

ACS NCCRT Presents:

# **Blue Star Conversations**



**Recent Updates, Research & Resources to  
Support Increased Colorectal Cancer Screening  
in Community Health Centers**



**September 11, 2023  
3:00–4:00pm ET**



# Virtual Housekeeping

- 1 Please note this session is being recorded.
- 2 Remember to mute yourself during the presentation
- 3 Plan to come on camera during the breakout sessions.
- 4 Let's get to know each other– put your name, where you're from and which organization you represent in the chat.
- 5 Don't forget to complete our evaluation at the end of today's call!

## Poll

*What are the main barriers that health centers face in implementing CRC screening for average risk patients starting at age 45?*

# Objectives for Today's Blue Star Conversations

- Engage with the ACS NCCRT Community Health Center Strategic Priority Team and other attendees through our interactive format
- Learn about the latest data, research, and resources to support increased colorectal cancer screening in health centers
- In small and large groups, discuss potential opportunities and challenges to overcome barriers to screening in health centers
- Share top takeaways

# ACS NCCRT Community Health Center Strategic Priority Team Chairs



## **Gloria Coronado, PhD**

*Distinguished Investigator, Mitch Greenlick Endowed Scientist for Health Disparities, Kaiser Permanente Center for Health Research*



## **James Hotz, MD, MACP**

*Clinical Services Director, Albany Area Primary Health Care*

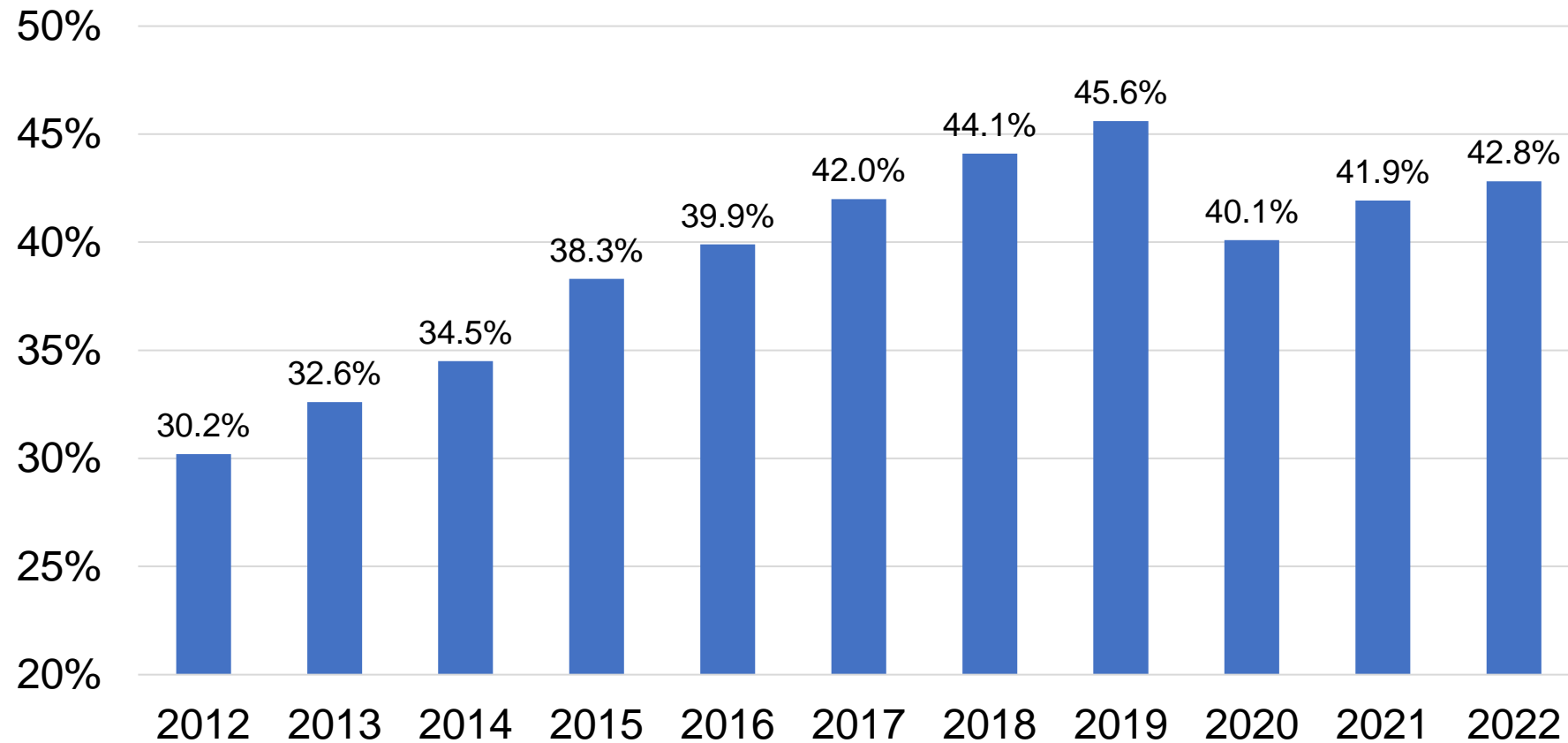
# CHC Strategic Priority Team Objectives

**Team Charge:** *To identify and act on opportunities for NCCRT to advance efforts to increase colorectal screening delivery within the community health center setting.*

- 1 Identify & share implementation strategies to increase CRC screening
- 2 Develop project ideas focused on health center implementation strategies
- 3 Promote ongoing dialogue

# Recent Data on CRC Screening in Health Centers

Percentage of Federally Qualified Health Center Patients ages 50-75 years Up-to-Date with CRC Screening, Uniform Data System



# New Resources to Support CRC Screening in Health Centers

## 2022 Steps Guide for Increasing Colorectal Cancer Screening in Primary Care

The updated Steps Guide includes:

- Expansion to all primary care
- Latest science and best practices
- Current guidelines and test options
- Expert-endorsed strategies
- 10 exemplary practice site case studies, including 7 health centers
- Samples, templates, and tools

[nccrt.org/resource-center/](https://nccrt.org/resource-center/)



