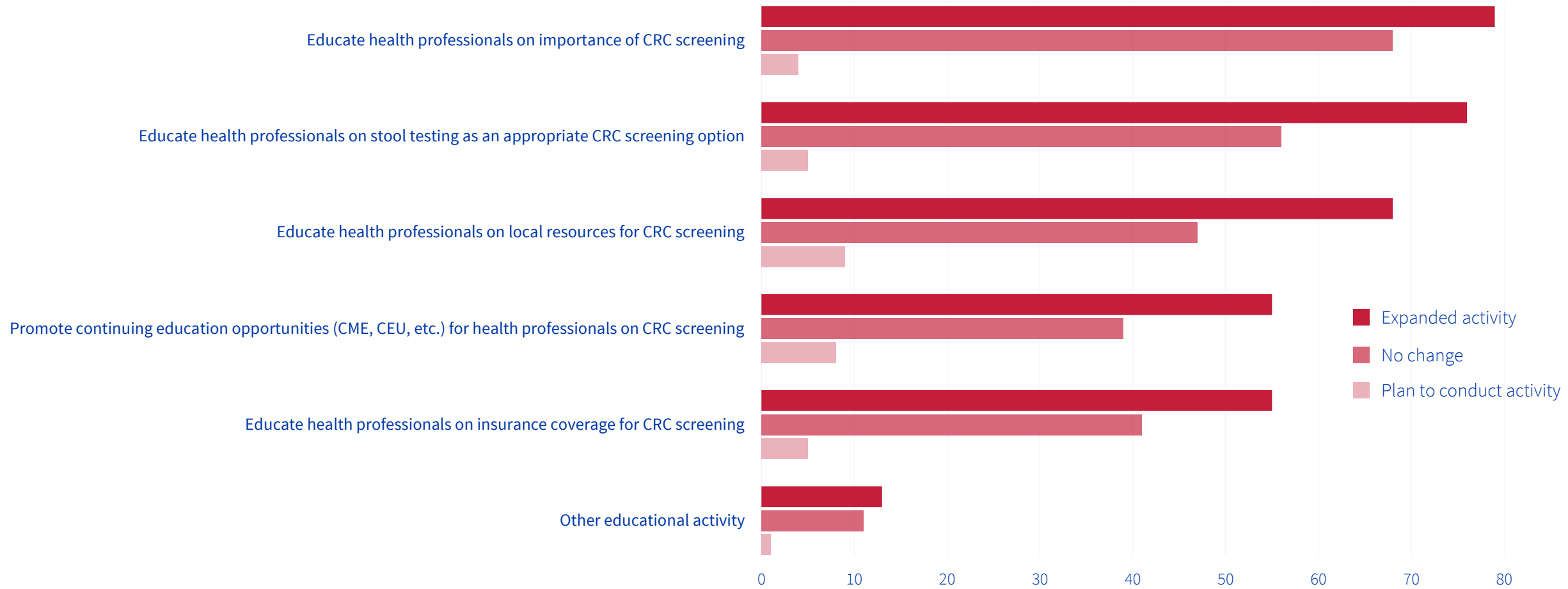
- 1 Use the Blue Star in your current programming/communications
- 2 Conduct mass media campaign to promote CRC screening
- 3 Promote CRC screening through faith-based organizations
- 4 Conduct group education on the importance of CRC screening
- 5 Promote CRC screening through radio or television talk shows

Section B

# **Educational Activities for Health Professionals**

# Use of activities to educate health professionals increased

Of the 167 organizations that engage in activities to educate health professionals



# Educational activities where partners have expanded use

Of the 167 organizations that engage in activities to educate health professionals; top three results only

- 1 Educate health professionals on importance of CRC screening
- 2 Educate health professionals on stool testing as an appropriate CRC screening option
- 3 Educate health professionals on local resources for CRC screening



# Educational activities partners plan to conduct in future

Of the 167 organizations that engage in activities to educate health professionals; top three results only

- 1 Educate health professionals on local resources for CRC screening
- 2 Promote continuing education opportunities (CME, CEU, etc.) for health professionals on CRC screening
- 3 Educate health professionals on stool testing as an appropriate CRC screening option  
Educate health professionals on insurance coverage for CRC screening

# Educational activities partners want to learn more about

Of the 167 organizations that engage in activities to educate health professionals; top three results only

