CASE STUDY SPOTLIGHT

East Boston Neighborhood Health Center (EBNHC)

**Type**  
Federally Qualified Health Center

**Location**  
Boston, MA

**EHR**  
Epic

| **80,744 patients** |

- 87.5% of patients at or below 200% Federal Poverty Guideline
- 61.2% of patients are best served in a language other than English
- 20.6% of patients are uninsured

**Patient Strategies**

- Patient education
- Small media
- Patient incentives

**Clinician/Staff Strategies**

- Provider reminder or recall
- HIT interventions dashboard

**Background**

In 2017, East Boston Neighborhood Health Center (EBNHC) set a goal to increase its colorectal cancer (CRC) screening rate from a baseline of 38.1%. Then, at the beginning of 2021, EBNHC also prioritized low rates of returned or successfully completed stool-based CRC screening tests (as many as 20% of returned tests had “inadequate” or “incomplete” results).

**Results**

As a result of changes EBNHC increased their UDS CRC screening rate by more than 20 percentage points to 58.5% by 2019. Further work to improve fecal immunochemical test (FIT) completion reduced returned inadequate or incomplete tests from a rate of 20% in February 2021 to 11% by April 2021.
Evidence-based Strategies and Innovations

To raise CRC screening rates, EBNHC used multiple strategies focused on patients and providers. They credit customization of patient education and patient incentives for FIT return as one part of their success story. Additionally, they achieved success by implementing provider reminders, a dashboard, and a health intervention technology (HIT) intervention to increase rates. EBNHC shared the following solutions and lessons learned from their CRC screening interventions:

**Educational Materials**

EBNHC developed patient-friendly educational materials, including YouTube videos in English and Spanish and FIT instructions, such as step-by-step pictorial diagrams. QR codes that link to educational materials are also provided to patients in after-visit care summaries.

**Patient Incentives**

The health center offers a $25 gift card raffle incentive to patients who return their completed FITs during the month of the raffle.

**FIT Kit Customization**

The health center customized FIT kits to make them more patient-friendly in the following ways:

- Removing the pen/paper order form provided by the lab company and applying the sticker with the unique order identification number to the FIT; part of the FIT workflow is that the medical assistant enters the order identification number for the card into the electronic order when ordering the test.
- Inserting pictorial instructions along with QR Codes and links to patient instructional videos in English and Spanish.
- Inserting an incentive flyer on how to enter the raffle for a $25 gift card for returning completed kits to the lab during the month of the raffle.

**Patient Reminders**

EBNHC created provider alerts within Epic Storyboard.

**HIT/Dashboard**

- Created one-click pathway within Epic for ease of use for providers.
- Created report within EHR showing inadequate/incomplete tests using specified fields.
Tools Shared

- Patient pictorial instruction sheet with QR codes to access the patient videos on YouTube – Appendix CS03-1.
- Incentive flyer – Appendix CS03-2.
- Listing of fields used from EHR to report on inadequate/incomplete tests – Appendix CS03-3.
- Screenshots of Provider Alert in Epic Storyboard and sample one-click order for FITs – Appendix CS03-4.
- Screenshot of after-visit summary from a test patient portal account that includes patient instructions for FITs – Appendix CS03-5.

Interviewees

Karin Leschly, MD
Medical Director
East Boston Neighborhood Health Center

Heidi Emerson, PhD, MPH
Quality Improvement and Population Health Manager
East Boston Neighborhood Health Center
CASE STUDY APPENDICES

CS03-1

Patient pictorial instruction sheet

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© 2018, Kaiser Permanente Center for Health Research. Funding provided by the National Institute on Minority Health and Health Disparities (Award 1U1MD010645). Created in conjunction with RHI Med Health Services.

Instructions have been modified by EBNHC.Courtesy of Kaiser Permanente Center for Health Research.

An NCCRT Manual for Primary Care Practices
QR codes to access the patient videos on YouTube

QR Code

- Video English and Spanish
- Posted on YouTube
- QR code activated
- Language Specific QR code "activated" 6/1/2021 AVS
- Viewed (as of 6/3/21):
  - English = 275 views
  - Spanish = 150 views

https://www.youtube.com/watch?v=jXLJvgWNW1A
https://www.youtube.com/watch?v=4PMxLj8Jwv4

CS03-2
Incentive flyer

COLDRECTAL CANCER SCREENING RAFFLE

Mail us your completed FIT kit for a chance to win a $25 gift card! Drawings occur at the end of each month!