**STEPS** For Increasing  
Colorectal Cancer  
Screening Rates

A Manual for Primary Care Practices



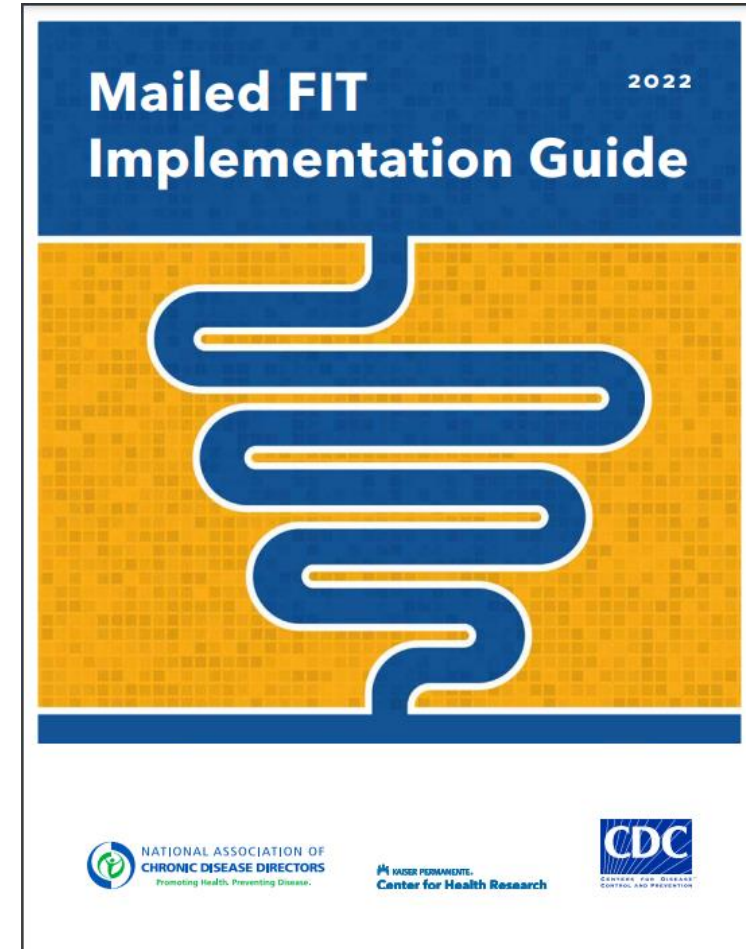


# New Resources to Support CRC Screening in Health Centers

## Mailed FIT Implementation Guide & Online Course

- Created by the National Association of Chronic Disease Directors in partnership with the Kaiser Permanente Center for Health Research and with the support of the Centers for Disease Prevention and Control.
- Provides a roadmap for how health systems and other health entities can design and carry out mailed fecal immunochemical test (FIT) outreach programs.

<https://bit.ly/mailed-fit>



# Today's Presenter:

## **Daniel Reuland, MD, MPH**

*Professor of Medicine, University of North Carolina School of Medicine; Program Director, Carolina Cancer Screening Initiative, UNC Lineberger Comprehensive Cancer Center*



# Testing mailed FIT outreach in a newly eligible 45-49-year-old community health center population

O'Leary MC, Reuland DS, Correa SY, et al. Uptake of colorectal cancer screening after mailed fecal immunochemical test (FIT) outreach in a newly eligible 45-49-year-old community health center population [online 2023 Jun 10]. *Cancer Causes Control*. 2023;1-9. doi:10.1007/s10552-023-01717-8

Dan Reuland, MD MPH

[dreuland@med.unc.edu](mailto:dreuland@med.unc.edu)

**NCCRT Webinar: Recent Updates, Research & Resources To Support Increased Colorectal Cancer Screening In Community Health Centers**  
**Sept 11, 2023**



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

# Background



**A revised colorectal cancer (CRC) screening recommendation was released in May 2021**

Population	Recommendation	Grade
Adults aged 50 to 75 years	The USPSTF recommends screening for colorectal cancer in all adults aged 50 to 75 years. See the "Practice Considerations" section and Table 1 for details about screening strategies.	<b>A</b>
Adults aged 45 to 49 years	The USPSTF recommends screening for colorectal cancer in adults aged 45 to 49 years. See the "Practice Considerations" section and Table 1 for details about screening strategies.	<b>B</b>

# Background

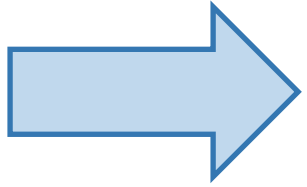
## Mailed fecal immunochemical test (FIT) outreach



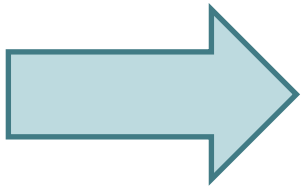
- Effective in increasing CRC screening among adults aged 50-75
- Important strategy in communities with high CRC burden, low screening rates, and for whom access to care may be limited

- Little is known about the effectiveness of mailed FIT among adults aged 45-49
- Patients often do not remember receiving a letter or FIT packet

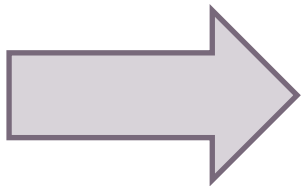
# Objectives



To assess FIT uptake associated with mailed FIT outreach among patients aged 45-49



To test the effectiveness of an enhanced vs. plain mailed FIT envelope on FIT uptake



To determine the change in overall CRC screening rate in this age group following the mailed FIT intervention



Part of a larger implementation study called “SCORE”