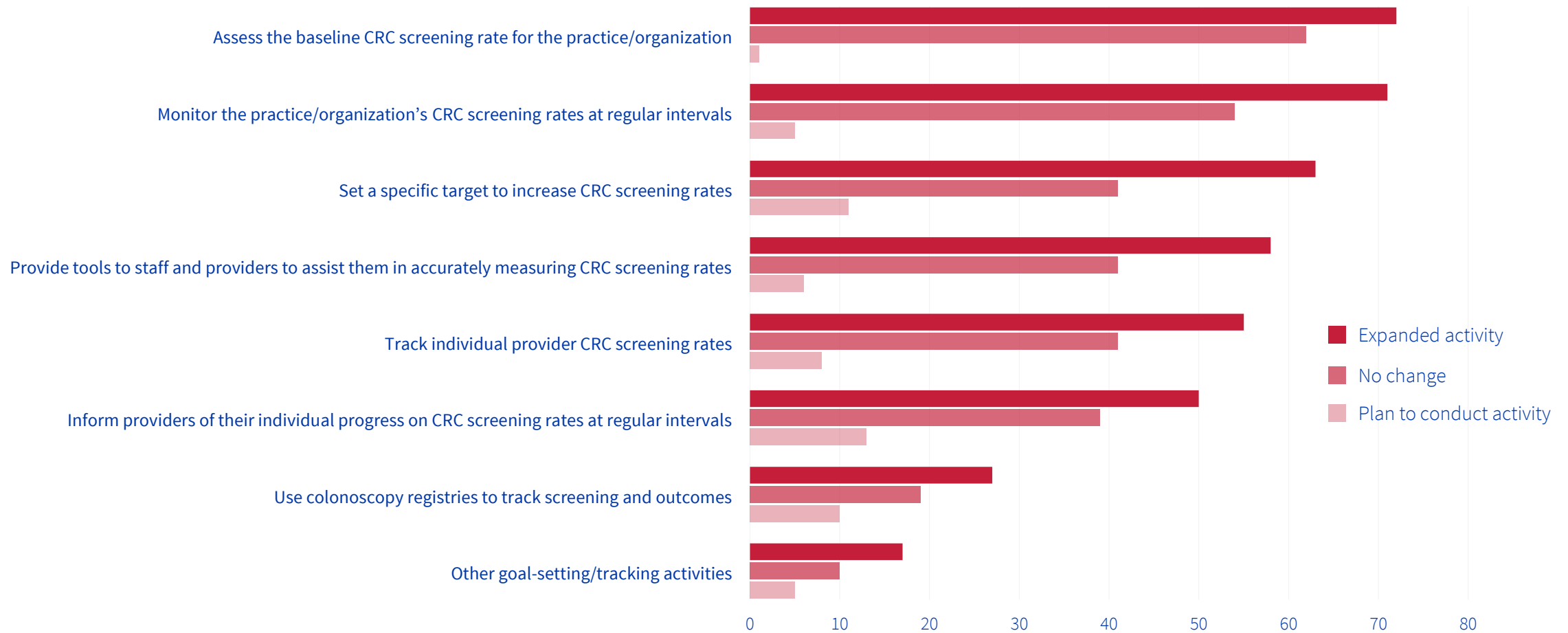
- 1 Educate health professionals on insurance coverage for CRC screening
- 2 Promote continuing education opportunities (CME, CEU, etc.) for health professionals on CRC screening
- 3 Educate health professionals on importance of CRC screening

Section C

**CRC Screening Goal Setting**

# Use of goal setting and tracking activities has increased

Of the 143 organizations that set goals to track, increase, and/or support a partner with screening



# Activities where partners have expanded use

Of the 143 organizations that set goals to track, increase, and/or support a partner with screening; top five results only

- 1 Assess the baseline CRC screening rate for the practice/organization
- 2 Monitor the practice/organization's CRC screening rates at regular intervals
- 3 Set a specific target to increase CRC screening rates
- 4 Provide tools to staff and providers to assist them in accurately measuring CRC screening rates
- 5 Track individual provider CRC screening rates

# Activities partners plan to conduct in future

Of the 143 organizations that set goals to track, increase, and/or support a partner with screening; top five results only

- 1 Inform providers of their individual progress on CRC screening rates at regular intervals
- 2 Set a specific target to increase CRC screening rates
- 3 Use colonoscopy registries to track screening and outcomes
- 4 Track individual provider CRC screening rates
- 5 Provide tools to staff and providers to assist them in accurately measuring CRC screening rates