1 IN 10 CHANCE OF WINNING A $25 GIFT CARD

Why is Colorectal Cancer Screening So Important?

1 in 3 adults is not getting screened. This equals to about 22 million people in the US.

90% CURE RATE when cancer is detected early.

ORTEO DE PRUEBA PARA CÁNCER COLORECTAL

Con esta prueba tienes la oportunidad de ganar $25.00 y la tarjeta de regalo. Se sortearán al final de cada mes.

10 POSIBILIDADES DE GANAR TARJETA DE REGALO DE $25.00

¿Por qué es tan importante la prueba de cáncer colorectal?
### CS03-3

**Listing of fields used from EHR to report on inadequate/incomplete tests**

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CS03-4

Screenshots of Provider Alert in Epic Storyboard and sample one-click order for FIT kits

Colorectal Cancer Screening

Measure Description:

Measure Description: Percentage of adults 50-75 years of age who had appropriate screening for colorectal cancer (in 2019).

Numerator: Patients with one or more screenings for colorectal cancer. Appropriate screenings are defined by any one of the following criteria:

- Fecal occult blood test (FOBT) during the measurement period.
- Fecal immunochemical test (FIT)-deoxyribonucleic acid (DNA) during the measurement period or the 2 years prior to the measurement period.
- Flexible sigmoidoscopy during the measurement period or the 4 years prior to the measurement period.
- Computerized tomography (CT) colonography during the measurement period or the 4 years prior to the measurement period.
- Colonoscopy during the measurement period or the 9 years prior to the measurement period.

Denominator: Patients 50 through 75 years of age with a medical visit during the measurement period.

Exclusions/Exceptions:

- Numerator: Not applicable
- Denominator:
  - Patients with a diagnosis of colorectal cancer or a history of total colectomy.
  - Patients who were in hospice care during the measurement period.

Workflow:

When the patient turns 50 years of age the provider is prompted to select a Colorectal Cancer (CRC) Screening plan. Patients who are low risk: no family history of colorectal cancer, no prior history of colon polyps, and do NOT have a history of hemorrhoids and/or rectal bleeding are suitable for yearly FIT screening.
When the patient is due for Colorectal Cancer Screen:

**MAs:** Order the FIT by opening the SmartSet on the Fecal Immunoassay Test (FIT) Best Practice Alert.

**Providers:** Order the FIT or Colonoscopy through the Care Gap SmartSet on StoryBoard.

If the patient needs to be taken off the FIT Health Maintenance Topic, **Modify** the Annual FIT Colon Cancer Screen by removing it.
If the patient needs a colonoscopy at an interval other than 10 years **Modify** the Colonoscopy Health Maintenance Alert by selecting the appropriate Health Maintenance Modifier.

If the patient has had completed their Colonoscopy at an outside organization **Address** the Colonoscopy Health Maintenance Topic by entering the completion date. CareEverywhere FIT results are mapped.
CS03-5

Screenshot of after-visit summary from a test patient portal account that includes patient instructions for FITs

AFTER VISIT SUMMARY

MRIN [Redacted]  5/13/2021  Family Medicine 617-568-4800

Today's Visit

Done Today
INSURE ONE FIT TESTING

What's Next
You currently have no upcoming appointments scheduled.

Your Medication List as of May 13, 2021 3:43 PM

1. Always use your most recent med list.

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<th>Dosage</th>
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<tr>
<td>Benzoyl Peroxide 5% liq</td>
<td>wash face twice daily</td>
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<tr>
<td>Clindamycin Phosphate 1% gel</td>
<td>apply to face nightly</td>
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<tr>
<td>Loratadine 10 MG tabs</td>
<td>1 tablet daily as needed</td>
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<tr>
<td>Norgestim-Eth Estrad Triphasic</td>
<td>Take 1 Tablet by mouth one time a day</td>
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<tr>
<td>MCG tabs</td>
<td>Commonly known as: Ortho Tri-Cyclen (28)</td>
</tr>
<tr>
<td>Sertraline HCI 50 MG tabs</td>
<td>Take 1 Tablet by mouth one time a day</td>
</tr>
</tbody>
</table>

FIT kit Instructions

ENGLISH

[QR Code]
SCAN ME

SPANISH

[QR Code]
SCAN ME

This document contains confidential information about your health and care, it is provided directly to you for your personal, private use only.

Orders Placed Today
Normal Orders This Visit
INSURE ONE FIT TESTING [82274 CPT(R)]

Call 4 Health
If you are not feeling well after business hours, you can reach a nurse by calling 617-568-4800.