

# 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](#).

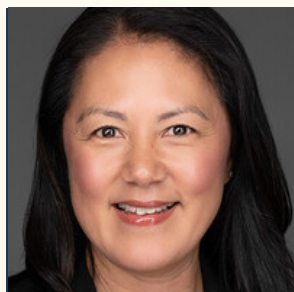


### Interviewees

**Karin Leschly, MD**

Medical Director

East Boston Neighborhood Health Center



**Heidi Emerson, PhD, MPH**

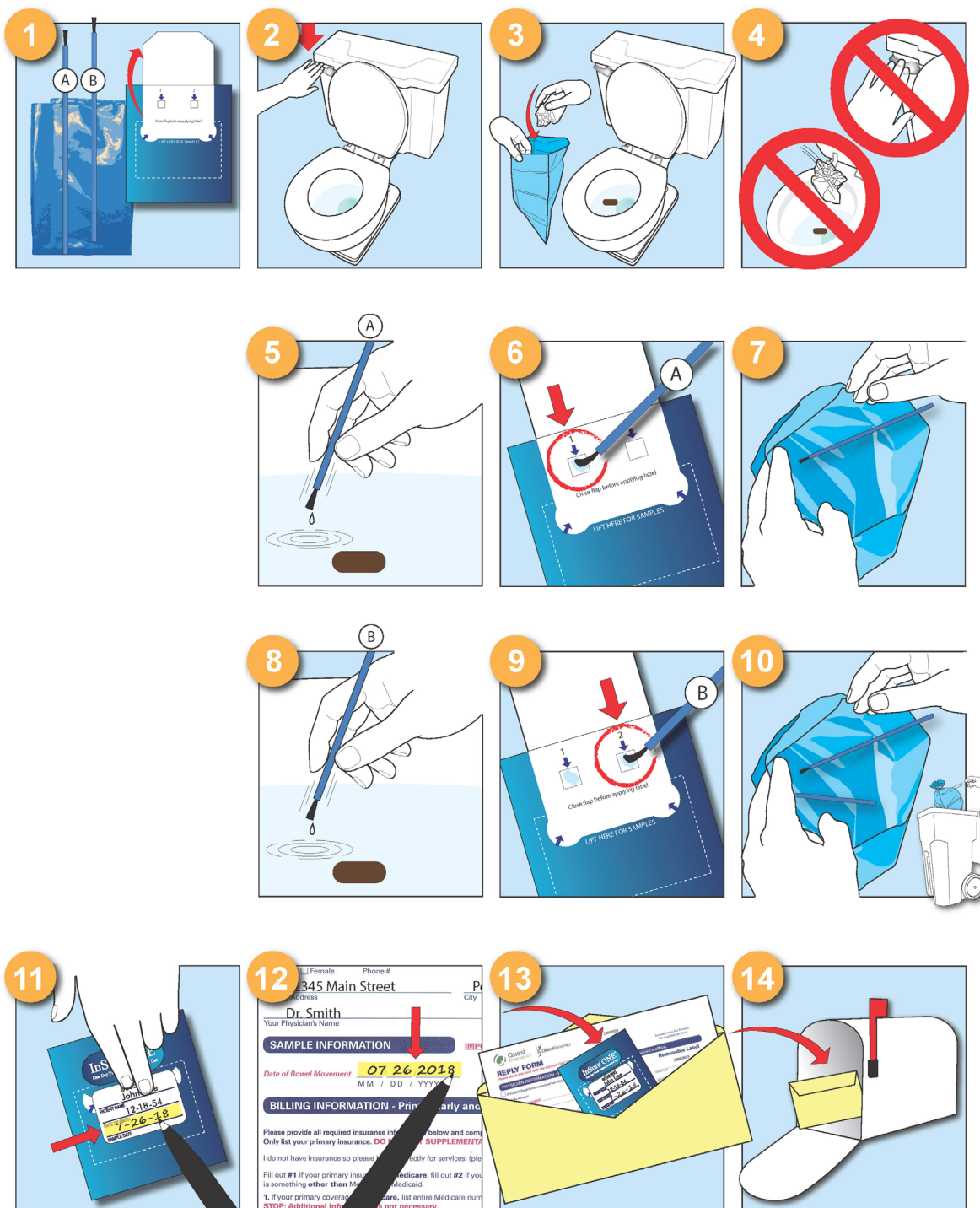
Quality Improvement and Population Health Manager

East Boston Neighborhood Health Center

# CASE STUDY APPENDICES

## CS03-1

### Patient pictorial instruction sheet



© 2018, Kaiser Permanente Center for Health Research. Funding provided by the National Institute on Minority Health and Health Disparities (Award U01MD010665). Created in conjunction with AltaMed Health Services.

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

## 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

ENGLISH



SCAN ME

<https://www.youtube.com/watch?v=jXLlvqWNW1A>

SPANISH



SCAN ME

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

EBH/HC QI AND POPULATION HEALTH - DO NOT DISTRIBUTE WITHOUT PERMISSION




## CS03-2

## Incentive flyer



## CS03-3

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

Selected Columns	Width	
MRN (EPT) [367]	1440	▲
Patient DOB [54500]	1440	
First Name [2208]	2160 	
Last Name [2209]	2160	
Phone Number (EPT) [2245]	1800	
Patient Preferred Language [1132]	1440	
Patient Gender Identity [1938]	1440	
Patient Address [15197]	2880	
PCP [54502]	1440	
PCP Department [4044]	2160	
ORDERING PROVIDER [1150]	3000	
Ordering Provider ID [42189]	1080	
Ordering Provider NPI [84609]	2000	
Order Date [1052]	1080	
Order Patient DAT [34903]	0	
Order Patient Internal ID [34904]	0	
Age of Order [20195]	1440	
Lab Order Status [51220]	1440	
Order Status [51223]	1900	
Comment Results [100811]	1440	
Comment with cancellation [100810]	0	
Order Patient Name and MRN [84521]	0	
Order ID [52000]	0	
ORDERS NEEDING COSIGN [20113]	2880	
Cosigner User ID [4483]	2700	▼



## 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.

Colorectal Cancer Screening: Patients 50-75 years of age should be screened for colorectal cancer. Select a screening plan, or indicate that the patient is not a candidate. Use the SmartSet to order the screening procedure now.