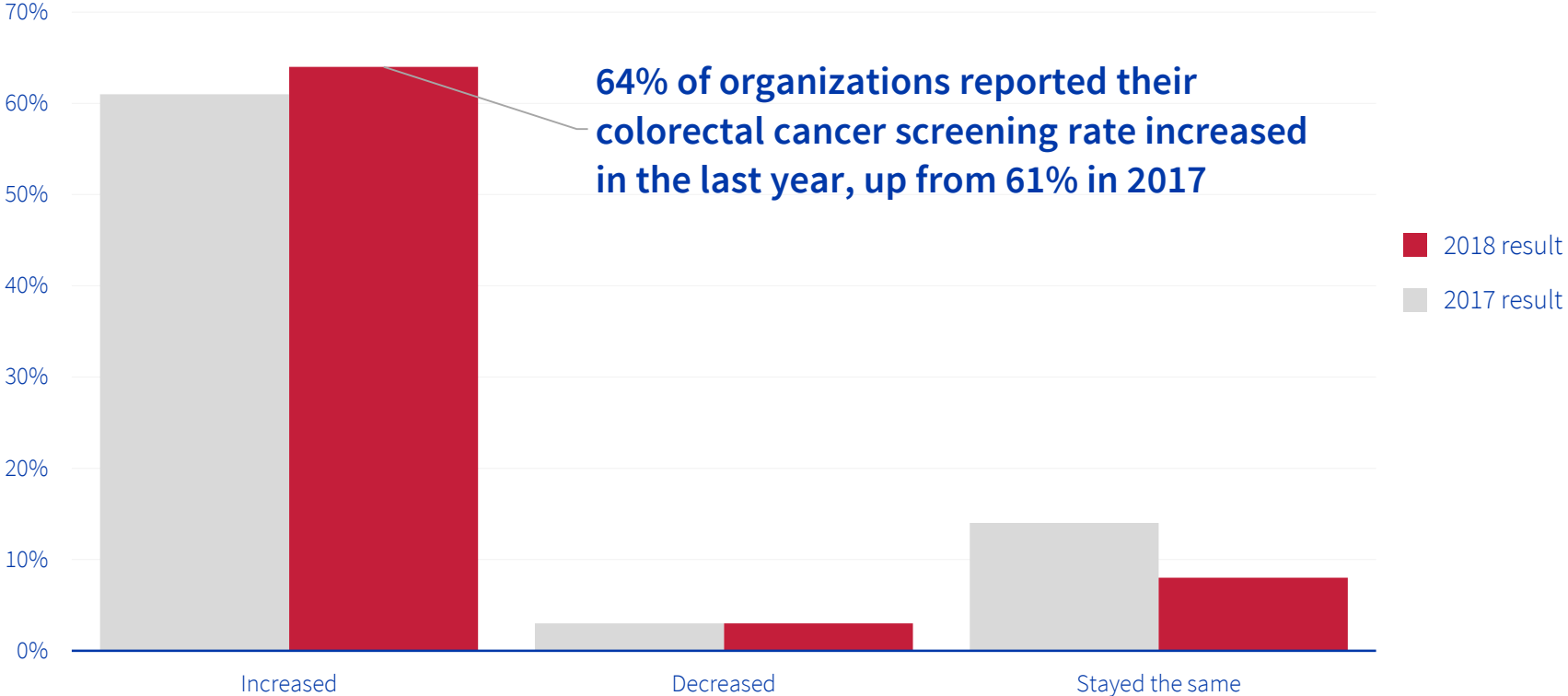
# Activities partners want to learn more about

Of the 143 organizations that set goals to track, increase, and/or support a partner with screening; top five results only

- 1 Use colonoscopy registries to track screening and outcomes
- 2 Provide tools to staff and providers to assist them in accurately measuring CRC screening rates
- 3 Monitor the practice/organization's CRC screening rates at regular intervals
- 4 Track individual provider CRC screening rates
- 5 Inform providers of their individual progress on CRC screening rates at regular intervals

# Overwhelming majority have increased screening rates

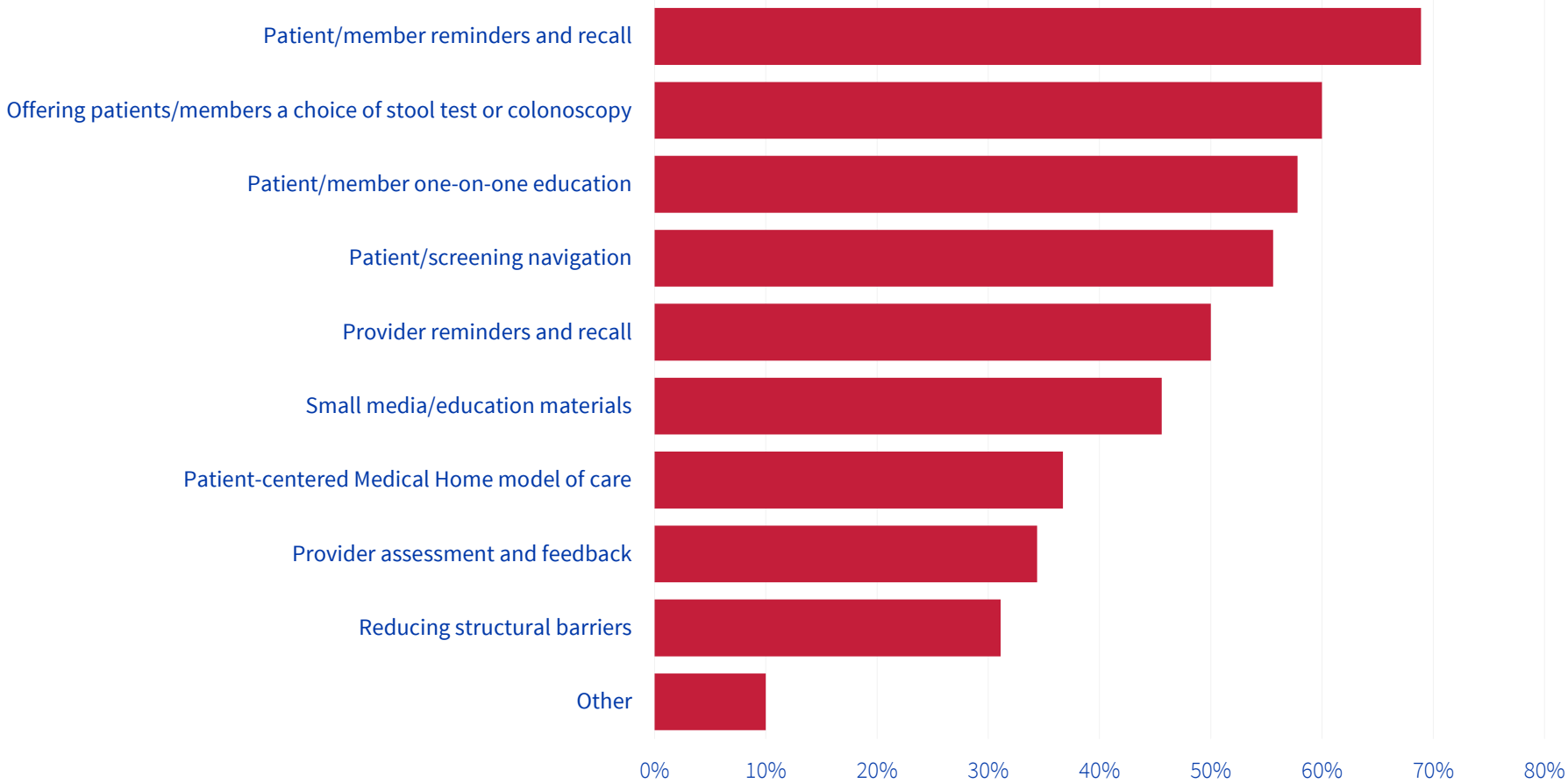
Of the 143 organizations that set goals to track, increase, and/or support a partner with screening; “Don’t know” values removed