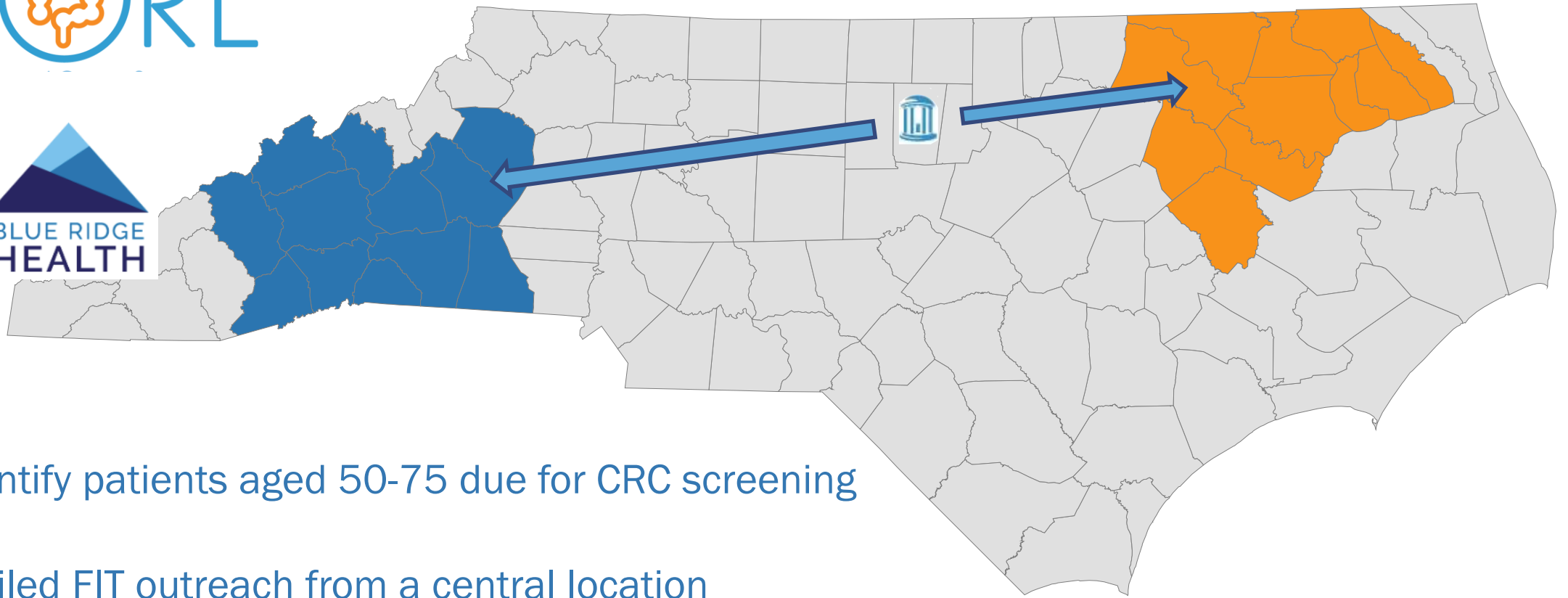
Implement and test a **centralized CRC screening outreach intervention** to help increase CRC screening and follow-up in community health center populations