Open SmartSet	Do Not Open	HM: COLON CANCER SCREENING <a href="#">Preview</a>
Add HM Modifier	Do Not Add	Colonoscopy every 10 years
Add HM Modifier	Do Not Add	Annual FIT Colon Cancer Screening
Add HM Modifier	Do Not Add	Not a candidate for Colon Screening

[Health Maintenance](#)  
[Clinical References](#)  
[Guidelines](#)  
[Active Guidelines](#)

When the patient is due for Colorectal Cancer Screen:

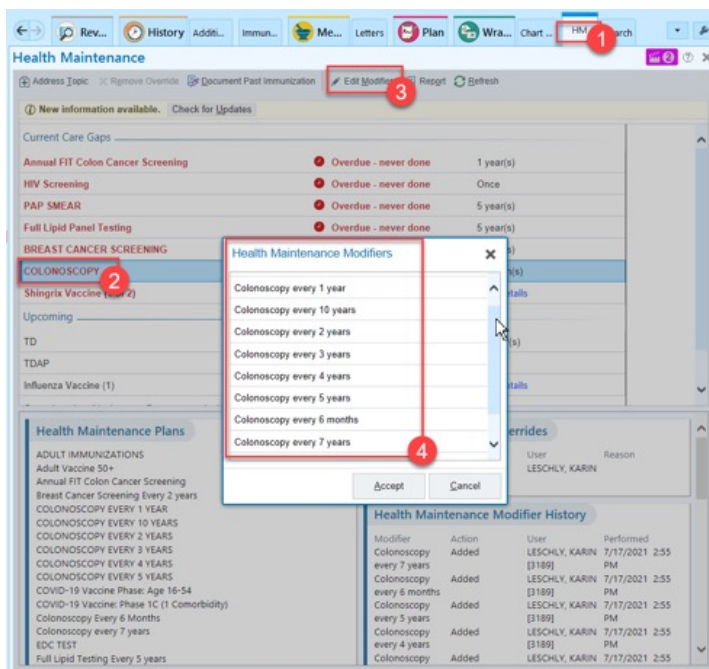
**MA's:** Order the FIT by opening the SmartSet on the Fecal Immunoassay Test (FIT) Best Practice Alert.

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

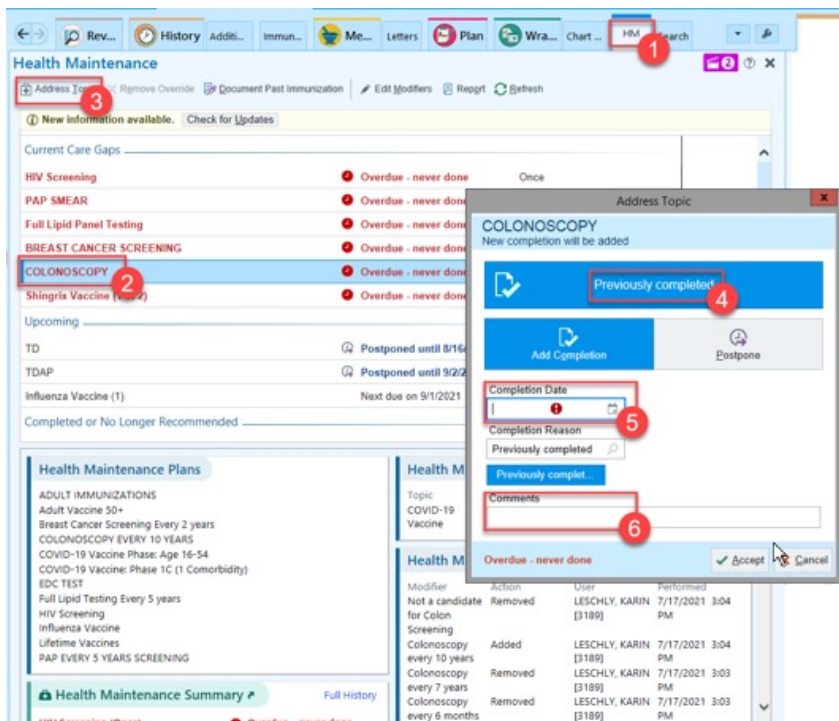
If the patient needs to be taken off the FIT Health Maintenance Topic, **Modify** the Annual FIT Colon Cancer Screen by removing it.



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**  
 MRN: [REDACTED] 5/13/2021 Family Medicine 617-568-4800

### Today's Visit

You saw **MARIN ST. LESCHER, MD** on Thursday May 13, 2021.

**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

Always use your most recent med list.

<b>Benzoyl Peroxide</b> 5 % Liqd	wash face twice daily
<b>Clindamycin Phosphate</b> 1 % Gel	apply to face nightly
<b>Loratadine</b> 10 MG Tabs	1 tablet daily as needed
<b>Norgestim-Eth Estrad Triphasic</b> 0.18/0.215/0.25 MG-35 MCG Tabs Commonly known as: Ortho Tri-Cyclen (28)	Take 1 Tablet by mouth one time a day
<b>Sertraline HCl</b> 50 MG Tabs	Take 1 Tablet by mouth one time a day

### FIT kit Instructions

**ENGLISH**  
  


**SPANISH**  
  


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.