# Increases were attributed to multiple interventions

Of the 92 organizations that reported an increased screening rate; respondents were able to select more than one value

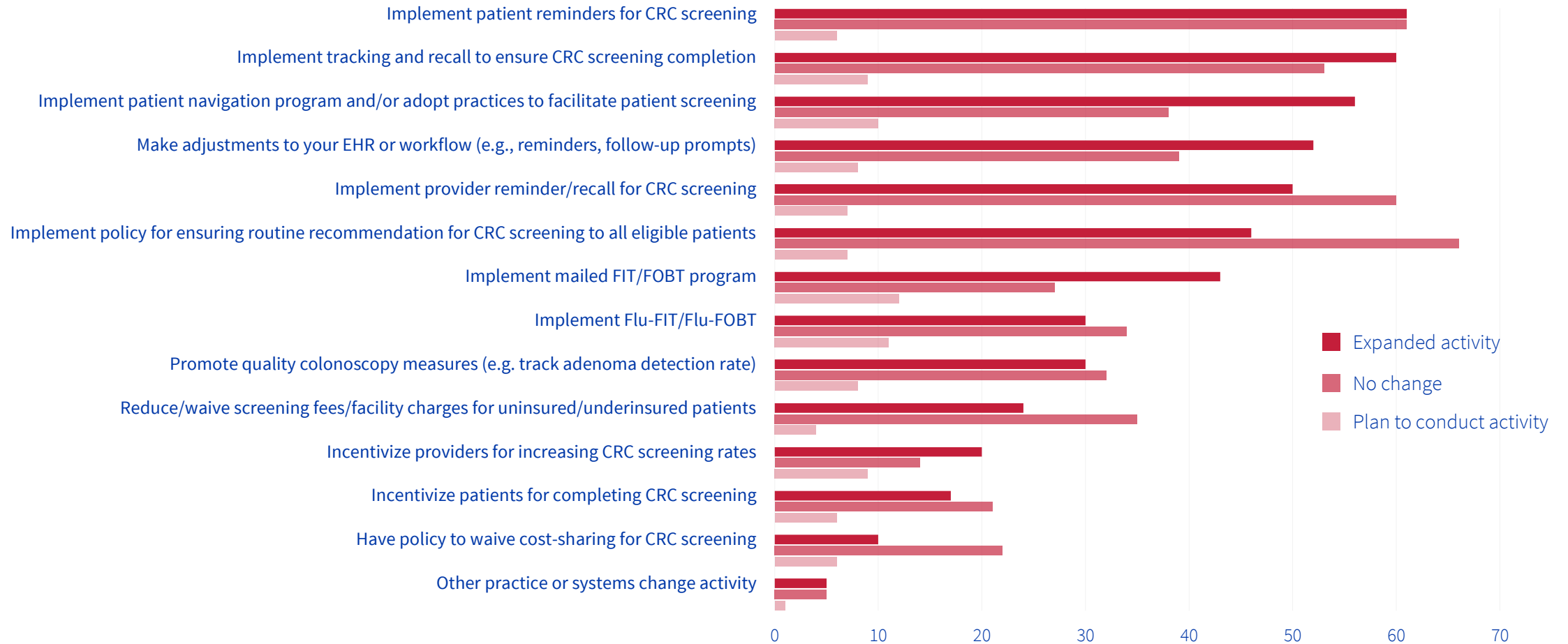


Section D

# **CRC Screening Practice and Systems Change Activities**

# Use of practice and system change activities relatively flat

Of the 152 organizations that engage in practice and system change activities to increase CRC screening



# Activities where partners have expanded use

Of the 152 organizations that engage in practice and system change activities to increase CRC screening; top five results only

- 1** Implement patient reminders for CRC screening
- 2** Implement tracking and recall to ensure CRC screening completion
- 3** Implement patient navigation program and/or adopt practices to facilitate patient screening
- 4** Make adjustments to your EHR or workflow (e.g., reminders, follow-up prompts)
- 5** Implement provider reminder/recall for CRC screening

# Activities partners plan to conduct in future

Of the 152 organizations that engage in practice and system change activities to increase CRC screening; top five results only