NIH Award numbers:  
5UH3CA233251 and 1UG3CA233251

# Methods – Parent Study



# SCORE



Identify patients aged 50-75 due for CRC screening



Mailed FIT outreach from a central location

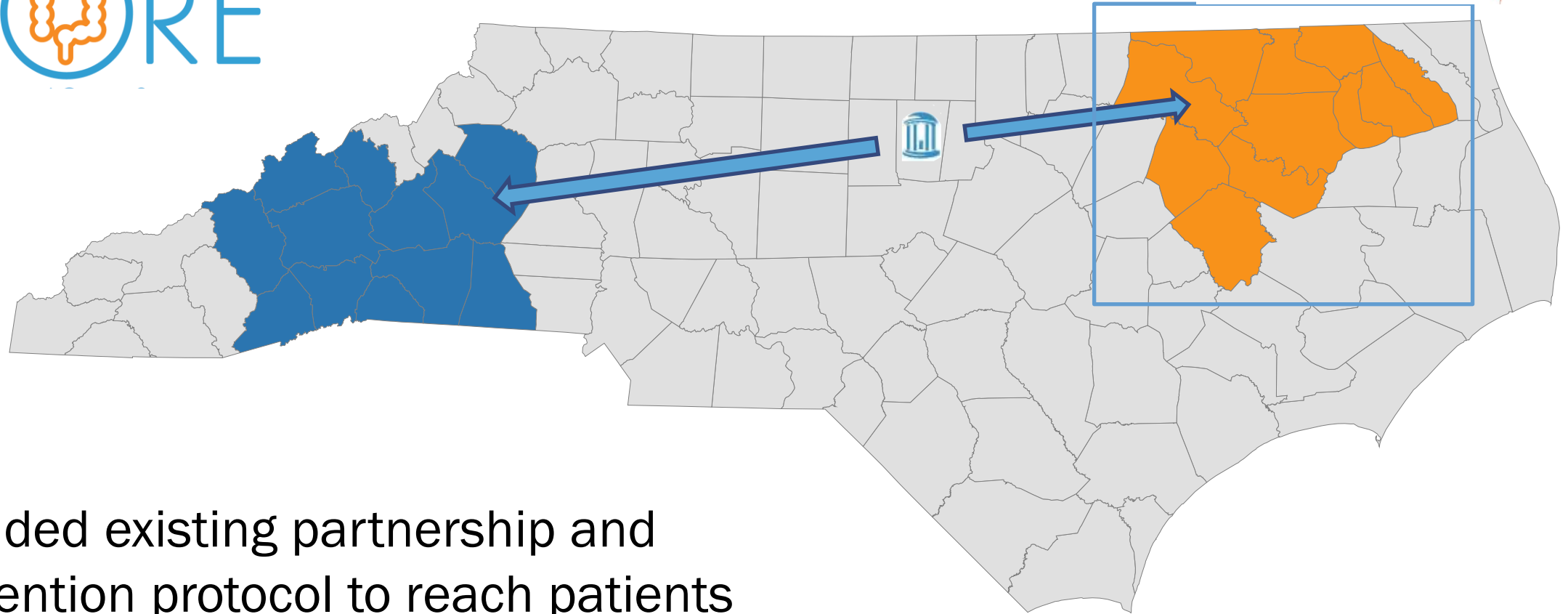


Navigate patients to follow-up colonoscopy



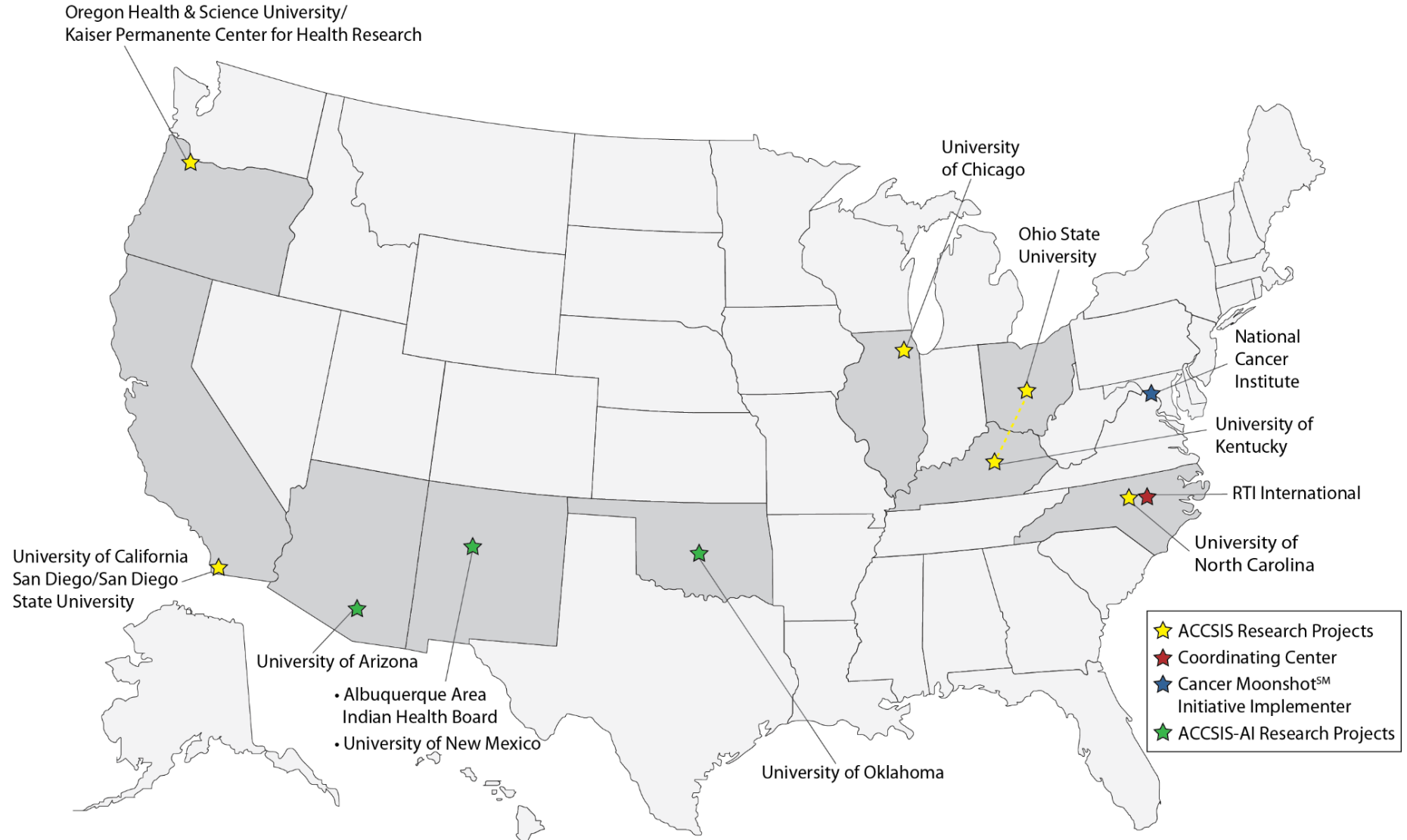
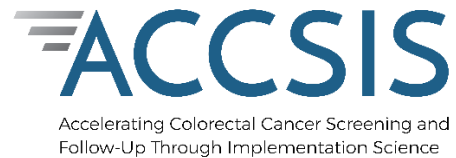
# Methods – Sub-Study

SCORE

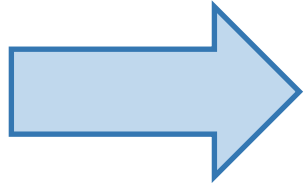


Expanded existing partnership and intervention protocol to reach patients aged 45-49 at a single FQHC clinic

# Part of a National Cancer Moonshot Research Effort



# Methods – Sub-Study



To assess FIT uptake associated with mailed FIT outreach among patients aged 45-49



Adapted mailed materials for 45-49-year-old population

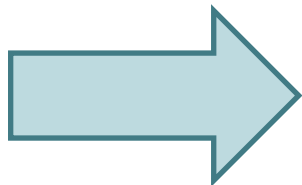


Mailed FIT kits in February 2022



Assessed FIT uptake at 60 days and 6 months using lab records

# Methods – Nested Randomized Trial



To test the effectiveness of an enhanced vs. plain mailed FIT envelope on FIT uptake

Randomized patients to receive:

Enhanced Envelope

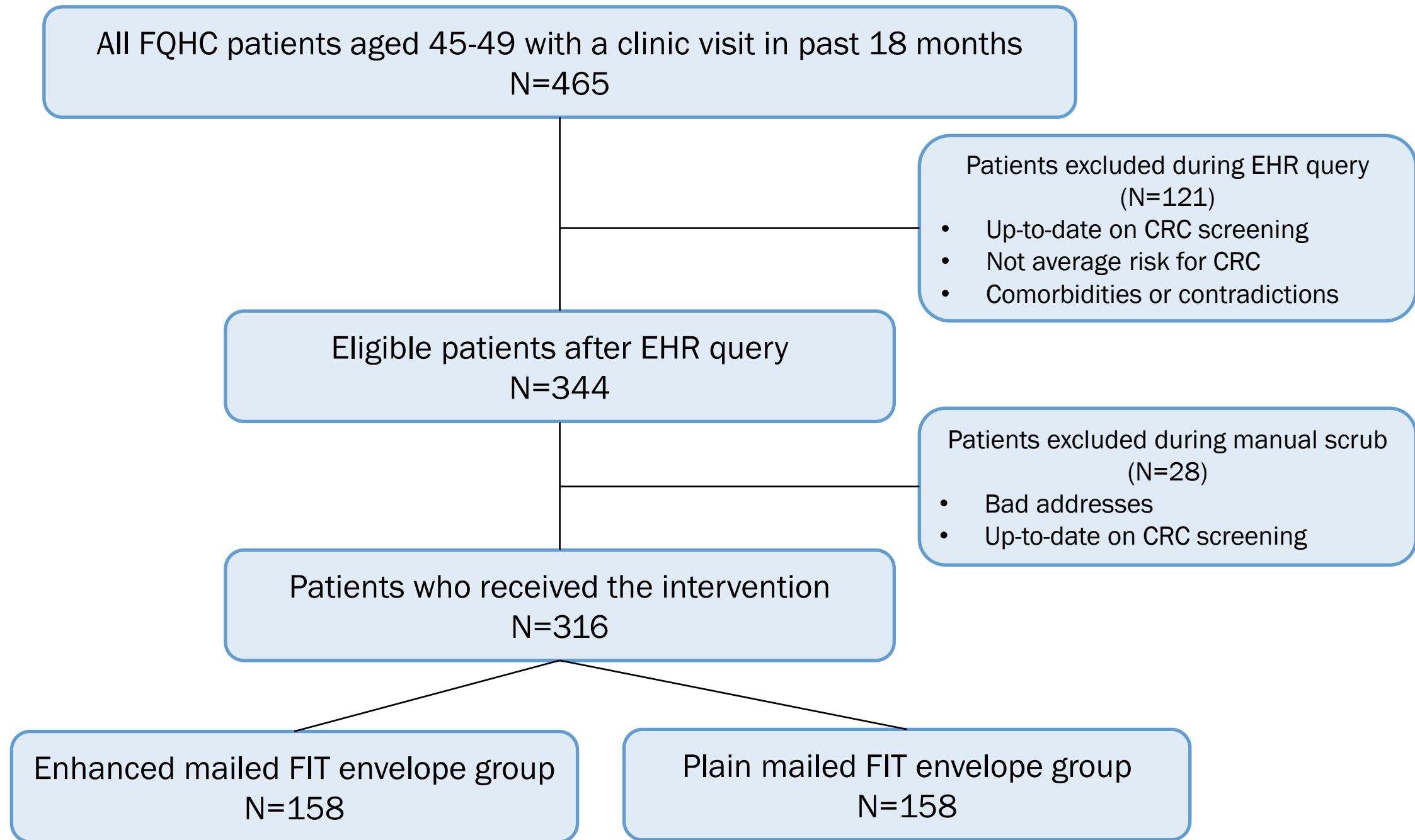


USPS Tracking Label

Plain Envelope

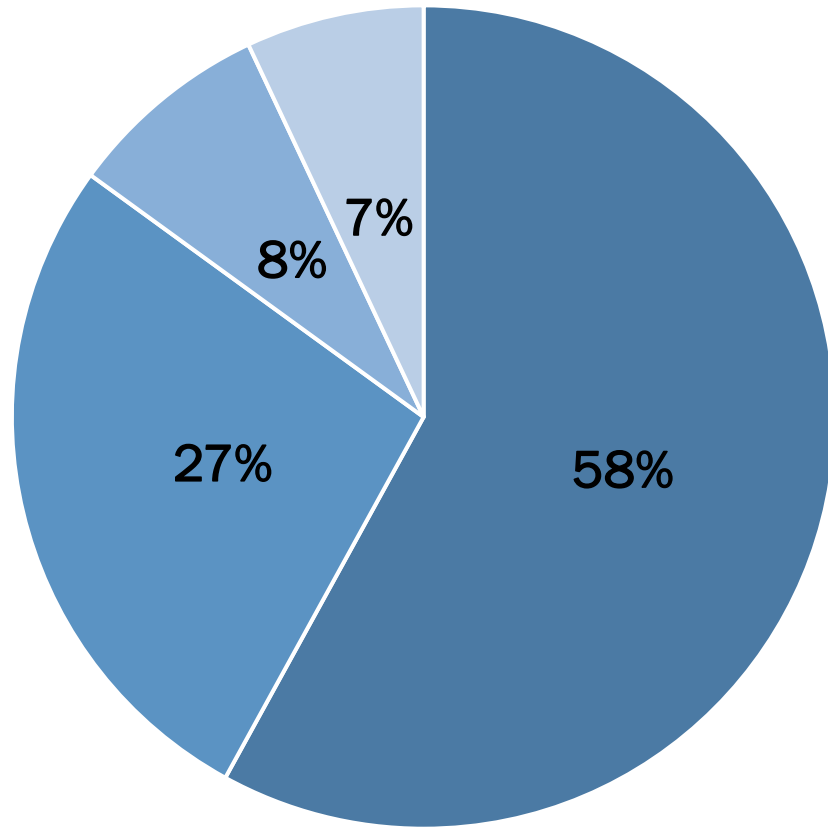


VS.