- 1 Implement mailed FIT/FOBT program
- 2 Implement Flu-FIT/Flu-FOBT
- 3 Implement patient navigation program and/or adopt practices to facilitate patient screening
- 4 Implement tracking and recall to ensure CRC screening completion
- 5 Incentivize providers for increasing CRC screening rates

# Activities partners want to learn more about

Of the 152 organizations that engage in practice and system change activities to increase CRC screening; top five results only

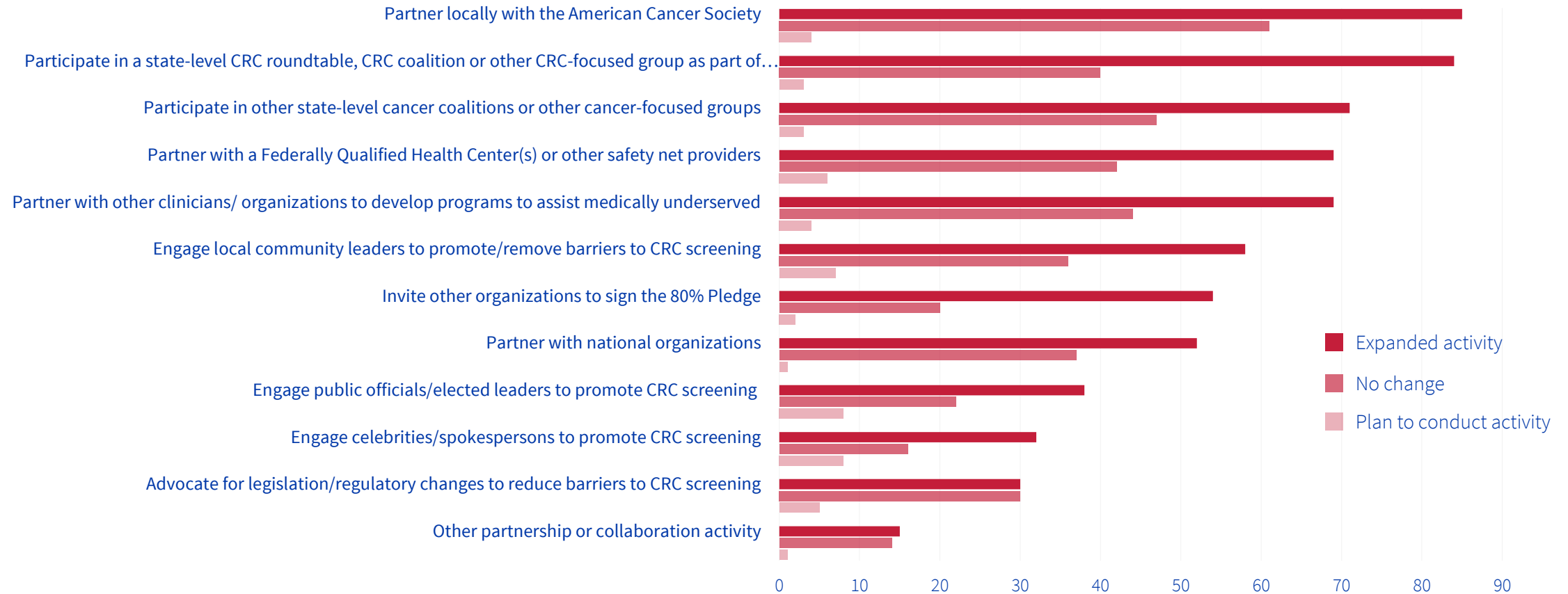
- 1 Incentivize providers for increasing CRC screening rates
- 2 Incentivize patients for completing CRC screening
- 3 Have policy to waive cost-sharing for CRC screening
- 4 Implement Flu-FIT/Flu-FOBT
- 5 Promote quality colonoscopy measures (e.g. track adenoma detection rate)

Section E

# **Partnership and Collaboration Activities**

# Use of partnership and collaboration activities has increased

Of the 189 organizations that engage in partnership and collaborations to increase CRC screening





# Activities where partners have expanded use

Of the 189 organizations that engage in partnership and collaborations to increase CRC screening; top five results only

- 1 Partner locally with the American Cancer Society
- 2 Participate in a state-level CRC roundtable, CRC coalition or other CRC-focused group as part of the 80% initiative
- 3 Participate in other state-level cancer coalitions or other cancer-focused groups
- 4 Partner with a Federally Qualified Health Center(s) or other safety net providers
- 5 Partner with other clinicians/ organizations to develop programs to assist medically underserved

# Activities partners plan to conduct in future

Of the 189 organizations that engage in partnership and collaborations to increase CRC screening; top five results only

- 1 Engage public officials/elected leaders to promote CRC screening
- 2 Engage celebrities/spokespersons to promote CRC screening
- 3 Engage local community leaders to promote/remove barriers to CRC screening
- 4 Partner with a Federally Qualified Health Center(s) or other safety net providers
- 5 Advocate for legislation/regulatory changes to reduce barriers to CRC screening

# Activities partners want to learn more about

Of the 189 organizations that engage in partnership and collaborations to increase CRC screening; top five results only

1

Engage celebrities/spokespersons to promote CRC screening

2

Engage public officials/elected leaders to promote CRC screening

3

Engage local community leaders to promote/remove barriers to CRC screening

4

Partner with national organizations

5

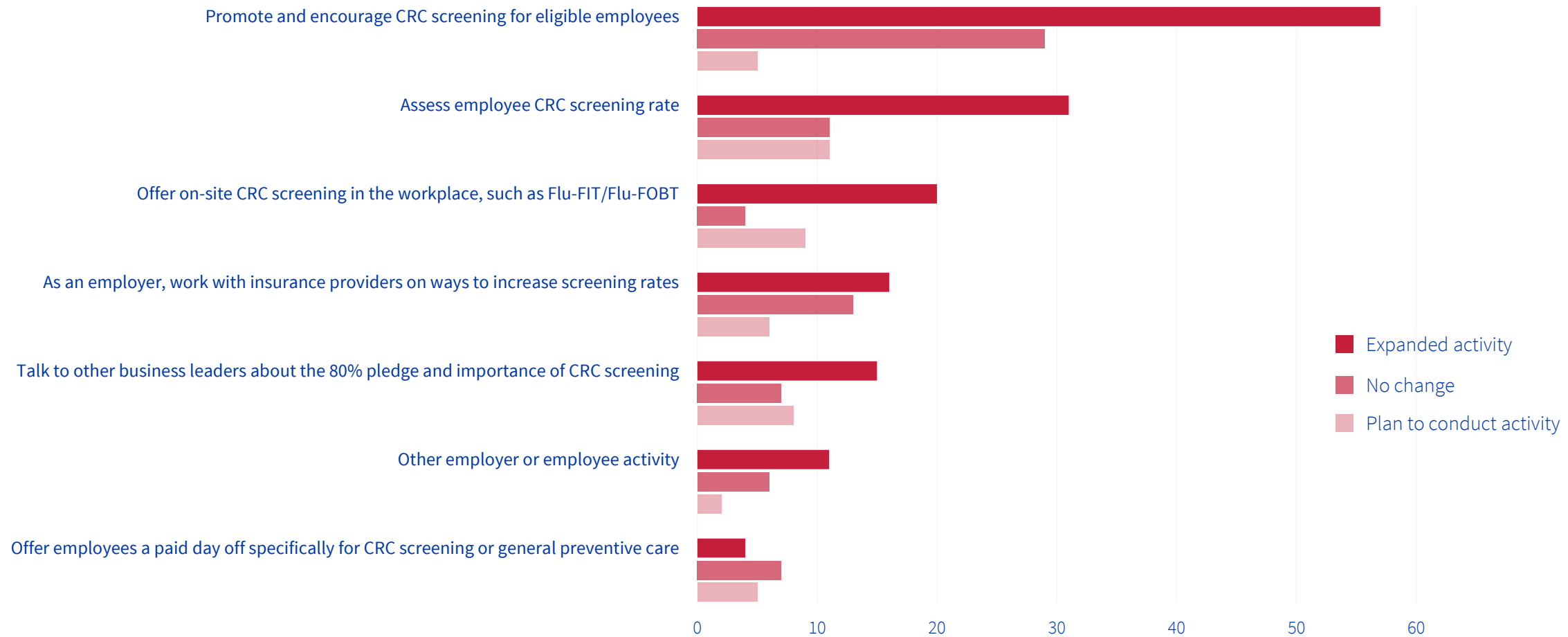
Participate in other state-level cancer coalitions or other cancer-focused groups, such as your state's Comprehensive Cancer Control Program

Section F

**Employer and Employee Activities**

# Promoting screening to employers/employees has increased

Of the 102 organizations that engage in activities to promote CRC screening with employers/employees



# Activities where partners have expanded use

Of the 102 organizations that engage in activities to promote CRC screening with employers/employees; top three results only

- 1** Promote and encourage CRC screening for eligible employees
- 2** Assess employee CRC screening rate
- 3** Offer on-site CRC screening in the workplace, such as Flu-FIT/Flu-FOBT

# Activities partners plan to conduct in future

Of the 102 organizations that engage in activities to promote CRC screening with employers/employees; top three results only

- 1 Assess employee CRC screening rate
- 2 Offer on-site CRC screening in the workplace, such as Flu-FIT/Flu-FOBT
- 3 Talk to other business leaders about the 80% pledge and importance of CRC screening

# Activities partners want to learn more about

Of the 102 organizations that engage in activities to promote CRC screening with employers/employees; top three results only

1

Offer employees a paid day off specifically for CRC screening or general preventive care in addition to vacation and sick leave

2

Offer on-site CRC screening in the workplace, such as Flu-FIT/Flu-FOBT

3

Talk to other business leaders about the 80% pledge and importance of CRC screening