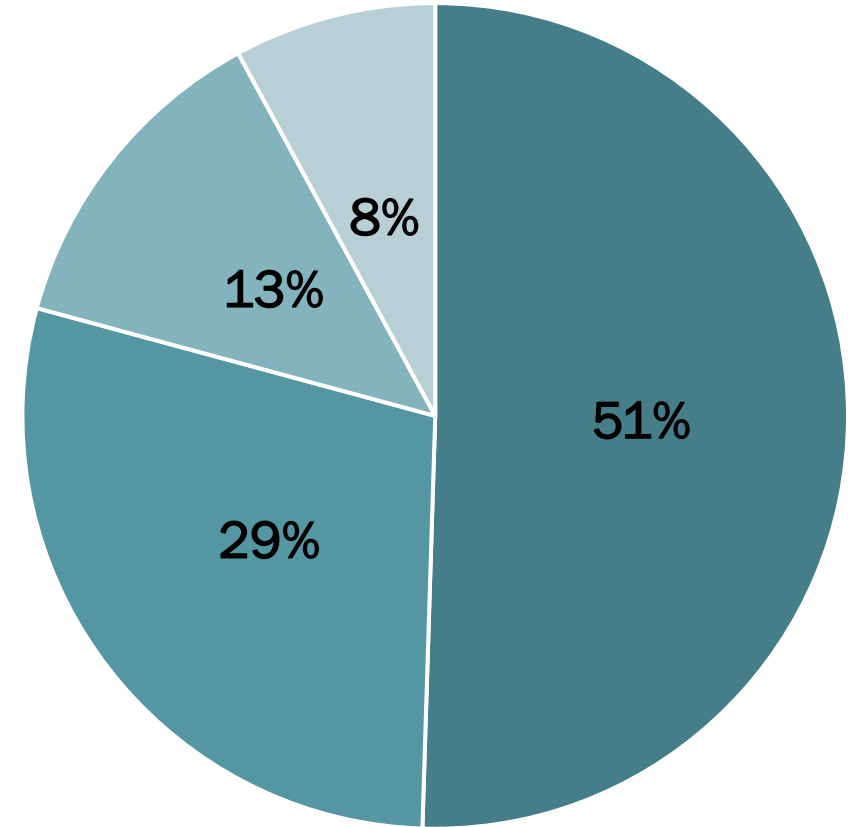
# Results – FQHC Patient Characteristics (N=316)

Race/Ethnicity



- Non-Hispanic Black
- Non-Hispanic White
- Hispanic
- Other/Unknown

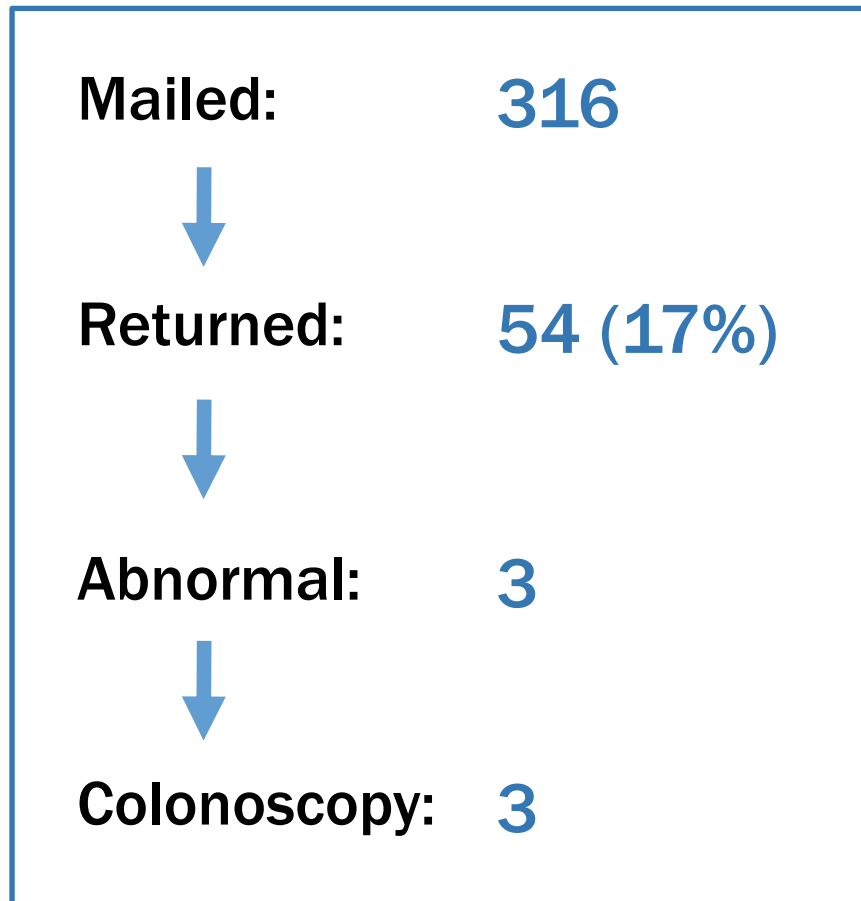
Insurance Type



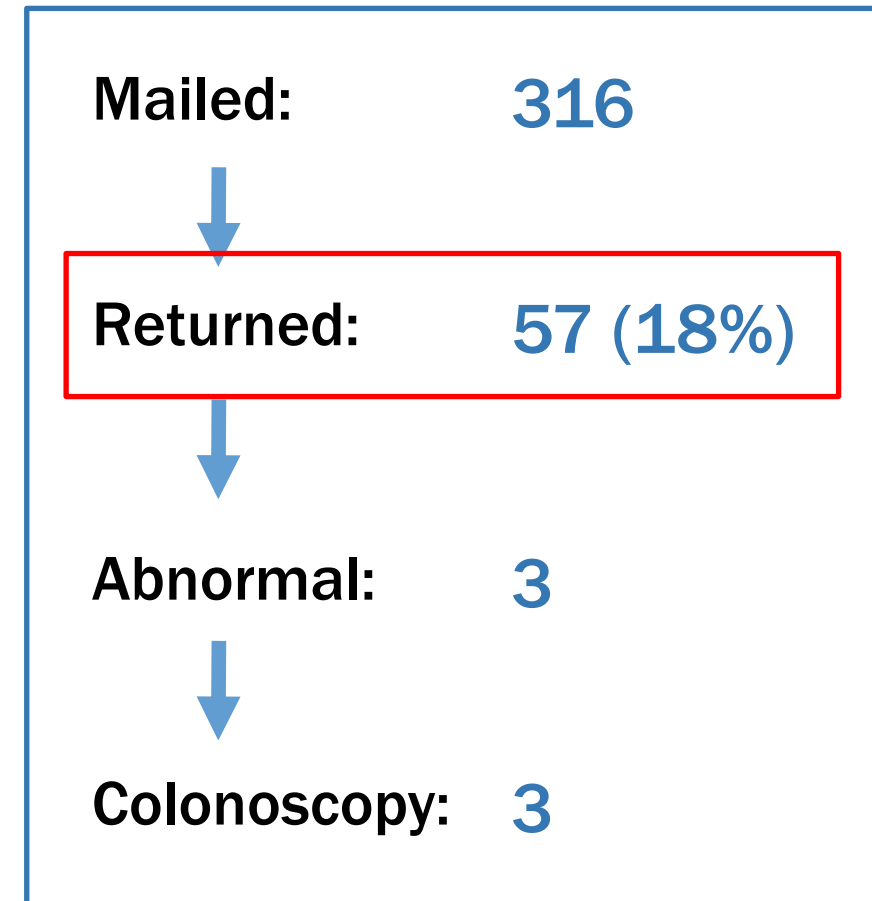
- Commercial
- Self-pay/Uninsured
- Medicaid
- Medicare

# Results – Mailed FIT Uptake (All Eligible Patients)

After 60 days...