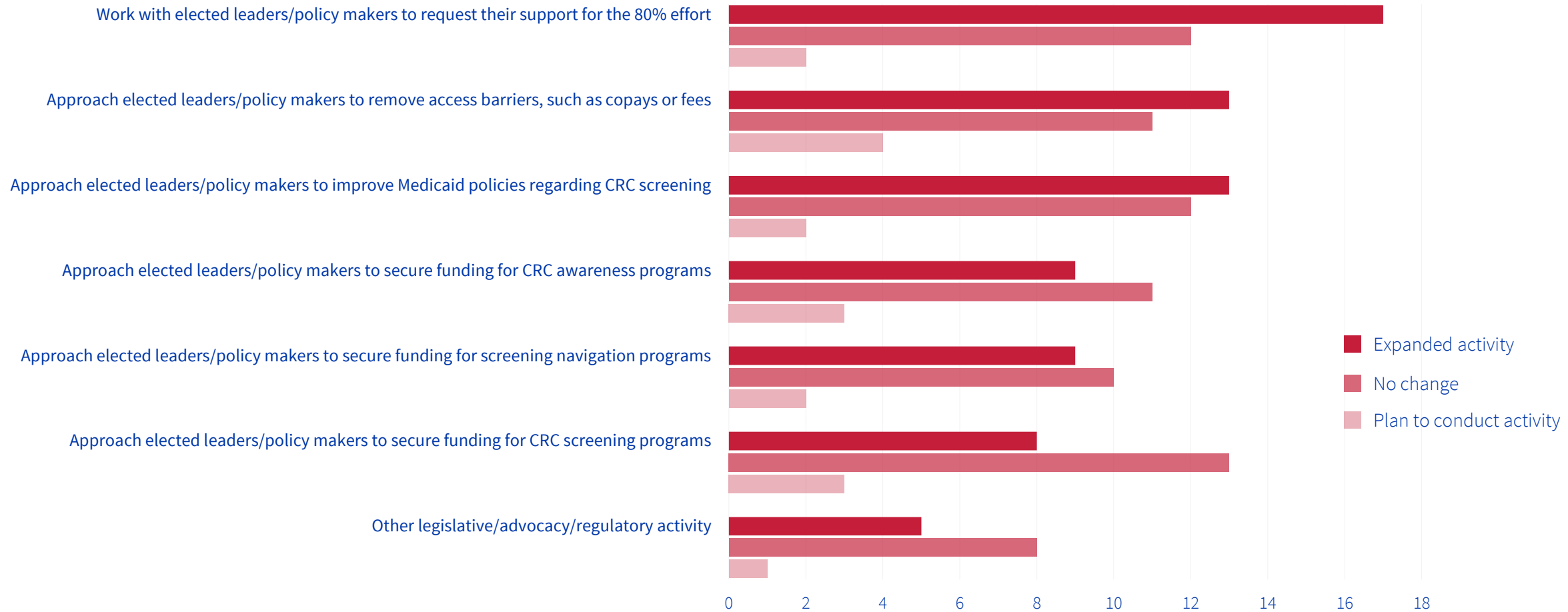


Section G

**Legislative/Advocacy/Regulatory efforts**

# Use of activities to engage in legislative efforts has increased

Of the 55 organizations that engage in legislative/advocacy/regulatory efforts to support CRC screening



# Activities where partners have expanded use

Of the 55 organizations that engage in legislative/advocacy/regulatory efforts to support CRC screening; top three results only

- 1 Work with elected leaders/policy makers to request their support for the 80% effort
- 2 Approach elected leaders/policy makers to improve Medicaid policies regarding CRC screening
- 3 Approach elected leaders/policy makers to remove access barriers to CRC screening, such as copays or fees

# Activities partners plan to conduct in future

Of the 55 organizations that engage in legislative/advocacy/regulatory efforts to support CRC screening; top three results only

1

Approach elected leaders/policy makers to remove access barriers to CRC screening, such as copays or fees

2

Approach elected leaders/policy makers to secure funding for CRC awareness programs

3

Approach elected leaders/policy makers to secure funding for CRC screening programs

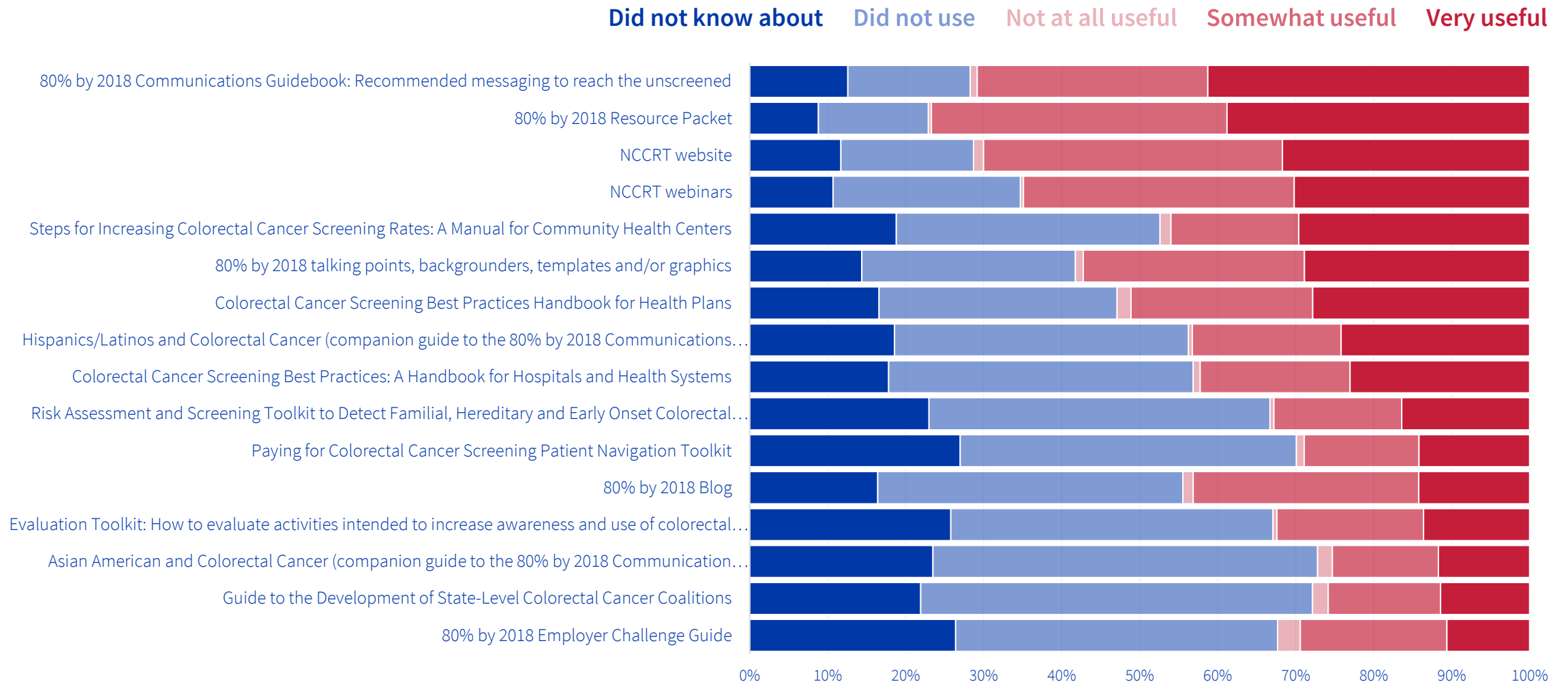
# Activities partners want to learn more about