After 6 months...



# Results – Mailed FIT Uptake (Enhanced vs. Plain Envelopes)

## Enhanced Envelope



34/158 (21.5%)

## Plain Envelope



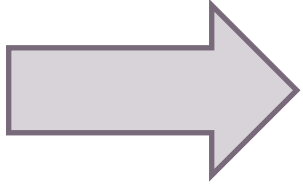
20/158 (12.7%)

vs.

Difference: 8.9 percentage points,  $p=0.037$



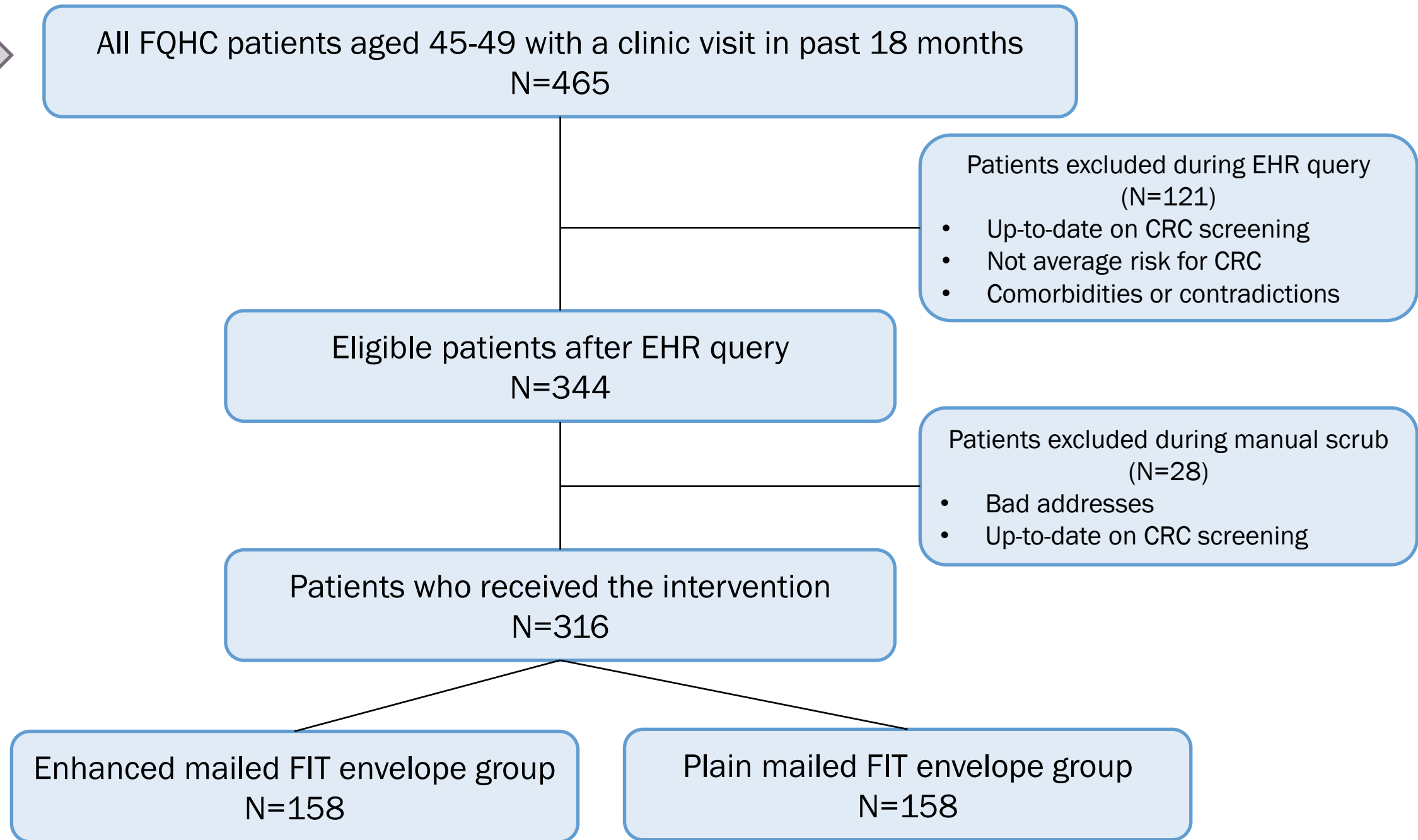
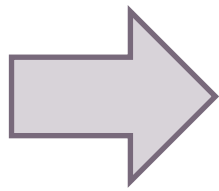
# Methods – Overall Clinic-Level Screening



To determine the change in overall CRC screening by any modality following the mailed FIT intervention

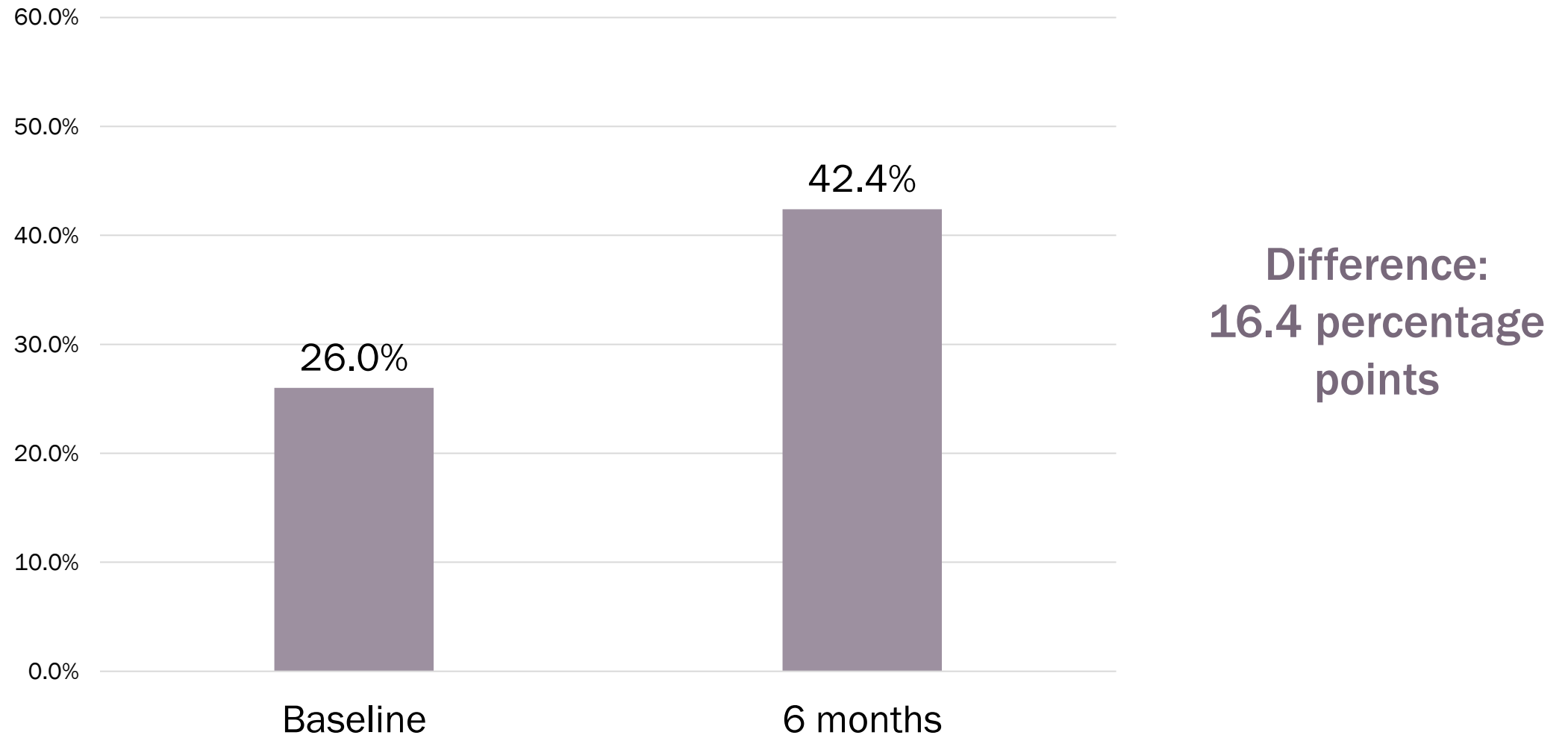
Compared overall CRC screening in this age category between baseline and 6 months post-mailed FIT intervention using an EHR query

Screening rate = proportion of patients current with recommended CRC screening by *any modality*



# Results – Overall Clinic-Level CRC Screening

Percentage of all patients aged 45-49 (N=465) up-to-date on CRC screening



# Overall Findings

A subset of patients aged 45-49 were generally willing to complete CRC screening with 1 in 6 returning a FIT within 60 days

More visually appealing mailers can help to boost FIT uptake

Mailed FIT outreach can be used to support adherence to the updated screening recommendation

# Limitations

Small study at a  
single FQHC  
clinic

Limited number  
of mailer options  
tested

Clinic-level  
screening  
assessed using  
EHR query

# Implications

Importance of building & leveraging existing partnerships & protocols



Takes time to implement system-level changes to support adherence to updated recommendations



Implementation of mailed FIT interventions in resource-limited settings may be particularly important

# Thank you!

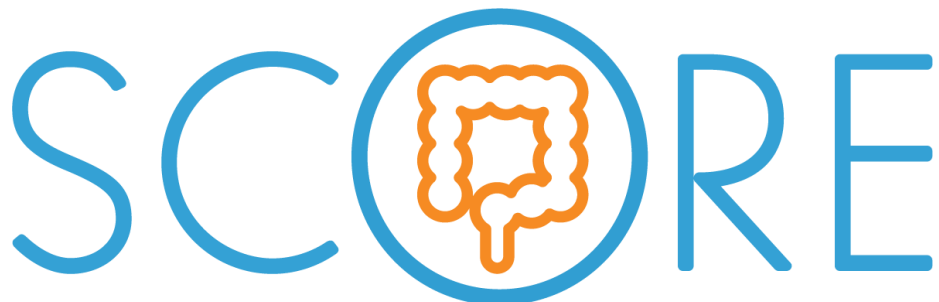
## Our Team

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Sara Y. Correa  
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Clinic partners

## Contact Us

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Scaling Colorectal Cancer Screening  
Through Outreach, Referral & Engagement



# Questions?



# Small Group Discussion

- You will be placed at random into a breakout room
- We encourage you all to come on camera.
- Each breakout group will have 20 minutes to review the topic and discussion questions.
- Please choose someone to take notes and share back with larger group.

# Discussion Questions

- 1 What challenges and opportunities do you see for health centers as they move to screen patients starting at age 45?
- 2 What are some potential solutions to address the top barriers to screening at age 45 identified in our poll?
  - Lack of public/patient awareness
  - Not enough staffing
  - Resistance from patients
- 3 In addition to the recently released resources (Steps Guide, Mailed FIT Guide), what other tools, resources, and other support would be helpful for health centers in their CRC screening work?



2023 American Cancer Society  
National Colorectal Cancer Roundtable  
**ANNUAL MEETING**



**NOV** 15-17  
2023

Hilton Houston Post Oak  
Houston, Texas



# Thank You

[nccrt.org](http://nccrt.org) @NCCRTnews #80inEveryCommunity