Of the 55 organizations that engage in legislative/advocacy/regulatory efforts to support CRC screening; top three results only

- 1 Approach elected leaders/policy makers to secure funding for screening navigation programs
- 2 Approach elected leaders/policy makers to secure funding for CRC awareness programs
- 3 Approach elected leaders/policy makers to secure funding for CRC screening programs

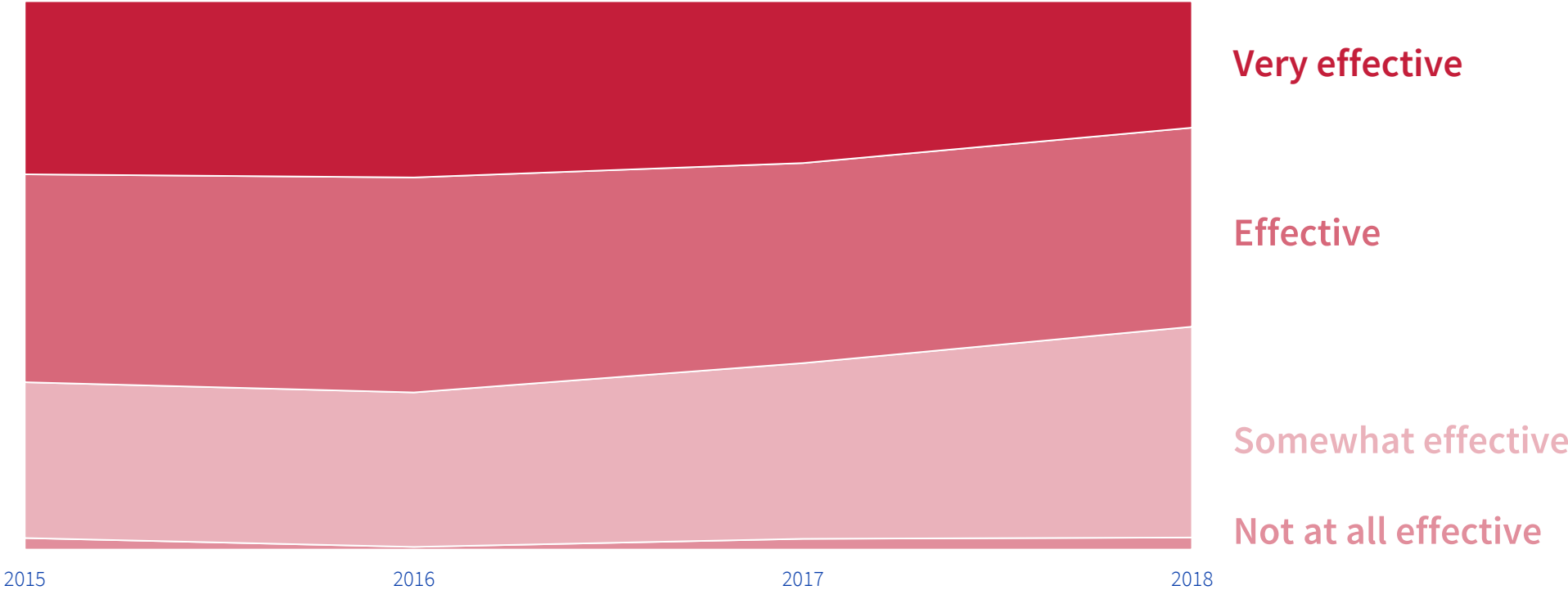
# Resources

# Resources overwhelmingly reported as useful



# NCCRT seen as effective at helping accomplish CRC goals

212 responses; N/A values removed





# Thank you!

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